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Executive Summary

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13

COMMUNITY MATHS

EVENTS HELD

12,832
UNIQUE WEBSITE VISITORS

"I never knew maths could be so fun! This is way more fun than school"

- CHILD'S COMMENT

101
DIRECT FAMILIES
ENCOUNTERS

156

TEACHER AND

EDUCATOR

ENGAGEMENTS

308

DIRECT AUDIENCE ENCOUNTERS

691

COPIES OF NUMBER RUMBLER SOLD

"As someone who has always suffered with some form of maths anxiety ... I think your charity is a fantastic idea!"

- PRIMARY SCHOOL TEACHER AND WORKSHOP PARTICIPANT

650 INDIRECT AUDIENCE ENCOUNTERS

1941 FOLLOWERS

FESTIVAL OF TRIANGLES DELIVERED "Wonderful, fun atmosphere. Fantastic way of learning"

- PARENT'S COMMENT

137

8330

FAMILIES WHO ENCOUNTERED OUR RESOURCES OFFLINE

THANKS TO... Man Charitable Trust, John Lyon's Charity, Royal Commission 1851, Pancras Square Library (Camden Council), Kids in Museums, the NSPCC, National Numeracy, Cambridge House, Autopress Education, Bletchley Park shop, Edspace, the BCME, the six London Maths Hubs, the Royal Institution, Camden Family Learning Network, Mousetrap Theatre Projects, and our many other partners, supporters, donors and volunteers.



Charitable Trust







2012

Maths on Toast begins as a community maths event in a pop up shop in East London, offering an answer to this question: "Where can I go to have fun doing maths with my child?"

First successful grant funding! £2000 Catalyst Fund from the Royal Society of Arts

2013



Our first Festival of Triangles took place in a school.

Funding from London Borough of Camden allowed us to take our **community** maths event to community centres across the borough.

2014

We developed a series of activities for 'Cracking Codes' on **HMS Belfast.**



A special party to celebrate our 2nd birthday!



We developed a programme of family learning events to be run at the newly refurbished Bletchlev Park museum.

We collaborated with theatre director Sarah Punshon to devise We're Stuck! an interactive theatrical adventure for children aged 8-11 and their accompanying adults with a story about robots, mistakes, and the value of persistence in maths.

2015



Following collaboration with Camden families, and a hugely successful crowdfunder on Indigogo, we produced Number Rumbler, a family friendly card game helping children to develop number sense.

We received our first core funding from the Man Charitable Trust.

2016



FINALIST 2016

Number Rumbler was a finalist in the **Science Toy** Awards 2016.



Monthly family maths events and other regular activities in the London Borough of Camden started. thanks to the support of John Lyon's Charity.

2017

We collaborated with London South **East Maths Hub** and developed a Festival of Triangles 'kit' so teachers could deliver the event in schools without direct support from us.



'We're Stuck' on tour! A second run for the theatre production visiting venues in London and the Northwest.

2018

We partnered with **Kids in Museums** to produce a resource for museum educators, supporting them to put maths into their museum activities.



The first Festival of **Triangles beyond** London took place - in the Channel Islands!

We provided resources to the NSPCC for their **Number Day** for the 1st time - our resource 'Measure Me' was the most downloaded!

2019

We're delivering our **Child Advocates** for Maths project - a series of videos about maths created with and presented by young people, and funded by the Royal Commission 1851.



From the Trustees

Parental involvement is vital to children's learning, but there is evidence that many families struggle when it comes to maths.

Surveys by National Numeracy have shown that parents are '30% less likely to do maths activities with their children than language or reading based activities'.[1] Their findings have also revealed that one third of UK adults wouldn't be embarrassed to admit to being 'no good at numbers and maths'.[2] The result is that many parents pass on negative feelings about maths to their children, causing an aversion to numbers that can affect whole families. In serious cases this is experienced as maths anxiety, which has been shown to affect up to 2 million school children in England alone, stopping them from reaching their potential. [3]

Maths on Toast remains committed to tackling fear of maths, and the feeling that maths is 'not for me' or 'not our thing'. This year has seen us create opportunities for families to enjoy maths at the theatre, in the library, with artists, in museums, online – even as a side order with fish and chips. Our work specifically addresses the need for fun, memorable and creative maths that families can do together. And we are focusing more closely on how we can best combat maths anxiety.

We are supported in our aims by our funders the Man Charitable Trust, whose funding underpins the work we do, and the John Lyon's Charity who fund our work in Camden. We are also grateful to our partners such as the NSPCC and Kids in Museums, who helped our work reach an even wider audience. Thank you! We would also like to offer heartfelt thanks to our many volunteers and supporters who are vital to our work.

During this year we have welcomed a new Treasurer, Krystle McGilvery, a management accountant who has a longstanding commitment to maths education, and who tutors children in maths in her spare time. Krystle replaces Rebecca McCaffry, who we thank for her dedication and hard work. Hannah Gatward our Marketing and Operations Manager left to pursue her passion for film. We have been joined by Nathalie Meghriche as General Manager, and Francesca Piacentini is now our Events and Schools Manager.

This report gives a taste of what we have achieved in 2017-18, in words, pictures and of course, numbers. We look forward to inspiring yet more people to feel positive about maths in the vear ahead!

[1] https://www.nationalnumeracy.org.uk/news/childrens-author-lauren-child-talks-national-numeracy-about-her-new-charlie-and-lolabook [2] https://www.nationalnumeracy.org.uk/news/yougov-poll-finds-managing-money-main-driver-adults-wanting-improve-numeracy [3] https://www.theguardian.com/education/2012/apr/30/maths-anxiety-school-support

From Our Leadership Team



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From the Chief Executive

When we publish this report, I'll no longer be at my desk: after six years running Maths on Toast, taking it from a one-off event in an empty shop on a budget of £50 to a registered charity that reaches thousands of people each year, I'm incredibly proud that I can depart on a year's maternity leave - and the creative family maths will carry on.

That's no mean feat, and of course it's not my achievement alone. Maths on Toast will continue to be run by our multi-skilled, very committed Board of Trustees, by our staff Nathalie Meghriche and Francesca Piacentini, and by Lucy Davis who has taken up the CEO role.

