

REGISTERED COMPANY NUMBER: 03172553 (England and Wales)
REGISTERED CHARITY NUMBER: 1055422

REPORT OF THE TRUSTEES AND
UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2024
FOR
AMBASSADORS FOOTBALL LIMITED

Dunhams
Chartered Accountants
11 Warwick Road
Old Trafford
Stretford
Manchester
M16 0QQ

AMBASSADORS FOOTBALL LIMITED

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FOR THE YEAR ENDED 31 DECEMBER 2024**

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AMBASSADORS FOOTBALL LIMITED

**REFERENCE AND ADMINISTRATIVE DETAILS
FOR THE YEAR ENDED 31 DECEMBER 2024**

Registered Company Number

03172553 (England and Wales)

Registered Charity Number

1055422

Registered Office (Head Office)

Claremont House
St Georges Road
Bolton
Lancashire
BL1 2BY

London Regional Office

70 Mare Street
London
E8 4RT

Lancaster Regional Office

Stanley Road
Morecambe
LA3 1UP

Trustees/Directors

E J Boyden
J Hampson (resigned 06/02/2025)
D E Money
J H Ortlip
G S Pearson
B Roles
A M Thomas
E L Wood (appointed 06/02/2025)

Key Personnel

M Bateman (GB Director)
S Prentice (Secretary to the Board)

Independent Examiners

Dunhams
11 Warwick Road
Old Trafford
Manchester
M16 0QQ

Bankers

Barclays Bank Plc
The Wellsprings
Victoria Square
Bolton
BL1 1XA

AMBASSADORS FOOTBALL LIMITED
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31 DECEMBER 2024

The trustees who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 31 December 2024. The trustees have adopted the provisions of 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 2019).

OBJECTIVES AND ACTIVITIES

Objectives and aims

The object of the company is - The advancement of the Christian religion especially in and through sport and sports chaplaincy and particularly (but not exclusively) involving youth, church and school groups in such activities.

AMBASSADORS FOOTBALL LIMITED
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31 DECEMBER 2024

OBJECTIVES AND ACTIVITIES

Significant activities

The charity in 2024 continued to function as per the Memorandum and Articles of Association of Ambassadors Football Limited with a specialisation of working in and through football primarily but not exclusively. For over 30 years the organisation has existed to bring about positive change in hard to reach, vulnerable children, youth, adults and their communities through:

- a) Running innovative holistic faith based football programmes.
- b) Supporting churches, coaches, players and participants in their football outreach initiatives.

The Ambassadors approach is that through the bridge of football, barriers are overcome to get alongside people in a non-judgmental way to enable positive life-changing decisions to be made.

We summarise our purpose in three ways:

- o Investing in churches
- o Investing in people
- o Sharing Jesus through football

We specifically choose to work with faith-based partners (usually churches) in order to increase the impact of the work that we do. From this platform of trust gained through playing football, Ambassadors workers help churches then develop and deliver programmes in line with our principles of 'football faith future'. They do this in both short and long-term programmes:

Short-term:

- Ambassadors Football Camps - run in partnership with local churches.
- Tours - providing an opportunity to impact lives for the better through interaction with the participants and serving a community overseas.
- Events/volunteering - hosting events such as tournaments where individuals gather together to enrich their community, learn from one another and hear about the life changing impact that has happened through football in other people's lives. These tournaments are focused on bringing football teams together, but the volunteers who help at these events see the benefit of what they do, and thus can be developed in skills and character.

Long-term:

- Community projects - run in partnership with local agencies, provide ongoing opportunities to improve the lives and possibilities for those that take part.

Another way in which we work is in providing support and training for churches, leaders, coaches and players in community football outreach. Through this training we are able to also then train others to be able to deliver quality football outreach into their local communities, with our support to monitor and evaluate the standards of the programmes we are associated with. Our small team can then multiply our impact through the trained partners and their local community projects.

The British work of Ambassadors Football is one of a network of 35 national ongoing charitable works around the world that are linked together by shared values and vision.

2024 saw us increase the amount of work we do after a time of maintaining the status quo during the lockdown affected years of 2020-2022. We increased our staff numbers and currently employ 13 individuals on a full or part-time basis. As a result of being able to continue the church led weekly sessions, 435 participants were part of weekly programmes. 'Talk Football', our weekly support email resource was received by approximately 600 coaches worldwide.

We continued to develop our Community Football Outreach (CFO) training so that churches could serve their communities. Over 30 churches attended our first presentation of CFO - with 6 new projects starting during the year.

