



ANNUAL REPORT 2023 – 2024



INSPIRING
YOUNG PEOPLE
TO UNLOCK
THEIR CREATIVE
POTENTIAL

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WHAT THE IDEAS FOUNDATION HAS DONE FOR ME

Back in 2010, I discovered the Ideas Foundation Creativity Scholarship through my Graphic Design teacher, applied, and was selected for a two-week work placement. In the first week, we designed a souvenir for the Design Museum, and in the second, I worked at RWD magazine, gaining my first taste of the creative industry.

Following that, I joined a Creative Media Camp, working on a live brief for Global Handwashing Day. My involvement with The Ideas Foundation deepened, and I was proud to become a Creative Scholar and youth representative on the Trustee Board.

The Ideas Foundation opened doors I never imagined, giving me opportunities to mentor on I AM CREATIVE programmes, speak at an event at Downing Street, and gain invaluable exposure to real-world industry environments.

My first work experience with The Ideas Foundation was at the London College of Communication, UAL, a place I hadn't heard of before but would later attend to study Graphic Design—proof of how these experiences shaped my journey.

As a Creative Scholar, I had the opportunity to visit agencies, network with professionals and attend events, one of which connected me with Dare's Experience Planning Director. That pivotal moment led to a two-week placement, which soon evolved into a full-time role where I spent three years developing my skills, guided by the invaluable mentorship of Mark Bell and Reeha Alder—both of whom continue to inspire and support me to this day.

Now, I work as a Senior Digital Designer at AKQA, collaborating with clients like Rolls-Royce, De Beers, and HERE Technologies.

My journey with The Ideas Foundation showed me that creativity isn't just a hobby—it's a pathway to a fulfilling and successful career. I hope The Ideas Foundation continues to open doors for others, inspiring young people from all walks of life to see the endless possibilities that creativity can offer.

Naomi
Youth Board Member





“ ”

IF invests all their energy in young people for a genuine reason. Not to benefit any tick box exercise.

Ben Conway

Senior copywriter at McCann London, alumni of the Ideas Foundation

SURVIVING A TOUGH YEAR



In a year of political uncertainty and reduced budgets, our income stream was severely compromised. Unlike many others in the third sector, we found a way to survive, but it was difficult. We had to make redundancies and reduce our development work. As a Board, we were determined to continue making an impact because the people we support were having an even tougher time than we were.

We led the way with our Power of Hair programme, generously supported by Pantene, the BBC Creative Media Camps, our continuing work with the Manchester College Employability programmes, and our photographic projects aligned with wellbeing supported by Canon. These successes, alongside our past projects for the Coronation and the Platinum Pageant, created the opportunity to work with Barclays on a major new project - Our Climate Story - a youth-focused programme centred on climate literacy, creativity and life skills.

Over the past 20 years, the challenges faced by the creative sector have changed. More people from ethnic minority backgrounds are now employed in the industry, but many are paid less than their peers. There is increasing concern about a class ceiling and the geographical skew of employees. This is why we continue developing programmes in some of the least advantaged areas outside of London, with students without family connections with the sector.

Last year, The Ideas Foundation tried out some new creative ideas. We invested in new sources of ideas – recruiting new trustees, creating a shadow Board and hiring new freelance staff. We experimented with a new leadership structure that allowed the CEO to take a mini-sabbatical. We committed to staff training and capacity, building our branding, and fundraising. We took some risks and experimented with a new youth voice programme, the Manifesto. We deepened existing partnerships with organisations such as the Manchester Publicity Association and forged new ones with companies such as Frog and Wardour. We took time to reflect on our mission and goals as a charity in 2024, as new board members joined us and established trustees moved on after significant periods of valued service.

Seeing the pride on students' faces as they present their creative ideas to a panel of industry professionals is one of the real joys of The Ideas Foundation. We read through, with delight, the emails from teachers describing the positive impact the Power of Hair workshop has on their classes. We hear from tutors how students have told them they feel seen and inspired through their workshops. We see pictures of students visiting BBC studios and gaining jobs in the industry. We see students' photographic stories featured in the RSA Journal. And then we read about past students gaining promotions and new jobs in the sector or passing their skills onto the next generation. This past year has given us a lot of good moments. It is these moments that inspire us.

A huge thank you to all our colleagues, trustees, volunteers, education and corporate partners. And heartfelt thanks to Robin, our founder, who is now in his 80th year and still generous with his creativity, time and energy in helping to fulfil our mission of nurturing creativity and driving diversity.

We look forward to a new year of projects in which we continue to deliver life-changing creative experiences for young people in less-advantaged communities, both rural and urban, especially outside of London. In addition to our traditional commercial briefs, we are increasing our focus on how creative communication can raise awareness of discrimination, promote wellbeing, and encourage engagement and social action in areas such as the climate crisis.

It's been a tough year, but our faith in creativity and its ability to transform young people's lives gives us reason to be optimistic for the future.