There are plenty of projects in the pipeline! Our regular family maths events in Camden continue, and you can of course still buy our game, Number Rumbler. Building on our history of creative collaboration, we've recently initiated new partnerships with Cubitt, an artists' studio, and Mousetrap Theatre Projects, both of which we hope will yield exciting family maths in the coming year or so. We are working on bringing more academic rigour to some of our family maths approach, for example by drawing on Sue Johnston-Wilder's Growth Zone Model for combating maths anxiety. And (don't tell, it's still secret!) we have a cunning plan to bring some celebratory, exploratory maths to families approaching the government's new Y4 Times Tables Tests. Watch this space!

It's been a brilliant six years and I'm extremely grateful to the volunteers, funders and partners who have made our past, present and future possible. Let's keep up the good work!

Alexandra Fitzsimmons







THE NEED

Maths is a core school subject and numeracy is linked to life chances [1]. Our economy and society need mathematically literate people. Yet negative attitudes to maths prevail in the uk, from "I can't do maths" as an (imitated and inherited) facet of identity to mathematically disabling 'maths anxiety' [2].

[1] Carpentieri, J.D., Litster, J., and Frumkin, L. (2009) Adult Numeracy: A Review of Research. NRDC.

[2] National Numeracy (2015) Attitudes towards maths – Research and approach overview, Retrieved from www.nationalnumeracy.org.uk, January 2017.

VISION

We want everyone to feel positive about maths - to feel that it is something they can do, and enjoy.

Broaden their view of what and where maths is.

Interact with a broad section of the community and become more aware of the opportunities.

MISSION

To make maths a creative, enjoyable, human, social activity for families and communities.

> PEOPLE TAKING

Be supportive of others' mathematical learning.

PART IN OUR

Increase their enthusiasm for maths, reduce any fear of it - and do more, afterwards.

Have positive, shared family memories of mathematics.

ACTIVITIES WILL...

Engage in mathematical activities, showing concentration, play and perserverence.

We run events, develop activity and product ideas and work in partnership to create fun, meaningful and impactful ways of engaging with maths.

> Enjoy doing maths together and be aware that it is maths that they are enjoying.

Increase their confidence in maths, seeing it as something they can do.

In conversation:

Alexandra Fitzsimmons. CEO, and Alison Clark-Wilson, Trustee

From Our Leadership Team

SO ALEX, TELL ME ABOUT HOW MATHS ON TOAST GOT STARTED.

Maths on Toast started in 2012. Essentially, I had a sense that something had to be done about making maths a thing that families did together. I'd come from a background that was a mix of maths and museum-based family learning - and it struck me that these things never came together.

The organisation itself actually started when Paul Wilmott, who is one of our trustees, and I sat down together in a café and he asked, 'What could we do for £50?'

We came up with a pop-up event in an empty shop for one day only, called 'Festival of Triangles', and invited families to come along. And they did! From that we learnt that maths was something that families wanted to do in their free time. And we also discovered that they needed some encouragement to recognise that

the sort of creative mathematical activities we put on were actually maths.

I remember a conversation with a boy who had just done a scavenger hunt around the market looking for triangles, and he'd also made a tetrahedron. He was absolutely adamant that he hadn't done any maths so we had to have quite a long conversation about how this was actually maths. Since then we've given out stickers at all our events that say 'I had fun doing

maths', so that we have that conversation with everybody who is new to our events.

Soon after, we received our first funding — a £2000 Catalyst grant from the Royal Society of Arts – which was a great boost, both for practical reasons and for our confidence. We had begun!

SO THAT'S THE BEGINNINGS OF MATHS ON TOAST, WHERE DO YOU SEE IT IN TEN OR FIFTEEN YEARS TIME?

It's exciting to even be able to think of it in ten or fifteen years time. I suppose we are now six, seven years old now, and it's only really when you have that sort of history that you can think so far into the future. I think there are three things that should be going on in ten years time. The first thing is that we should be really embedded in Camden, which is not quite where we started but is certainly where we grew most quickly, so that all the families in Camden know about us and come to our events, and we really use our relationships there to develop new and exciting activities.

Secondly, I want us to have a whole host of ways to work with people who aren't in Camden. Whether that's digitally through our website and activities they can download, or products for schools and community

leaders, that they can use to encourage family maths in their own ways. So essentially a series of ways people can access what we do, and use it in their own contexts, nationally.

Thirdly, and I think this is a really important one, and it is something we are building up already, we should have a series of creative partnerships where we're working with arts organisations or artists, or people from backgrounds you wouldn't necessarily expect to be creating family maths activities, so we continue to keep our new activities and products original, fresh and different.

WONDERFUL! WHAT DO YOU THINK ARE THE BIGGEST CHANGES AND CHALLENGES THAT ARE ON THE **HORIZON FOR MATHS ON TOAST?** I CAN SEE ONE...

Right now, I'm about to go off on maternity leave which will be interesting as I'm the person who's been doing the day-today running of Maths on Toast since the beginning. I'm really confident that will be fine! We have a great team. And by the time we publish this we will have recruited a wonderful person who will be at the helm for a year.

I believe it is valuable for the organisation that I'm forced to take a step back in this way, because it means Maths on Toast has to become an organisation that can be run by someone else. You hear of so many start ups and small organisations that have only ever been run by one person. And then that person retires, or moves on and the organisation can't continue. So I think it's a good transition moment for Maths on Toast.

So the immediate future is exciting for Maths on Toast, we have projects already underway, a strong sense of who we are and what and who — we're for, and the potential to explore new areas of growth, with the fresh perspective that a new CEO can bring.









Why Community Maths?

Community maths is at the heart of Maths on Toast's

mission: we believe that the more people know maths can be social, human and fun, the more they'll be able to enjoy it, and the more they'll do. So our activities, based around making, playing games, and colouring in - all things families like doing together at the weekend - can play a big part in supporting childrens' aspirations and achievements.

We also believe that sociable maths settings are a great way to support parents who may be struggling with issues such as maths anxiety. According to a Guardian piece back in 2012, people suffering from this fear "respond to sums in the same way that people with phobias might react to snakes or spiders, showing increased activity in the fear centres. This in turn causes a decrease in activity in the problem-solving areas, making it harder to come up with the right answers." We help by making people aware that the condition exists (it's surprising how much difference it makes if you know fear, not stupidity, is your problem), and by showing people a side of maths they may not have known about. Next year we are planning to do more, drawing on Sue Johnston-Wilder's Growth Zone Model to develop activities that support parents and children to talk about their feelings when doing maths, as well as the maths itself.

Our work in Camden is where we connect most closely to family audiences. Ideas tried out at regular sessions here, or with schools, are brought to wider audiences through a series of partnerships - see later in this report.







We continued our family maths events at Pancras Square Library, funded by John Lyon's Charity.