We supported over 150 churches directly, impacting over 2000 people. Including online participation and international speaking engagements, more than 6,500 people attended Ambassadors Football events throughout the year.

AMBASSADORS FOOTBALL LIMITED

REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31 DECEMBER 2024

OBJECTIVES AND ACTIVITIES

Public benefit

Ambassadors Football continues to work amongst sectors of society that often have less opportunities than others. The economic state of Great Britain and the reduction in certain services have resulted in poor health and well-being for those in low income areas. Children are less likely to be physically active or involved in extra-curricular activities that can enhance their personal feelings of self-worth. In addition, the NHS and other public bodies are looking for easy to access sporting activities to which patients and clients can be referred. This happens with a variety of our projects, especially those working with the homeless or elderly.

In recent years we have seen asylum seekers and refugees joining our programmes. This also shows the way in which integration can happen on a football pitch, which can be mirrored by society. People mix together in ways around football activities which does not occur in other areas of life. As a result, we have seen community cohesion enhanced in places like Newcastle, Tower Hamlets, Glasgow, Lancashire and South Wales. We have been able to develop well-run replicable programmes for under 12s and this means we can influence children at a formative stage of their lives, to develop good character and principles that will serve them well for life. We can also influence families and encourage them to make good decisions for the welfare of their children.

We are faith-based but not faith biased. As such we welcome any and every culture and ethnicity onto our programmes. It results in the development of a wide range of volunteers into leaders, and children feeling heard and appreciated as they take part in the programmes we offer.

In this way the trustees of Ambassadors Football Limited believe we have complied with the duty in section 17(5) of the Charities Act 2011, to have due regard to the public benefit guidance published by the Charity Commission.

Volunteers

We trained three volunteers as part of our Academy programme in 2024. The number of volunteers involved in delivering our programmes has increased from 45 in 2023 to 69 in 2024. The volunteers were support workers and coaches in our community football outreach programmes and some were involved in administrative support. The contribution of time from volunteers was approximately 120 hours per week over the year. This is equivalent to 3 staff workers and is a great return on the investment we make into them.

AMBASSADORS FOOTBALL LIMITED

REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31 DECEMBER 2024

STRATEGIC REPORT

Achievements and performance

Charitable activities

Ambassadors Football GB continued to focus on sustainable models of work through:

1. Working with local partners, resulting in a good investment of our time as we trained and supported others in delivering our programmes, whilst modelling good practice ourselves.
2. A development of our work with women's football, with our women's football coordinator developing her role, raising funds and partners to deliver programmes for female participation around the country.
3. Building upon existing partnerships and starting new programmes in areas of the country where we had not worked for many years.

The programmes that we are involved in include:

Wales football development

In 2023 we started a new office in Cardiff. This is to provide better services to the principality. This office has now grown in number to three staff members. In 2024 they were able to host a trainee who came from South Africa. This resulted in more time being available to link up with local churches and start new football outreach programmes. As a result we hosted camps, tournaments and supported churches in football outreach in their community.

Women's football development

In 2024 our two female members of staff were joined by a female trainee who was based in London. As a result, we were able to develop new football groups and finalise our women's football resource. This is a weekly programme of activity and faith based questions which encourage discussion and conversation for those who attend.

The female staff members are each involved in women's football programmes. In Wales our staff member is the chaplain of Cardiff City Women's team and has weekly meetings with the squad and opportunities to support the players in whatever stage of life they are in. In Morecambe we help a church run a weekly after school club for girls. These girls would not normally be in a local club because they feel too shy to join, or that they do not have the ability to participate at that level. The club provides a welcoming environment where the girls in Key Stage Two are able to express themselves and get physical exercise in a group setting with safe boundaries.

Our female trainee began a women's football group in Hackney that proved popular. It especially brought new players to the session, who were interested in getting fit and trying football. It meant that people who normally would not mingle together in society had the opportunity to learn from each other and share together through football.

We had a women's football breakout group at our Faith in Football conference. As a result of that group, we decided to host a women's football festival in March 2025 to further develop the network of groups that work with women's football around the country.

There is now an ongoing network of women connected through Ambassadors Football to one another. They meet informally on a monthly basis to encourage one another and share best practice and the highs and lows of running football regularly in some hard to reach places in Great Britain.