Heather MacRae, Chief Executive and Ted Smith, Chair

OUR YEAR IN NUMBERS

100%

student
satisfaction
with
programmes

49,000

all time
resource
downloads

9,271

young people
engaged through
the three-year
Power of Hair
programme

4,500

young
people
inspired

264

teachers
supported

150

schools and
colleges in our
community

88

schools and
colleges
supported with
face to face
workshops

56

free creative
resources

45

alumni and
creative
super group
members

2

experimental
projects:
Manifesto
and Creating
Connections

2

public
exhibitions of
young peoples'
work

0

office
overheads

ABOUT THE IDEAS FOUNDATION

OUR MISSION

The Ideas Foundation is an educational charity bringing life-changing creative opportunities to students across the UK. We were founded in 2001. Our initial focus was on nurturing creativity and driving diversity in the advertising industry. Over time we broadened our work to develop projects that enable young people to discover, develop and share their creative talents in communication briefs that align with climate change, mental wellbeing, health inequalities and racial discrimination. By connecting less advantaged schools and colleges with leading organisations and brands, The Ideas Foundation delivers hands-on experiences that inspire young people to unlock their creative potential.

Through engaging workshops and programmes led by industry professionals, students explore new creative outlets in media, art, design, writing, theatre, film and photography. With expert guidance and access to cutting-edge resources, they are equipped to gain the skills and confidence to thrive.

For college students, The Ideas Foundation facilitates workplace experiences and mentorships, guiding them toward creative careers they might not have otherwise discovered. The Ideas Foundation supports thousands of teachers across the UK with online toolkits and lesson plans, expanding access to creative learning nationwide.

We are committed to making the creative industries open to everyone. As a result, we have helped open the doors to a world of creativity for thousands of young people across the UK who, by virtue of their background, would traditionally have been locked out.

PHOTO: SALT BURN STUDENT





PHOTO: WHITBY STUDENT



As a small school in a relatively isolated part of the country, the opportunity to have an engaging and creative team arrive in the school and inspire our students has been an essential part of the school's mission to broaden horizons

Ian Bloor

Lead Teacher for Enrichment, Eskdale School, Whitby

THE CHALLENGES WE ARE ADDRESSING

From an early age, young people from disadvantaged backgrounds face barriers to discovering, developing, and sharing their creative talents

- In the classroom, entries for creative subjects have decreased by 35% since 2010¹
- Outside of the classroom, enrichment opportunities for less advantaged groups are 20% less than those for more advantaged groups²
- Students who have less than four employer encounters are less likely to be in education, training and work after they leave school.
- Younger adults from working-class backgrounds are four times less likely to work in the creative industries than their middle-class peers⁴
- The amount of time spent on art teaching has dropped by 21% since the introduction of the English Baccalaureate. More advantaged groups make up 91.9% of occupations in the creative economy⁵
- Employers are increasingly asking for analytical thinking and creative thinking skills⁶
- Nearly 900,000 young people (16 to 24 years old) are currently not in work or education, with many having special educational needs, low-level skills, and mental health conditions⁷



Sources:

1 Schools Week.

2 Source Centre for Social Justice

3 Careers and Enterprise Company

4 Creative Industry Federation

5 Creative Industry Federation.

6 World Economic Forum Future of Jobs 2023 report.

7 Source; Get Britain Working 2024

OUR PRIORITIES

- Inspiring young people to discover their creative potential
- Connecting young people with companies and future employers
- Expanding access to creative learning