Our events introduced participants to maths in creative and enjoyable ways and involved making decorations, playing games, inventing games, measuring, and inventing measuring units. We also included sessions linked to the library's Summer Reading Challenge and the national Family Learning Festival.

We ran twelve events in total at the library (one per month), supported by volunteers.

In addition, we also ran events with partners who could introduce us to audiences who might not come to the library. We visited Kentish Town City Farm's Apple Day and we ran an event for families participating in the Elfrida Rathbone Centre's Camden Futures programme.



"Maths on Toast has made a significant contribution towards the number of visitors on Saturdays to our library, as well as introducing our new building to the public. The combination of team work and fun activities run by Maths on Toast is amazing - connecting people of different background and culture from different parts of London. Visual and practical learning has fascinated young children and adults on what they can achieve with maths skills. Therefore a positive sign of people's attitude towards maths. It's great to see families getting out of the house and having time together engaging in team work instead of spending too much time on TV or gadgets."

- DAG TADESSE

Camden Libraries



- "Pleasant environment, good adaptation of maths for children to approach the subject in a less studious way. My daughter really struggles at school"
- PARENT'S COMMENT
- "I never knew maths could be so fun! This is way more fun than school"
- CHILD'S COMMENT

Who Came to Our Events in Camden?



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We are proud that we attracted a diverse audience to our events in Camden - not only in terms of ethnicity but in terms of familiarity with the idea of a fun maths event.

Our partnership with the library is important here, with significant numbers of our visitors finding out about the events through the library itself. Local state primary schools also help us to spread the word.



ENCOUNTERS

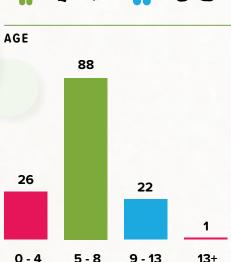
PANCRAS SQUARE LIBRARY

ELRIDA RATHBONE CENTRE

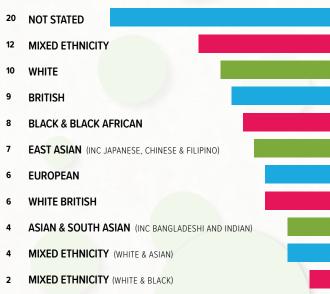
286 111 96

TOTAL IN CAMDEN





ETHNICITY



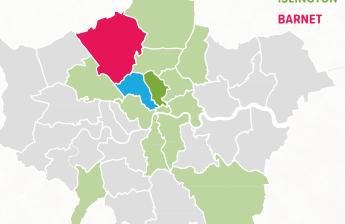
RESIDENCE





MOST REPRESENTED

22 ISLINGTON



maths on toast **ANNUAL REPORT 2017-18**

EXECUTIVE SUMMARY

OTHER

FROM OUR LEADERSHIP TEAM

WHAT WE DID THIS YEAR

OUR TEAM

ACCOUNTS

Outcome 1: Enjoyment

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If people didn't enjoy our activities ... well, for us there would be no point. But since the beginning, we've kept a check on whether people recognise the activities they are enjoying are actually maths. Without that recognition, we couldn't make any claim that we were creating positive experiences of the subject. Luckily, our audiences are (mostly!) aware of this.

ADULT FEEDBACK (41 REPONSES)						
Proportion of groups who reported spending an hour or more at the event	28/ 4 1	68%				
Proportion of adults who enjoyed the activities 'A lot'	38/41	93%				

CHILD FEEDBACK (38 RESPONSES)					
Proportion of children giving feedback who enjoyed the activities 'A lot'	34/38	89%			
Proportion of children giving feedback who agreed it was maths (includes maybe)	34/38	89%			



Outcome 2: Bonding and Family Memories



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We're the family maths charity, and we take care that our activities are right not just for children on their own but for families to enjoy and participate in together - as a unit, and with other family groups they encounter.

HAD FAMILIES DONE MATHS BEFORE?	
We do a bit of Maths/Science together, on and off	43
We do lots of Maths/Science stuff together	18
This is the first Maths/Science activity we've done together in a while	14
This is the first time we have ever done a Maths/Science thing together	5
Blank	11

CHILD FEEDBACK (38 REPONSES)		
Proportion of childen giving feedback who felt they bonded with family & friends	30/38	79%

ADULT FEEDBACK (41 REPONSES)		
Proportion who agreed this was good family & friends bonding time (includes maybe)	39/ 4 1	95%
Proportion who agreed they spent time with different families (includes maybe)	24/41	59%



ACCOUNTS

Outcome 3: Doing More Maths Later

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We monitor the lasting impact of our events in Camden in a few different ways. We keep track of repeat visitors, and we also ask families what they intend to do between / beyond events. Finally, we know that much of what is made at our events goes home with children, perhaps to be stuck up on a cupboard or wall, supporting the memory of a fun afternoon doing maths.

6 FAMILIES visited one of our sessions at least twice, with one family attending **8 SESSIONS** during the year!

"I volunteer at my kids school and we are doing shapes, vertices, faces etc. I will take back what I've learnt..."

> **ADULT'S COMMENT** INTENTIONS FOLLOWING THE EVENT

"I still use the coding circle with my son to leave secret messages."

PARENT'S COMMENT

ACTIVITY AT HOME FOLLOWING THE

"[We will] use the objects to ... be admired by [the] entire family + lead to more maths discussion."

ADULT'S COMMENT INTENTIONS FOLLOWING THE EVENT

> more repeat shape patterns at home and look out for them when out and about." ADULT'S COMMENT

> > INTENTIONS FOLLOWING

THE EVENT

"We will make

FVFNT "I'll do similar

things at home that involve measuring i.e. height etc." PARENT'S COMMENT INTENTIONS FOLLOWING

THE EVENT

"In between events [we] bought

a Maths on Toast pack of cards."

ADULT'S COMMENT

ACTIVITY AT HOME

FOLLOWING THE

EVENT











Why work with creative partners?

There are myriad benefits to working in partnership to develop new projects. Firstly, a partner in a different genre can help us reach new audiences. Someone who isn't confident with maths may be much happier to go to an event that centres around theatre or art. Just as importantly, though, different art forms have radically different approaches to developing content - and can help us make sure that what we produce is surprising for our audiences - putting maths in unexpected contexts, exploring it in unexpected ways.