One highlight now is the annual Morecambe Girls footy festival. The third edition of this event saw girls from all walks of life coming to play together in a tournament in the Easter holidays. It is a partnership between Ambassadors Football and Morecambe FC community sports. The local football club has a women's section and invites the girls that play to turn up and take part. In addition, Ambassadors Football promotes the event through its network of schools and churches. As a result, girls turn up, make new friends through the interactive team format and the feedback is always positive.

A great development of our women's work was also the tour that was taken by a handful of players to Uganda. This group of 18-30 year old women had not met before, but quickly bonded over their commitment to serve the local communities that they visited in the East African nation. From school assemblies to learning about the local culture, they played and coached football - but also learned more about themselves and how they could work well in a team environment in a culture that was not their own. As a result of the tour, one woman returned to help support the community projects in Africa for a few months and the women are in regular contact.

AMBASSADORS FOOTBALL LIMITED

REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31 DECEMBER 2024

Football Camps

2024 saw 17 camps (holiday clubs) take place around Great Britain. Some partners now run their own camps, showing the sustainability of the training and modelling that we provide. In total we had 650 children attend along with family members for prize giving etc. The feedback was overwhelmingly positive, with families of participants enthusiastic and local partners pleased that they were making new contacts in their communities and bringing about a positive impact through the camps. We held four new camps in 2024. One new camp was in Cumbria, where we have not held a camp for more than 20 years. We partner with local churches and they were encouraged to see the data which said that 72% of the kids who attend the camps do not come to church regularly. This is very positive for the churches we serve as they seek to impact the general population surrounding their church building.

We hosted three international volunteers from Spain, Columbia and Mexico. These young people joined the local volunteers at different camps and the staff that we have, to enable us to impact more children than ever before.

The volunteer helpers at camps do an amazing job, with 1600 hours of voluntary work delivered in this way.

Weekly Football Clubs

We continued to support churches that run their own football clubs for youth, children and adults. Most have a theme each week such as respect, teamwork or confidence. Through the football we emphasise these values and build upon them as the year goes on. One club has been running for 12 years. A family who attended for 5 years were moving away to Northern Ireland. Upon their departure we gave a bible to the player and they were based in the very town where Ambassadors Football Ireland is based in Portadown. So this young player has played a full season for this new team, excelled on the pitch but also has been reading the bible (provided by partner organisation Good News for Everyone) and this has resulted in his family and friends seeing a growing positive character in him. It is encouraging to see how we link up with our partners globally and also sow seeds that others see the fruit of.

Tournaments

We were able to once again host the National Christian Football Festival and the London Churches Football Tournament. These tournaments are well established and run very efficiently. We continued to run our Nottingham and Sheffield tournaments and also one in nearby Doncaster, in order to serve more churches in the South Yorkshire area. One continuing encouragement is the partnership that we have with Morecambe FC community sports. They supported us in running a third annual girls' football festival, which was attended by 35 girls from all over the Morecambe Bay area. Our Wales team, having attended tournaments in 2023, hosted a Welsh Churches football tournament in Cardiff in 2024. In addition to these events, we also ran a tournament at a partner agency's annual gathering for men in a field near Swindon. Christian Vision for Men are very happy for us to host this tournament, where we also then have the opportunity to invest in people who attend, connect with the churches they attend and share Jesus through football (our three pillars).

One tournament which is always appreciated by all who attend is the Genesis Cup. Started over ten years ago, it brings together men from across London. It has also expanded to include a project in Kent. The men attend our weekly sessions for homeless people and the Christmas cup is a way for us to show our appreciation of them by awarding trophies and giving clothing to them. For some it is one of the few times they have been praised for their actions, due to the lives that they have lived up to that point. Being a kind player on the football pitch can always affect how people are off the field of play and for these homeless young people it is no exception. We also partner with State Street bank, who provide players and food for the occasion.

Tours

Our annual tour to Spain took place in September. As noted earlier a team of women visited Uganda in June. Other members of staff visited African nations and the USA to help deliver training to local partners which was appreciated. We also partnered with the England FA to deliver kit to these locations and equipment.

Fundraising activities

In 2024 volunteers again supported us as they took part in Ride London and running fundraisers.

AMBASSADORS FOOTBALL LIMITED
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31 DECEMBER 2024

STRATEGIC REPORT

Financial review

Financial position

As was noted in the report for 2023 there was a slight deficit in that year's full financial report vs the budget set. In 2024, with continued robust monitoring of income and spending levels throughout the year, we were able to meet the objectives set in our budget and also increase our reserves. The trustees were happy that this was the case, as they had increased our required reserve levels as at August 2024 (see below).

