



# 2025 ANNUAL REPORT FROM THE TREASURER OF THE EUROPEAN JUGGLING ASSOCIATION



## THE BUZZ AROUND THIS YEAR'S RESULTS

The 2025 financial year has been an exceptionally strong year for the European Juggling Association (EJA), with total income increasing significantly to £18,620.52. This represents one of the strongest financial performances in recent years and reflects the continued growth, diversification, and resilience of the Association.

If there is one word to describe this year, it would be: **buzzing**. A large proportion of this increase came from two key areas:

- Merchandise sales
- Surplus income received from EJC 2024 Ovar

Together, these provided a significant boost to our finances and demonstrate that the EJA is no longer reliant on a single source of income.

## SPINNING NEW WEBS OF REVENUE

One of the major objectives over the last few years has been to diversify our income streams and avoid putting all our eggs in one nest. This year saw the successful launch of EJA merchandise as a meaningful source of income. The project generated an additional €2,357 that would not traditionally have existed within the Association's finances. For years we talked about it. This year we finally stopped mothballing the idea and made it happen. The project not only generated revenue but also helped increase visibility of the EJA throughout the community.

In short, we managed to spin a new web and, thankfully, people got caught in it voluntarily.

## THE COST OF KEEPING THE COLONY RUNNING

Whilst income increased substantially, expenditure also rose during the year. This was expected. Merchandise generates income, but it also generates costs. Site visits continue to be one of the most important investments the EJA makes, helping us build strong relationships with current and future EJC organisers. Some site visit costs were higher than normal due to late flight bookings and increased travel expenses. Additionally, EJC 2025-related expenditure increased as the EJA was required to purchase event tickets and contribute towards food token costs. None of these costs were unexpected, and all were incurred in support of the Association's wider objectives. Sometimes you have to spend a few extra crumbs to keep the colony thriving.

## LOOKING BEYOND THE GRASSHOPPER YEARS

One of the things that has always bugged me is organisations that only plan for the next season.

The EJA has increasingly moved away from short-term thinking and towards long-term sustainability.

Whilst expenditure increased this year, income increased at a significantly faster rate.

Overall income was approximately double total expenditure.

The result is that the Association remains in a strong financial position and continues to build reserves and resilience for the future.

The EJA is no longer simply hopping from one year to the next.

We are planning further ahead than ever before.

## STRENGTHENING THE WEB

The finances of the EJA continue to strengthen year after year.

Over the last five years we have focused on creating a stronger financial web around the Association, one capable of supporting not only the EJA itself but also future EJs and new community projects.

The stronger the web becomes, the more opportunities it can support.

It is also excellent news that EJC 2025 Arnhem generated an even larger surplus than previous events, which will be reported on later in this report.

## FROM CATERPILLAR TO BUTTERFLY – FIVE YEARS AS TREASURER

As many of you know, this financial year marks the conclusion of my second term as Chief Finance Officer of the European Juggling Association.

Looking back over the last five years, the transformation has been remarkable. Revenue has increased. Income streams have diversified. Costs have been managed responsibly. Relationships with EJC organisers have strengthened. Every EJC during my tenure has generated a surplus. That has not happened by accident. It has happened because of countless volunteers, organisers, Executive members, and community leaders all working together.

Nobody built this hive alone.

## THINGS THAT BUG ME

No Treasurer's report would be complete without mentioning a few things that bug me. Last-minute flights. Rising costs. Exchange rates. Unexpected invoices. Budget surprises. The occasional financial emergency that appears out of nowhere like a wasp at a barbecue. Yet every challenge has ultimately made us stronger. Every obstacle has helped us improve our systems, our planning, and our resilience.

## THE METAMORPHOSIS

When I first took office, much of the focus was on ensuring long-term survival. Today, the conversation is very different.

The EJA is stable.  
The EJA is growing.  
The EJA is ambitious.

Over the last five years we have gone through our own financial metamorphosis. The caterpillar phase is over. The wings are starting to appear.

## THE ANNOUNCEMENT

This year the Association will elect its next Chief Finance Officer.

After a great deal of thought...  
After reflecting on everything we have achieved...  
After considering what still remains to be done...  
I have decided that ??????

## THERE IS STILL WORK TO BE DONE

I believe there are significant opportunities ahead. We can continue strengthening our support for EJs through better budgeting, forecasting, and financial analysis. We can improve reporting and transparency. We can build stronger reserves. And perhaps most importantly, we can begin hunting for entirely new food sources.

Grant funding remains one of the largest opportunities available to the EJA. There is enormous potential to secure external funding that can support educational programmes, accessibility projects, community development, and future growth. The colony is healthy. Now it is time to expand the nest.

## THE WEB WE WEAVE

Over the last five years we have moved from asking:  
"Can we survive?"

To asking:  
"What can we achieve?"

That is a remarkable position to be in.

The web we weave today will support future organisers, future conventions, future projects, and future generations of jugglers across Europe. For years we were trying not to get squashed. Now we are learning how to fly. And I am excited to see where the next chapter takes us.

**Michael "Bubba" Hance**  
**Chief Finance Officer**  
**European Juggling Association**

Yours in the Circus Spirit,