Mousetrap Theatre Projects | We're Going On A Bear Hunt

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A new partner for us this year was Mousetrap

Theatre Projects. We delivered a themed workshop session for children and their families as part of their Family First Nights summer programme. The programme enables disadvantaged families to experience theatre and our workshop inspired by 'We're Going on a Bear Hunt' was designed to be engaging, immersive and fun, drawing on key elements of the live theatre performance that participants had seen earlier in the day.



theatreprojects

inspiring young people







We partnered with London fish and chip shop chain Kerbisher and Malt to bring fun maths activities to the dinner table, and help Londoners feel 'maths-happy'.

Kerbisher and Malt's kids' menu was given a new look to include a 'maths maze' asking children to help Pythagoras find his triangle, a maths-andchips themed colouring activity and more. 1000 placemats were distributed across the chain.

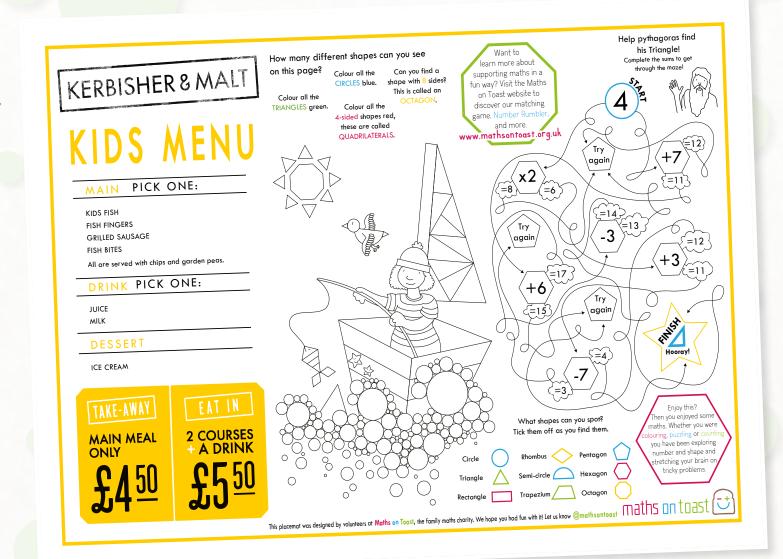
Activity 'placemats' are a common sight in many family-friendly restaurants and we were excited to explore their potential to support families to enjoy maths together, in a relaxed setting.

"We loved our new kids' menu and can't wait to see our customers enjoying a side order of maths with their meals!"

- SAUL REUBEN Co-Founder Kerbsher & Malt

"We welcome another fun maths-friendly innovation from maths charity Maths on Toast! It's great to see a familiar sight restaurant activity sheets - being used to encourage families to do maths together in a fun and creative way.."

- MIKE ELLICOCK CEO, National Numeracy



In the Pipeline...

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During the year we had initial conversations with Cubitt, an artists' collective in Islington, and with Mousetrap Theatre Projects, about developing new work. As we go into 2018-

- A project exploring the maths of set and costume design, which will probably evolve into a performance project for schools.
- A project that explores the idea of struggle in maths and in art. How do we get out of being stuck? Parents often feel they 'can't' draw or 'can't' do maths - can this project help shift that perception?
- A project that uses the Four 4s problem to explore the experience of being stuck in maths. The challenge: to make as many numbers as possible using four 4s and any operations you choose. it turns out some numbers are much easier to make than others. How do you feel trying for easy, or hard ones?

We also raised funds from the Royal Commission for the Exhibition of 1851 for our Child Advocates for Maths project where we will work with a filmmaker to create a series of short videos, presented by Camden children from The Winch, about family maths activities.









Our ambition for national reach

Once we've developed family maths activities with our Camden audiences and our creative partners, we like to get as much benefit out of them as possible! Over the past six years we have developed a series of ways of achieving this.

One key developmental aim at present is to work with more schools: for almost every family in the UK there is a school that is a familiar place, so we can reach a broad audience through connections to schools. We offer schools our Festival of Triangles, a 'maths week in a box' with a whole school event to complete it - see overleaf.

We are also increasingly working digitally, providing content for educators in different contexts as well as for parents themselves. Partnerships with larger organisations are vital here, to help us increase our reach.

Looking ahead, we aim to be the go-to organisation for family maths. That's a long-term aim - not least because most people in the UK can't even imagine what we mean by 'family maths' but this range of strategies is what will help us to meet that aim.

How to make an

cosahedror

Festival of Triangles | Family Maths for Schools



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Festival of Triangles is a whole-school community event, bringing children, teachers and parents together to celebrate maths.

Last year, we worked with SE London Maths Hub to transform the event, which we had been delivering directly, into a 'kit' for a teacher. The kit, which includes a handbook, photocopiable activity sheets, and printed materials to use at the event itself, supports a full Maths Week themed around triangles,

Byron Court A big thank you to all the parents, children and staff who made our festival of triangles such a success during last week's STEM week. We had lot of fun creating this Sierpinsky tetrahedron - thank you @mathsontoast for the inspiration and resources! @Ldncandwmathshb



and offers extensive guidance for teachers about how to attract parents to an afterschool maths celebration.

The benefit of this approach for the schools is not only a better price, but that there is a much better chance that the learning will be embedded as the year goes on. A total of 7 schools have held their own Festival of Triangles this year, using the new kit, including our first ever Festival of Triangles event at a distance at a school in the Channel Islands. Delivered without any direct supervision or involvement from Maths on Toast, we were able to see the results via a



"It was a ke shapes really successful event and the pack you provided was excellent." TOOTING PRIMARY SCHOOL TEACHER fow to block us "The staff loved the week and were excited about teaching and the "The children were hyped for the children are big event" still buzzing about HAUTES CAPELLES the event." **TEACHER** PARKFIELD SCHOOL

Number of schools	7
Total number of children in those schools	3123
Average proportion of children receiving free school meals	16.20%
Estimated number of people at family events	1050

maths on toast **ANNUAL REPORT 2017-18** EXECUTIVE SUMMARY

FROM OUR LEADERSHIP TEAM

WHAT WE DID THIS YEAR

OUR TEAM

TEACHER

ACCOUNTS

Teacher Professional Development

Another important way of spreading the word about our activities and approach has been running professional development sessions at conferences. We were present this year at BCME (the British Congress for Maths Education), at Power of Six (run by the London Maths Hubs) and at various TeachMeets, including one held at our very own head quarters, Edspace.

"I am a primary school teacher and maths lead ... and attended one of your workshops at the Maths Hub Power of Six conference. As someone who has always suffered with some form of maths anxiety I am really interested in your work. I suffer from the mental block and panic that you were talking about, even now, so I think your charity is a fantastic idea!"