Investment policy and objectives

The trustees aim to keep funds in savings accounts at least to the amount of the charity's reserve. The reserve funds are invested in low-risk, low-return, short notice, UK regulated deposit accounts (not exceeding £85,000 per financial institution), to preserve capital and ensure the funds are readily available if needed. The trustees will instruct the directors to establish an investment policy for use if and when funds are available for investing on a longer-term basis, however this has not been needed in 2024.

Reserves policy

The absolute minimum level of reserves reflects the amount required to efficiently wind up the organisation should the need arise. This level was increased to £56,000, representing the statutory minimum notice periods of salary costs and other unavoidable expenses.

The desirable level of reserves, reflects a desirable level of funding sufficient to meet three months of typical spending commitments, should this be necessary. This level was increased to £71,000, representing three months of salary costs and other unavoidable expenses, less a modest amount of residual donations.

The free general unrestricted reserves at 31 December 2024 were £85,137.

Future plans

The vision of Ambassadors Football, both nationally and internationally, is to see the transformation of individuals and communities through indigenous football outreach. We therefore long to see a church based football outreach movement of transformation impacting individuals and communities across the British Isles. As an expression of this long term vision we will continue to have:

- a) Free unrestricted reserves in place.
- b) Well-resourced staff on appropriate sustainable salaries.
- c) A growing nationwide network of trained volunteers implementing our programmes in their locality.
- d) A national strategy to train more local groups to serve their communities through football.

We will continue to develop our network of partners and churches, especially with some larger denominations such as the Church of England, the Methodist church, the Baptist church and the Salvation Army. These denominations have specific people involved in developing strategy for sport through their churches and as such can offer a great resource of people for football programmes. Our new initiative of Ambassadors Football community days will help to foster this network of trained volunteers and partnership with the churches to which they belong.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document

Ambassadors Football Limited (formerly known as Ambassadors in Sport until 7 August 2013) was incorporated as a company limited by guarantee (registered in England and Wales, Company No. 03172553) on 14 March 1996 and it was registered with the Charity Commission (Charity No. 1055422) on 16 May 1996.

Recruitment and appointment of new trustees

As set out in the Articles of Association, trustees other than those retiring by rotation can only be appointed at a general meeting if (1) they are recommended by existing trustees or (2) the required notice has been given by a member entitled to vote of the intention to propose that person as a trustee and the required notice has been given to those entitled to receive notice of the meeting.

AMBASSADORS FOOTBALL LIMITED
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31 DECEMBER 2024

STRUCTURE, GOVERNANCE AND MANAGEMENT

Organisational structure

Throughout 2024, the trustees have maintained meeting regularly as a Board. After the restrictions imposed by the government, these meetings continued to be conducted virtually via video conferencing, with the meeting in September 2024 conducted in person. Additionally, individual Board members continue to be available via telephone, email, Zoom and/or for meetings with the charity's directors. The directors continue to represent the organisation via virtual conferences and where necessary face to face meetings with other international related parties (see section below), in terms of overseeing cooperation globally through the basis of shared vision and values.

Induction and training of new trustees

There were no new trustees appointed in 2024.

Wider network

'Ambassadors Football' worldwide consists of independent national charities which have a relationship with the other offices by form of an International Agreement. This is an arrangement between Ambassadors Football offices around the world expressing the desire to cooperate together on the basis of shared values and vision.

Risk management

The trustees have a duty to identify and review the risks to which the charity is exposed and to ensure appropriate controls are in place to provide reasonable assurance against fraud and error.

In 2019 a risk register was established that could be written and then reviewed on an on-going basis. This register was used during 2024 to ensure all areas of the charity's governance were being reviewed on an ongoing basis.

The main areas of review were:

- A review of our GDPR policies and procedures in order to maintain all legal requirements for our data.
- All staff underwent annual appraisals of their work and action points were taken forward for implementation in 2025.
- Our health and safety policies were reviewed and, where necessary, staff were trained in new procedures relating to their work and working environment.
- The sustainability of the Ambassadors Football' offices underwent an ongoing review and the locations in Bolton, Morecambe and London were considered still to be viable, necessary and effective for the foreseeable future.
- Crisis contingency procedures were reviewed and tested for an overseas training programme and the systems appear to still be robust.
- All safeguarding procedures underwent a review in accordance with all legal requirements through our membership of Thirtyone:eight, an organisation which supports charities in its safeguarding procedures. We also agreed to conduct a yearly review of our safeguarding policy. One staff member is responsible for this. A trustee was also appointed to oversee this area of our work and attended training by 31:8 for trustees.
- A subgroup was appointed to review ethical and theological issues which arise from time to time due to the nature of our work.
- A subgroup was formed to review financial issues as they arise. The first issue reviewed was the budget for 2025, which was set in late 2024 and approved by the board.

This report has been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

Report of the trustees, incorporating a strategic report, approved by order of the Board of Trustees, as the company directors 15 September 2025 and signed on its behalf by:



D E Money - Trustee

**INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF
AMBASSADORS FOOTBALL LIMITED**

Independent examiner's report to the trustees of Ambassadors Football Limited ('the Company')

I report to the charity trustees on my examination of the accounts of the Company for the year ended 31 December 2024.

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.

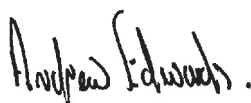
Independent examiner's statement

Since your charity's gross income exceeded £250,000 your examiner must be a member of a listed body. I can confirm that I am qualified to undertake the examination because I am a member of the Institute of Chartered Accountants in England and Wales, which is one of the listed bodies.

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 (applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)).

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.



Mr A Edwards FCA ACCA
The Institute of Chartered Accountants in England and Wales

Dunhams
Chartered Accountants
11 Warwick Road
Old Trafford
Stretford
Manchester
M16 0QQ

15 September 2025

AMBASSADORS FOOTBALL LIMITED

**BALANCE SHEET
31 DECEMBER 2024**

	Notes	Unrestricted funds £	Restricted funds £	2024 Total funds £	2023 Total funds £
CURRENT ASSETS					
Debtors	13	7,905	-	7,905	5,597
Prepayments and accrued income		4,768	-	4,768	3,691
Cash at bank		103,338	41,461	144,799	97,379
		<u>116,011</u>	<u>41,461</u>	<u>157,472</u>	<u>106,667</u>
CREDITORS					
Amounts falling due within one year	14	(30,874)	(41,461)	(72,335)	(42,203)
		<u>85,137</u>	<u>-</u>	<u>85,137</u>	<u>64,464</u>
NET CURRENT ASSETS					
		<u>85,137</u>	<u>-</u>	<u>85,137</u>	<u>64,464</u>
TOTAL ASSETS LESS CURRENT LIABILITIES					
		<u>85,137</u>	<u>-</u>	<u>85,137</u>	<u>64,464</u>
NET ASSETS					
		<u>85,137</u>	<u>-</u>	<u>85,137</u>	<u>64,464</u>
FUNDS					
Unrestricted funds	15			85,137	64,464
TOTAL FUNDS					
				<u>85,137</u>	<u>64,464</u>

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 December 2024.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2024 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

- (a) ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

These financial statements have been prepared in accordance with the provisions applicable to charitable companies subject to the small companies regime.

The financial statements were approved by the Board of Trustees and authorised for issue on 15 September 2025 and were signed on its behalf by:



D E Money - Trustee

The notes form part of these financial statements

AMBASSADORS FOOTBALL LIMITED

**STATEMENT OF FINANCIAL ACTIVITIES
(INCORPORATING AN INCOME AND EXPENDITURE ACCOUNT)
FOR THE YEAR ENDED 31 DECEMBER 2024**

	Notes	Unrestricted funds £	Restricted funds £	2024 Total funds £	2023 Total funds £
INCOME AND ENDOWMENTS FROM					
Donations and legacies	2	305,267	-	305,267	251,188
Charitable activities	5				
Charitable activities		65,494	61,319	126,813	88,411
Other trading activities	3	3,176	-	3,176	3,550
Investment income	4	2,255	-	2,255	1,951
Total		<u>376,192</u>	<u>61,319</u>	<u>437,511</u>	<u>345,100</u>
EXPENDITURE ON					
Raising funds					
Raising donations and legacies	6	57,118	-	57,118	49,830
		<u>57,118</u>	<u>-</u>	<u>57,118</u>	<u>49,830</u>
Charitable activities	7				
Charitable activities		295,129	61,319	356,448	300,158
Other		3,272	-	3,272	3,131
Total		<u>355,519</u>	<u>61,319</u>	<u>416,838</u>	<u>353,119</u>
NET INCOME/(EXPENDITURE)		20,673	-	20,673	(8,019)
RECONCILIATION OF FUNDS					
Total funds brought forward		64,464	-	64,464	72,483
TOTAL FUNDS CARRIED FORWARD		<u><u>85,137</u></u>	<u><u>-</u></u>	<u><u>85,137</u></u>	<u><u>64,464</u></u>

CONTINUING OPERATIONS

All income and expenditure has arisen from continuing activities.