- WORKSHOP PARTICIPANT, Power of Six



Number Rumbler | Our Family Game



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just £7.99, so if you don't have your copy yet then

visit our website to get hold of one!

Number Rumbler Goes to South Africa

Number Rumbler had an unexpected bit of international reach this year, when a group of Maths on Toast fans raised money online to send 50 packs to Axium Education, in South Africa. We were thrilled to receive pictures of the game in use 8,000 miles away.

"The cards create a great opportunity for learners to talk about how they see things. This is something we are trying to encourage in our numeracy clubs so it's wonderful to have another game that allows learners to do this. Because our clubs are run in isiXhosa, we don't yet use the cards with words on them but we will slowly build up to that."

- EDUCATOR

AXIUM EDUCATION, SOUTH AFRICA



Supporting Museum Professionals with Kids in Museums

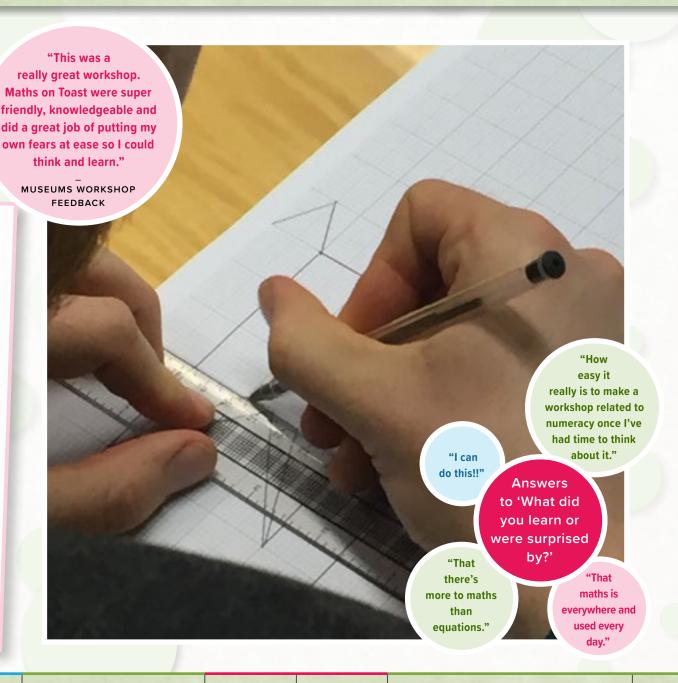
What if every museum in the UK could find ways to bring out the maths stories in its collections, and make them accessible to families? Well, now they can. In partnership with Kids in Museums, Maths on Toast worked with a group of museum professionals, many of whom did not feel confident with maths, to write a resource for museum educators.

650 downloads in first week of launch - May 2018

Maths on Toast

ich day KLAXON! e delighted to be collaborating with sinmuseums on a new family maths ource - now available to help museums se their collections to support family maths learning. Check it out! bit.ly/2rjXfy3 #mathsinmuseums #familymaths





NSPCC Number Day 2018

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egthinspace =
egt

Maths on Toast was delighted to be invited to provide the NSPCC with resources for their Number Day - a schools fundraising campaign that celebrates maths, and takes place each February. 'Measure me' and 'Wish upon a star' were classroom resources, and we also provided a family learning resource that children could take home. As well as raising significant amounts of money for the NSPCC, the day supports positivity towards maths: as the NSPCC was told in their overall feedback, "Keep organising the day, the pupils love it and it builds motivational attitudes towards mathematics..." The NSPCC estimates that the total number of children taking part in Number Day was 196,000.

Number Duy 2018

Maths on Toast

denominates

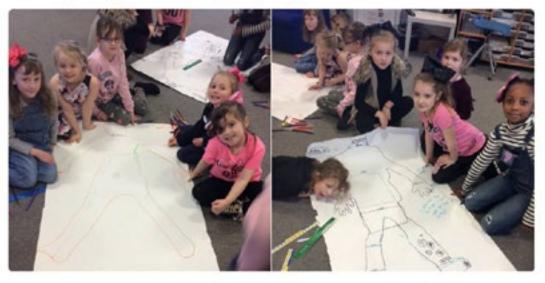
Delighted to be providing resources for CNSPCC's #NumberDay on Feb 2nd CNSPCC's #NumberDay Number Day Number

"EXCELLENT RESOURCES"

- NEW RESOURCES FROM
MATHS ON TOAST CITED AS A
HIGHLIGHT BY THE NSPCC
IN THEIR EVALUATION
DOCUMENT

Tiger Primary Year 2 @TPS_Year2 · 31m

The next part of our busy day! #numberday In year 2's plaza children were measuring body parts and finding things longer and shorter!



OUR 'MEASURE ME' RESOURCE WAS DOWNLOADED BY 456 SCHOOLS AND WAS NUMBER DAY'S MOST DOWNLOADED RESOURCE OF THE YEAR!

Measure Me	456
Wish Upon a Star	84
Family Maths at Home	251
Total number of downloads of Maths on Toast resources	791





National Numeracy Day 2018



Maths on Toast was also a partner in the inaugural National Numeracy Day, run by National Numeracy. We contributed resources to their 'family and friends toolkits.'

Blogs and Vlogs



family learning festival

Start your adventure October 2018

An interview with Alexandra was featured on the Edspace blog. Edspace is the UK's only co-working space for the education community and is where Maths on Toast is based. Following our participation in the Campaign for Learning's 2017 Family Learning Festival, Francesca was asked to provide a case study and downloadable resource in conjunction with the launch of the 2018 festival.

And Our Own Online Presence...

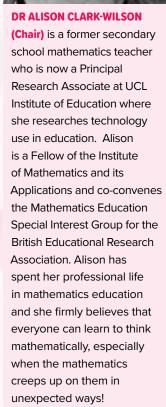


This year, we put considerable effort into refining our own online presence. Our website was streamlined and refreshed, and we are delighted that visitors to our site has increased significantly. We're developing plans to include more content that parents and families can benefit from directly.

Most people found out about us via libraries, while friend and family recommendations continued to be instrumental in getting people along to our events. The second most popular way for people to come across us however was the family listings app Hoop.









HOLLY MCGIVERN is an experienced people and budget manager. She works for a Central London Council, where her specialisms include social housing and systems thinking. Her previous work tackling overcrowding in council tenancies resulted in what is now nationally recognized as a good practice approach to this area of work. Holly also has an interest in American literature and two cats.