The notes form part of these financial statements

AMBASSADORS FOOTBALL LIMITED

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2024

1. ACCOUNTING POLICIES

Basis of preparing the financial statements

The financial statements of the charitable company, which is a public benefit entity under FRS 102, have been prepared in accordance with the 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 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

The presentational currency of the accounts is GBP and rounding is to the nearest £.

The charitable company has taken advantage of the following disclosure exemption in preparing these financial statements, as permitted by FRS 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland':

- the requirements of Section 7 Statement of Cash Flows.

Income

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

The following specific policies are applied to particular categories of income:

Voluntary income is received by way of grants, donations and gifts and is included in full in the Statement of Financial Activities when receivable. Grants, where entitlement is not conditional on the delivery of a specific performance by the charity, are recognised when the charity becomes unconditionally entitled to the grant. Grants related to performance and specific deliverables are accounted for as the charity earns the right to consideration by its performance.

Where grants and fees are received in advance of performance, their recognition is deferred and included in creditors.

Legacies are included when the charity becomes entitled to the bequest and the amount receivable is capable of being utilised.

Investment income is included when receivable.

Incoming resources from charitable activities are accounted for when receivable.

Gifts in kind and donated services and facilities are recognised when receivable where a value can be attributed with reasonable accuracy.

Expenditure

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources. Expenditure includes any VAT which cannot be recovered and is reported as part of the expenditure to which it relates.

Costs of generating funds comprise the costs associated with attracting voluntary income and the costs of trading for fundraising purposes. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

AMBASSADORS FOOTBALL LIMITED

NOTES TO THE FINANCIAL STATEMENTS - continued FOR THE YEAR ENDED 31 DECEMBER 2024

1. ACCOUNTING POLICIES - continued

Expenditure

Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and service for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

All costs are allocated between the expenditure categories of the Statement of Financial Activities on a basis designed to reflect the use of the resource. Costs relating to a particular activity are allocated directly, others are apportioned on an appropriate basis e.g. estimated usage.

Governance costs include those costs associated with meeting the constitutional and statutory requirements of the charity and the audit fees and costs linked to the strategic management of the charity.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Fixtures and fittings	- 20% on cost
Computer equipment	- 33% on cost

Taxation

The charity is exempt from corporation tax on its charitable activities.

Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Designated funds are unrestricted funds earmarked by the Trustees for a particular purpose.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

Pension costs and other post-retirement benefits

The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

2. DONATIONS AND LEGACIES

	2024	2023
	£	£
Donations	271,344	226,127
Gift aid	33,923	25,061
	<hr/>	<hr/>
	305,267	251,188
	<hr/>	<hr/>

AMBASSADORS FOOTBALL LIMITED

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 DECEMBER 2024**

3. OTHER TRADING ACTIVITIES

	2024	2023
	£	£
Fundraising events	1,428	1,649
Book income	14	47
Sponsorships	300	1,152
Other income	1,434	702
	<u>3,176</u>	<u>3,550</u>

4. INVESTMENT INCOME

	2024	2023
	£	£
Deposit account interest	<u>2,255</u>	<u>1,951</u>

5. INCOME FROM CHARITABLE ACTIVITIES

	Activity	2024	2023
		£	£
Football festivals	Charitable activities	13,638	11,212
Community coaching	Charitable activities	6,347	6,917
Football camps	Charitable activities	29,250	24,707
Grants	Charitable activities	61,319	40,947
Tour income	Charitable activities	12,959	4,628
Training	Charitable activities	3,300	-
		<u>126,813</u>	<u>88,411</u>

Grants received, included in the above, are as follows:

	2024	2023
	£	£
Souter Charitable Trust	124	2,824
Sir Halley Stewart Trust	16,354	18,284
Awards for All Community Fund	-	3,839
Silas Trust	33,198	16,000
Rehoboth Trust	1,300	-
The Willats Trust	10,343	-
	<u>61,319</u>	<u>40,947</u>

6. RAISING DONATIONS AND LEGACIES

	2024	2023
	£	£
Staff costs	45,014	38,466
Rent and premises costs	2,712	2,632
Telephone	157	164
Postage and stationery	1,227	1,425
Sundries	239	752
Fundraising	2,581	2,103
Travel and subsistence	1,844	1,740
Motor expenses	1,730	1,791
	<u>55,504</u>	<u>49,073</u>
Carried forward		