KRYSTLE MCGILVERY is a full time Finance Manager for a start-up Tech company. She sits on the CIMA Central London volunteer committee, who provide networking opportunities keeping students and members up to date. She is keen on increasing the financial literacy of those entering adulthood, and is working to provide opportunities for people to learn. With this in mind, she teaches mathematics to prepare those seeking to improve or develop their skills for a number of different reasons.



br Paul Wilmott
studied mathematics
at St Catherine's
College, Oxford, where
he also received his
DPhil. He has written
several textbooks on
the mathematics of
derivatives and risk
management and is the
publisher of a popular
finance website and a
bimonthly magazine.



is a freelance arts and heritage professional, who has recently founded a small press. Sophie has previously worked for Arts Council England, for the Story Museum in Oxford, and for international design consultancy Event Communications. Sophie also writes poetry and speaks Chinese.



REENA O'NEILL is a marketing communications professional with nearly 20 years experience spanning social enterprise, charity, public and commercial sector organisations. Over her career, she has redeveloped a large number of website, microsites and intranets for organisations and campaigns. She now works as a freelance website consultant for That Web Person Limited advising clients on user experience principles and practices to improve the user journey and achieve their website goals. She has a range of clients including University College London.







ALEXANDRA FITZSIMMONS | Founder & CEO

Alexandra studied maths at the University of Cambridge. Since then, she has spent almost a decade working in museums and creative media - for example, working directly with visitors on family activities at the V&A, and as an international exhibition design consultant.

Alexandra is a Fellow of the School for Social Entrepreneurs. When not running Maths on Toast, she teaches Museum Studies as part of the MSc Science Communication at Imperial College London. *Alexandra will be on maternity* leave from November 2018.



NATHALIE MEGHRICHE | General Manager (joined August 2018)

Nathalie has worked in administration and project management roles within the arts & culture sector for 10 years and in the charity sector as a volunteer manager for 4 years.



FRANCESCA PIACENTINI | Events & **Schools Manager**

Francesca started her professional life as a primary school teacher. She now leads family maths events for Maths on Toast, and has also worked for a number of other heritage and community organisations.



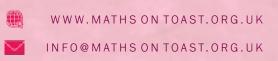
HANNAH GATWARD | Operations & Marketing Manager (until July 2018)

Hannah joined the team in 2017 bringing with her a broad experience in communications, marketing and events across the media, charity and arts sectors. She left the team to study for a Masters in film.

VOLUNTEERS | Zena Al Atar, Anna Carnegie, Phoebe Clingan, Claire Glazebrook, Jacelyn Lee, Wang Lu, Gemma Mann, T'arah Mc Dermott, Tilly Pitt, Mingxin Qi, Ricky Simmonds, Bene Sukra, Xiaochen Yang. Thanks to all of our volunteers for contributing their time, energy and creativity.

Thanks to UCL Volunteering Services, Reach Volunteering and STEMNet for supporting us in recruiting volunteers.

Accounts



Statement of Board of Trustees' Responsibilities

The trustees are responsible for preparing the Trustees' Annual Report and the financial statements in accordance with applicable law and regulations. Company law requires the trustees to prepare financial statements for each financial year. Under that law they are required to prepare the financial statements in accordance with UK Accounting Standards and applicable law (UK Generally Accepted Accounting Practice), including FRS 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland.

Under company law the trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charitable company and of the excess of income over expenditure for that period. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- · make judgements and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements, and;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue its activities.

The trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charitable company's transactions and disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They have general responsibility for taking such steps as are reasonably open to them to safeguard the assets of the charitable company and to prevent and detect fraud and other irregularities.

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the UK governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions. In addition, the trustees confirm that they are happy that content of the annual review in pages 3 - 28 of this document meet the requirements of both the Trustees' Annual Report under charity law and the Directors' Report under company law.

They also confirm that the financial statements have been prepared in accordance with the accounting policies set out in the notes to the accounts and comply with the charity's governing document, the Charities Act 2011 and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with FRS 102, The Financial Reporting Standard applicable in the UK and Republic of Ireland published on 16 July 2014.

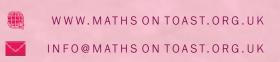
Preparation of the report

This report has been prepared taking advantage of the small companies exemption of section 415A of the Companies Act 2006. This report was approved and authorised for issue by the Board of Trustees on 5 April 2019 and signed on its behalf by:

Krystle Mcgilvery

Treasurer, Board of Trustees

Accounts



Independent Examiner's Report to the Members of Maths on Toast ('the Company')

I report to the charity trustees on my examination of the accounts of the Company for the year ended 31 August 2018.

Responsibilities and basis of report

As the charity's trustees of the Company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5) (b) of the 2011 Act.

Independent examiner's statement

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

- 1. Accounting records were not kept in respect of the Company as required by section 386 of the 2006 Act; or
- 2. The accounts do not accord with those records; or
- 3. The accounts do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a 'true and fair view which is not a matter considered as part of an independent examination; or
- 4. The accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Signed: Olivia Fisher, Institute of Chartered Accountants in England and Wales (ICAEW)

ACCOUNTS

Statement of Financial Activities

Incorporating the Income & Expenditure Account and the Statement of Recognised Gains & Losses for the year ended 31 August 2018

	Notes	Unrestricted Funds 2018	Restricted Funds 2018	Total Funds 2018	Total Funds 2017
Income from:					
Donations and legacies	2	6,679	43,518	50,197	26,558
Charitable activities	3	10,864	-	10,864	21,033
Investments		-	-	-	3
Total income		17,543	43,518	61,061	47,594
Expenditure on:					
Charitable activities -					
Educational activities and resources	4 & 5	3,710	48,400	52,110	37,354
Continuing professional development	4 & 5	5,113	-	5,113	4,179
Total expenditure		8,823	48,400	57,223	41,533
Net income/(expenditure)		8,720	(4,882)	3,838	6,061
Reconciliation of funds:					
Balance brought forward	10	31,489	11,389	42,878	36,817
Balance carried forward	10	40,209	6,507	46,716	42,878

All income from other trading activity and investments was unrestricted as to use in both the current and prior year.



Balance Sheet

As at 31 August 2018

	Notes		Total Funds 2018		Total Funds 2017
Current assets					
Stocks		997		2,158	
Debtors		415		191	
Cash at bank and in hand		69,052		42,923	
Total current assets		70,464		45,272	
Creditors - amounts falling due					
within one year	9	(23,748)		(2,394)	
Net current assets			46,716		42,878
Net assets			46,716		42,878
Funds of the charity:					
Restricted funds	10		6,507		11,389
Unrestricted funds					
General funds	10	40,209		31,489	
			40,209		31,489
			46,716		42,878

The financial statements have been prepared in accordance with section 415A of the Companies Act 2006 relating to small companies and FRS 102 Section 1A.

The charitable company is entitled to exemption from audit under section 477 of the Companies Act 2006 for the year ended 31 August 2018, and the members have not required the charitable company to obtain an audit of its financial statements for the year ended 31 August 2018 under section 476 of the Companies Act 2006.

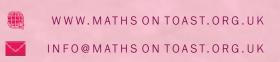
The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of the accounts.

They were approved and authorised for issue by the Board of Trustees on 28 March 2019 and signed on their behalf by:

Krystle Mcgilvery

Treasurer, Board of Trustees

Accounts



Notes to the Financial Statements

1. Accounting policies

Basis of preparation of the financial statements

The financial statements have been prepared in accordance with 'Charities SORP (FRS 102) - Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015)', the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

The effect of any event relating to the period ended 31 August 2018, which occurred before the date of approval of the financial statements by the Board of Trustees has been included in the financial statements to the extent required to show a true and fair view of the state of affairs at 31 August 2018 and the results for the year ended on that date.

Under the exemption available to smaller charities the Board of Trustees has chosen not to include a Statement of Cash Flows within the financial statements.

Going concern

The financial statements have been prepared on the going concern basis as the Board of Trustees is confident that future reserves and future income is more than sufficient to meet current commitments. There are no material uncertainties that impact this assessment.

Legal status

Maths on Toast is a charitable company limited by guarantee registered in England & Wales, and meets the definition of a public benefit entity under FRS 102. In the event of the Charity being wound up, the liability in respect of the guarantee is limited to £1 per member of the charity. The registered address is Edspace, Block D Hackney Community College, Falkirk St, London N1 6HQ.

Fund Accounting

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the Charity and which have not been designated for other purposes.

Restricted funds are funds that are to be used in accordance with specific restrictions imposed by donors or that have been raised by the Charity for particular purposes. The cost of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in note 10 of the financial statements.

Income

Income is recognised when the charity has entitlement to the funds, any performance indicators attached to the item(s) of income have been met, it is probable that the income will be received, and the amount can be measured reliably.

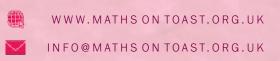
Donations are recognised in full in the Statement of Financial Activities when entitled, receipt is probable and when the amount can be quantified with reasonable accuracy. Gift aid receivable is included when claimable.

Grant income is credited to the Statement of Financial Activities when received or receivable whichever is earlier, unless the grant relates to a future period, in which case it is deferred.

Income from charitable activities is credited to the Statement of Financial Activities when received or receivable whichever is earlier, unless it relates to a specific future period or event, in which case it is deferred.

WHAT WE DID

Accounts



Notes to the Financial Statements

Expenditure and irrecoverable VAT

All expenditure is accounted for on an accruals basis and has been included under expense categories that aggregate all costs for allocation to activities. Indirect costs, including governance costs, which cannot be directly attributed to activities, are allocated proportionate to total direct costs allocated to each project area, as outlined in note 4 of the financial statements.

Irrecoverable VAT is charged against the category of expenditure for which it was incurred.

Cash at bank and in hand

Cash at bank and in hand includes cash in hand, deposits with banks and funds that are readily convertible into cash at, or close to, their carrying values, but are not held for investment purposes.

Stock

Stock is valued at the lower of cost and net realisable value, after making due allowance for obsolete and slow moving items. Debtors and prepayments Trade and other debtors are recognised at the settlement amount after any trade discount is applied. Prepayments are valued at the amount prepaid net of any trade discounts due.

Creditors

Creditors are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party, and the amount due to settle the obligation can be measured or estimated reliably.

Pensions

The charity operates a defined contribution pension schemes which is administered by an external independent pension provider. Contributions are recognised in the

Statement of Financial Activities as they fall due, however during the previous financial years all eligible employees chose to opt out of the scheme.

Critical estimates and judgements

In preparing financial statements it is necessary to make certain judgements, estimates and assumptions that affect the amounts recognised in the financial statements. These assumptions are reassessed annually as part of the accounts preparation process. In the view of the Trustees in applying the accounting policies adopted, no judgements were required that have a significant effect on the amounts recognised in the financial statements nor do any estimates or assumptions made carry a significant risk of material adjustment in the next financial year.

Financial instruments

Basic financial instruments are measured at amortised cost other than investments which are measured at fair value.

Reserves Policy

Reserves are part of a charity's unrestricted funds that are freely available to spend on any of the charity's purposes. This excludes restricted funds, tangible assets and investment related funds. Therefore, in order to demonstrate transparency, accountability and sound financial management Maths on Toast Reserves Policy clearly justifies the amount of reserves kept back each year.

The Maths on Toast Reserves Policy is set to maintain a sufficient level of reserves to enable normal operating activities. Reserves to continue over a period of up to 6 months should a shortfall in income occur and to take account of potential risks and contingencies that may arise from time to time. Reserves were set and maintained at £30, 000 for 2017 to 2018.

WHAT WE DID

2. Income from donations and legacies

	Unrestricted Funds 2018	Restricted Funds 2018	Total Funds 2018	Unrestricted Funds 2017	Restricted Funds 2017	Total Funds 2017
Advocates	-	2,330	2330 2,330	-	-	-
John Lyon's Charity	-	4,333	4,333	-	13,000	13,000
Man Charitable Trust	1,000	36,855	37,855	13,500	-	13,500
Grants	1,000	43,518	44,518	13,500	13,000	26,500
Other donations and income	5,679	-	5,679	58	-	58
	6,679	43,518	50,197	13,558	13,000	26,558

3. Income from charitable activities

	Unrestricted Funds 2018	Restricted Funds 2018	Total Funds 2018	Unrestricted Funds 2017	Restricted Funds 2017	Total Funds 2017
Consultancy services and workshop events	565	-	565	7,222	-	7,222
Sale of educational resources	10,299	-	10,299	13,811	-	13,811
	10,864	-	10,864	21,033	-	21,033



4. Total expenditure

	Direct staff costs 2018	Direct other costs 2018	Indirect staff costs 2018	Indirect other costs 2018	Total Funds 2018	Direct staff costs 2017	Direct other costs 2017	Indirect staff costs 2017	Indirect other costs 2017	Total Funds 2017
Charitable activities										
Educational activities and resources	21,137	5,617	13,736	11,620	52,110	10,198	11,274	8,673	7,209	37,354
Continuing professional development	2,625	-	1,348	1,140	5,113	2,066	336	970	807	4,179
	23,762	5,617	15,084	12,760	57,223	12,264	11,610	9,643	8,016	41,533

Indirect costs have been allocated based on the proportion of direct costs attributable to each activity.