AMBASSADORS FOOTBALL LIMITED

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 DECEMBER 2024**

6. RAISING DONATIONS AND LEGACIES - continued

	2024	2023
	£	£
Brought forward	55,504	49,073
Staff welfare and training	1,614	757
	<hr/> 57,118 <hr/>	<hr/> 49,830 <hr/>

7. CHARITABLE ACTIVITIES COSTS

	Direct Costs £
Charitable activities	356,448

8. SUPPORT COSTS

	Governance costs £
Other resources expended	3,272

9. NET INCOME/(EXPENDITURE)

Net income/(expenditure) is stated after charging/(crediting):

	2024	2023
	£	£
Independent examiner remuneration	2,646	2,646

10. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31 December 2024 nor for the year ended 31 December 2023.

Trustees' expenses

During the year trustees were reimbursed for travel expenses totalling £Nil (2023 £Nil).

11. STAFF COSTS

	2024	2023
	£	£
Wages and salaries	275,135	235,808
Social security costs	16,700	13,558
Other pension costs	8,260	7,067
	<hr/> 300,095 <hr/>	<hr/> 256,433 <hr/>

AMBASSADORS FOOTBALL LIMITED

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 DECEMBER 2024**

11. STAFF COSTS - continued

The average monthly number of employees during the year was as follows:

	2024	2023
UK	13	12
International	1	1
	<u>14</u>	<u>13</u>

No employees received emoluments in excess of £60,000.

12. TANGIBLE FIXED ASSETS

	Fixtures and fittings £	Computer equipment £	Totals £
COST			
At 1 January 2024 and 31 December 2024	<u>27,821</u>	<u>21,960</u>	<u>49,781</u>
DEPRECIATION			
At 1 January 2024 and 31 December 2024	<u>27,821</u>	<u>21,960</u>	<u>49,781</u>
NET BOOK VALUE			
At 31 December 2024	<u>-</u>	<u>-</u>	<u>-</u>
At 31 December 2023	<u>-</u>	<u>-</u>	<u>-</u>

13. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2024	2023
	£	£
Trade debtors	169	-
Other debtors	<u>7,736</u>	<u>5,597</u>
	<u>7,905</u>	<u>5,597</u>

AMBASSADORS FOOTBALL LIMITED

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 DECEMBER 2024**

14. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2024	2023
	£	£
Trade creditors	1,687	1,902
Credit card	1,745	2,004
Social security and other taxes	4,539	4,613
Other creditors	1,604	2,899
Deferred income	60,114	27,886
Accrued expenses	2,646	2,899
	<u>72,335</u>	<u>42,203</u>

15. MOVEMENT IN FUNDS

	At 1.1.24	Net movement in funds	At 31.12.24
	£	£	£
Unrestricted funds			
General fund	64,464	20,673	85,137
	<u>64,464</u>	<u>20,673</u>	<u>85,137</u>
TOTAL FUNDS			
	<u>64,464</u>	<u>20,673</u>	<u>85,137</u>

Net movement in funds, included in the above are as follows:

	Incoming resources	Resources expended	Movement in funds
	£	£	£
Unrestricted funds			
General fund	376,192	(355,519)	20,673
Restricted funds			
Sir Halley Stewart Trust	16,354	(16,354)	-
Souter Charitable Trust	124	(124)	-
Silas Trust	33,198	(33,198)	-
Rehoboth Trust	1,300	(1,300)	-
The Willats Trust	10,343	(10,343)	-
	<u>61,319</u>	<u>(61,319)</u>	<u>-</u>
TOTAL FUNDS	<u>437,511</u>	<u>(416,838)</u>	<u>20,673</u>

Comparatives for movement in funds

	At 1.1.23	Net movement in funds	At 31.12.23
	£	£	£
Unrestricted funds			
General fund	72,483	(8,019)	64,464
	<u>72,483</u>	<u>(8,019)</u>	<u>64,464</u>
TOTAL FUNDS			
	<u>72,483</u>	<u>(8,019)</u>	<u>64,464</u>