An analysis of charitable activities split between restricted and unrestricted funds can be found in notes 5.

An analysis of staff costs can be found in note 6.

Indirect costs consists
of the following:

	Total Funds 2018	Total Funds 2017
Indirect salaries	15,084	9,643
Office overheads	11,465	5,923
Marketing	695	1,474
Governance	600	619
	27,844	17,659

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Governance costs includes reimbursement of trustee expenses, accounts preparation fees and filing fees – the independent examination has been provided pro-bono for the last two years.

WHAT WE DID THIS YEAR

5. Expenditure on charitable activities

	Unrestricted Funds 2018	Restricted Funds 2018	Total Funds 2018	Unrestricted Funds 2017	Restricted Funds 2017	Total Funds 2017
Educational activities and resources						
Direct costs	2,212	24,542	26,754	10,778	10,694	21,472
Indirect costs	1,498	23,858	25,356	13,882	2,000	15,882
	3,710	48,400	52,110	24,660	12,694	37,354
Continuing professional development						
Direct costs	2,625	-	2,625	2,402	-	2,402
Indirect costs	2,488	-	2,488	1,777	-	1,777
	5,113	_	5,113	4,179	-	4,179
	8,823	48,400	57,223	28,839	12,694	41,533

6. Staff costs

	Total Funds 2018	Total Funds 2017
Gross salaries	38,578	21,907
Employer's pension	268	-
	38,846	21,907

The average headcount during the year was 3 (2017: 2).

The average number of employees calculated as full-time equivalents during the period was **0.7** (2017: 0.5).

No employee received employee benefits of more than \$60,000 (2017 – NIL).

The total employee benefits paid to key management personnel during the year was £10,500 (2017 - £13,775).

WHAT WE DID THIS YEAR

OUR TEAM

ACCOUNTS



7. Stock

	Total Funds 2018	Total Funds 2017
Number Rumbler	997	1,978
Festival of Triangles kit	-	180
	997	2,158

9. Creditors – amounts falling due within one year

	Total Funds 2018	Total Funds 2017
Accounts payable	157	300
Accruals	600	600
Accrued salaries	-	1,494
Pensions payable	48	-
Deferred grant revenue	22,710	-
Other creditors	233	-
	23,748	2,394

8. Debtors

	Total Funds 2018	Total Funds 2017
Accounts Receivable	165	-
Staff floats	250	100
Owed from Amazon	-	91
	415	191

10. Analysis of charity funds

	Balance brought forward 2018	Income received in year 2018	Expenditure incurred in year 2018	Transfer between funds 2018	Balance carried forward 2018
Unrestricted funds					
General funds	31,489	17,543	(8,823)	-	40,209
Total unrestricted funds	31,489	17,543	(8,823)	-	40,209
Restricted funds					
Advocates	-	2,330	-	-	2,330
John Lyon's Charity	11,389	4,333	(11,545)	-	4,177
Man Charitable Trust		36,855	(36,855)	_	-
Total restricted funds	11,389	43,518	(48,400)	<u>-</u>	6,507
Total funds	42,878	61,061	(57,223)		46,716

	Balance brought forward 2017	Income received in year 2017	Expenditure incurred in year 2017	Transfer between funds 2017	Balance carried forward 2017
Unrestricted funds					
General funds	21,976	34,594	(28,839)	3,758	31,489
Total unrestricted funds	21,976	34,594	(28,839)	3,758	31,489
Restricted funds					
John Lyon's Charity	10,897	13,000	(12,508)	-	11,389
The Mercers' Company	186	-	(186)	-	-
Number Rumbler sales	3,758	_	-	(3,758)	-
Total restricted funds	14,841	13,000	(12,694)	(3,758)	11,389
Total funds	36,817	47,594	(41,533)	-	42,878

Restricted funds | Child Advocates for Maths Project

A series of workshops to develop 5 short videos created with and presented by children (aged 8-11 years old) which will be made available online to promote positive engagement in family learning across the UK.

Restricted funds | John Lyon's Charity

This is a three-year grant supporting educational workshops and events in the London Borough of Camden.

Restricted funds | Man Charitable Trust

This is a one year grant supporting a marketing and operations manager role for the charity.

Restricted funds | The Mercers Company

This was a one-year grant to develop a set of resources to extend the learning from the 'We're stuck' show through a series of follow up activities.

Restricted funds | Number Rumbler sales

In the prior year sales of the Number Rumbler game had been incorrectly treated as restricted income. Instead of restating the prior year figures, the Trustees agreed to transfer the balance brought forward to unrestricted reserves to correct the treatment of the balance brought forward.

11. Analysis of net assets

	Unrestricted Funds 2018	Restricted Funds 2018	Total Funds 2018	Unrestricted Funds 2017	Restricted Funds 2017	Total Funds 2017
Current assets	63,161	7,303	70,464	33,087	12,185	45,272
Current liabilities	(22,952)	(796)	(23,748)	(1,598)	(796)	(2,394)
	40,209	6,507	46,716	31,489	11,389	42,878

12. Trustee remuneration

During the year, no trustee received any remuneration (2017 - \Re NIL). No members of the Board of Trustees received reimbursement of expenses (2017 – 1 member totalling \Re 19).

13. Related party transactions

During the year there were no transactions carried out with related parties (2017 - £NIL).

WHAT WE DID THIS YEAR

OUR TEAM

ACCOUNTS



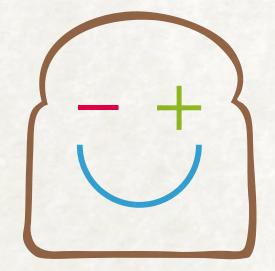














the family maths charity

ANNUAL REPORT 2017-18





If you would like to know more, please get in touch...



- info@mathsontoast.org.uk
- www.mathsontoast.org.uk
- Maths On Toast
- **y** @mathsontoast

Donate online through Virgin Money Giving

Maths on Toast is a charity based in England and Wales

Registered charity no. 1151486 Registered company no. 08196529 Registered address: c/o Edspace, Block D, Hackney Community College, London N1 6HQ











Annual Report design: RickySimmonds