AMBASSADORS FOOTBALL LIMITED

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 DECEMBER 2024**

15. MOVEMENT IN FUNDS - continued

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	304,153	(312,172)	(8,019)
Restricted funds			
Sir Halley Stewart Trust	18,284	(18,284)	-
Souter Charitable Trust	2,824	(2,824)	-
Awards for All Community Fund	3,839	(3,839)	-
Silas Trust	16,000	(16,000)	-
	<u>40,947</u>	<u>(40,947)</u>	<u>-</u>
TOTAL FUNDS	<u>345,100</u>	<u>(353,119)</u>	<u>(8,019)</u>

A current year 12 months and prior year 12 months combined position is as follows:

	At 1.1.23 £	Net movement in funds £	At 31.12.24 £
Unrestricted funds			
General fund	72,483	12,654	85,137
	<u>72,483</u>	<u>12,654</u>	<u>85,137</u>
TOTAL FUNDS	<u>72,483</u>	<u>12,654</u>	<u>85,137</u>

A current year 12 months and prior year 12 months combined net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	680,345	(667,691)	12,654
Restricted funds			
Sir Halley Stewart Trust	34,638	(34,638)	-
Souter Charitable Trust	2,948	(2,948)	-
Awards for All Community Fund	3,839	(3,839)	-
Silas Trust	49,198	(49,198)	-
Rehoboth Trust	1,300	(1,300)	-
The Willats Trust	10,343	(10,343)	-
	<u>102,266</u>	<u>(102,266)</u>	<u>-</u>
TOTAL FUNDS	<u>782,611</u>	<u>(769,957)</u>	<u>12,654</u>

AMBASSADORS FOOTBALL LIMITED

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 DECEMBER 2024**

16. RELATED PARTY DISCLOSURES

There were no related party transactions for the year ended 31 December 2024.

17. ULTIMATE CONTROLLING PARTY

There is no ultimate controlling party.

18. PURPOSES OF THE RESTRICTED FUNDS

Sir Halley Stewart Trust	A restricted fund for Women's Community Football Outreach
Souter Charitable Trust	A restricted fund for London East End Academy project
Silas Trust	A restricted fund for staff gatherings & MPD booster support
RehobothTrust	A restricted fund for Wales office
The Willats Trust	A restricted fund for member of staff

AMBASSADORS FOOTBALL LIMITED

**DETAILED STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 DECEMBER 2024**

	2024	2023
	£	£
INCOME AND ENDOWMENTS		
Donations and legacies		
Donations	271,344	226,127
Gift aid	33,923	25,061
	<hr/>	<hr/>
	305,267	251,188
Other trading activities		
Fundraising events	1,428	1,649
Book income	14	47
Sponsorships	300	1,152
Other income	1,434	702
	<hr/>	<hr/>
	3,176	3,550
Investment income		
Deposit account interest	2,255	1,951
Charitable activities		
Football festivals	13,638	11,212
Community coaching	6,347	6,917
Football camps	29,250	24,707
Grants	61,319	40,947
Tour income	12,959	4,628
Training	3,300	-
	<hr/>	<hr/>
	126,813	88,411
Total incoming resources	437,511	345,100
EXPENDITURE		
Raising donations and legacies		
Salaries	41,270	35,372
Social security	2,505	2,034
Pensions	1,239	1,060
Rent and premises costs	2,712	2,632
Telephone	157	164
Postage and stationery	1,227	1,425
Sundries	239	752
Fundraising	2,581	2,103
Travel and subsistence	1,844	1,740
Motor expenses	1,730	1,791
Staff welfare and training	1,614	757
	<hr/>	<hr/>
	57,118	49,830
Charitable activities		
Salaries	233,865	200,436
Carried forward	233,865	200,436

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AMBASSADORS FOOTBALL LIMITED

**DETAILED STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 DECEMBER 2024**

	2024	2023
	£	£
Charitable activities		
Brought forward	233,865	200,436
Social security	14,195	11,524
Pensions and other staff costs	7,021	6,007
Telephone	472	491
Postage and stationery	3,681	4,275
Advertising	160	1,580
Sundries	715	282
Football costs	37,944	24,851
Overseas support	23,888	23,583
Miscellaneous expenses	561	25
Donations	5,445	750
Bank charges	358	297
Travel and subsistence	7,375	6,962
Motor expenses	6,920	7,165
Rent and premises costs	10,850	10,524
Staff welfare and training	2,998	1,406
	<hr/> 356,448	<hr/> 300,158
Support costs		
Governance costs		
Accountancy fees	3,272	3,131
	<hr/> 416,838	<hr/> 353,119
Total resources expended		
Net income/(expenditure)	<hr/> 20,673	<hr/> (8,019)

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