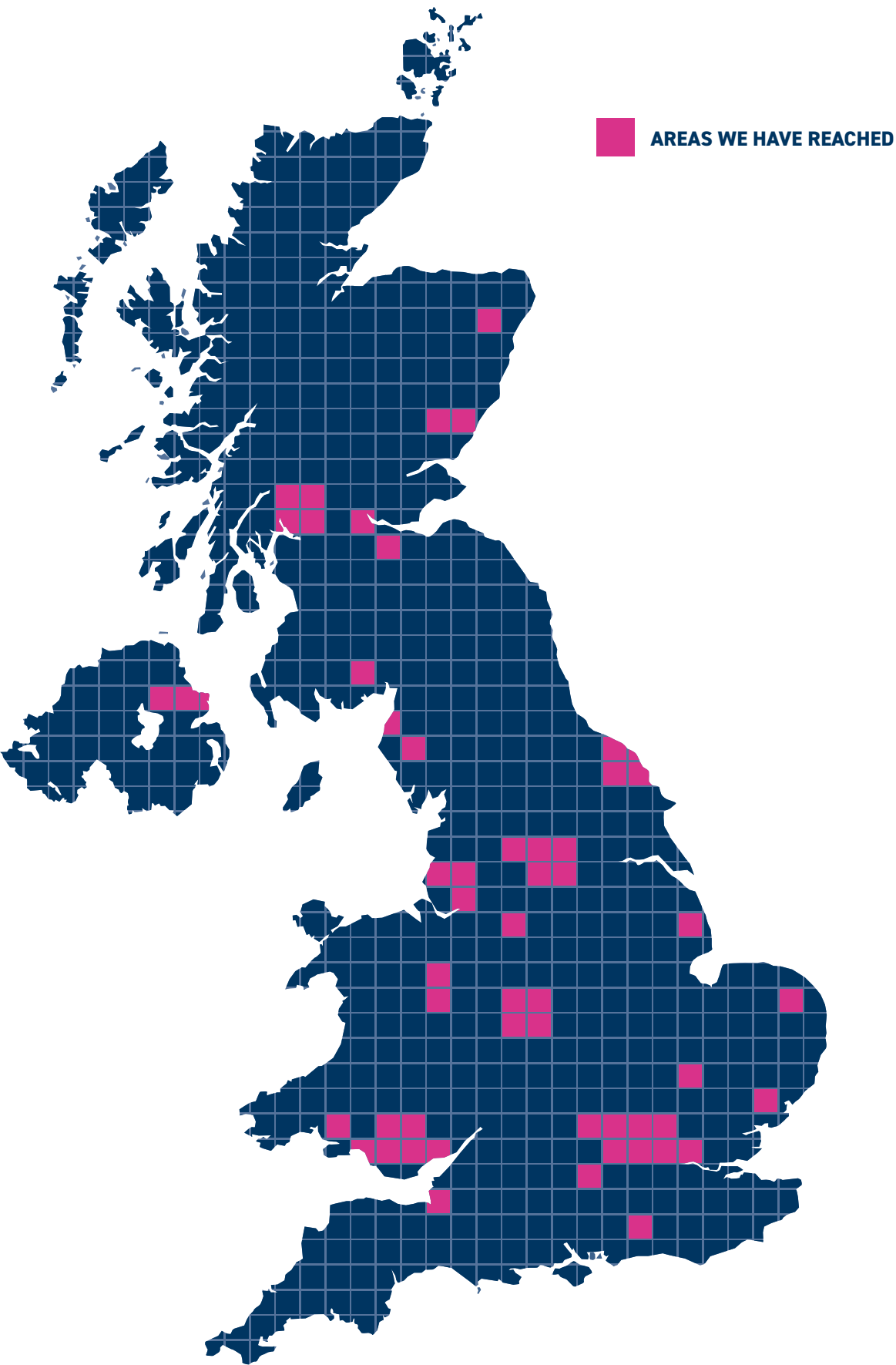
THE CHANGES WE WANT TO SEE

WE BELIEVE THAT ALL YOUNG PEOPLE SHOULD HAVE ACCESS TO CREATIVE EDUCATION AND CREATIVE CAREERS

We are working to achieve this by:

- Running creative workshops in schools and colleges with external experts
- Supporting teachers with high-quality creative resources
- Facilitating workplace experiences and mentorships in the creative industries

OUR GEOGRAPHICAL REACH



OUR IMPACT

WE CAN SEE THE IMPACT WE ARE MAKING THROUGH:

- Interviews
- Numbers reached
- Observations
- Destinations of young people
- Feedback sheets
- Social media
- Students' work
- Career successes of our alumni

And through the willingness of our past students to support others in their early careers.

WE ALIGN OUR IMPACT WITH FRAMEWORKS SUCH AS SKILLSBUILDER AND GATSBY BENCHMARKS

In past projects:

- 100% positive feedback from young people
- 100% of teachers involved believe the project increased students' ability to take risks and try something new
- 84% said that the project reinforced creativity throughout the school
- 82% said that student confidence improved as a result of participating in the project
- Students participating in the project observed enhanced skills and competencies, including confidence, leadership, and focus in school
- Students saw an increase in their professional and educational aspirations due to participating



Throughout the workshop, we had the privilege of learning from immensely talented photographers who shared their expertise, techniques, and insights. Their guidance was invaluable, helping us refine our artistic vision and craft. This workshop has not only enhanced our technical skills but has also broadened our horizons as storytellers.

Divine Agumba
Amos Bursary Student



ADDRESSING HAIR DISCRIMINATION

Pantene came to us with a challenge: to develop a programme of creative activities to raise awareness of Afro-hair discrimination while increasing confidence in young people.

2023/2024 was the third year of a three-year educational campaign, Power of Hair, created by the Ideas Foundation in partnership with Pantene. It was born out of the insights that 93% of Black people in the UK have faced microaggressions related to their Afro hair and that school is the most common place where discrimination occurs.

In this project, young people work alongside industry professionals and leading poets, photographers, game designers, artists, and other creatives to explore this emotive and topical issue through workshops designed to get them thinking and help develop their creative skills.

Following rigorous testing and development with over 1,400 students, the workshop material is now available as free downloadable lesson plans for Key Stage Two and Three students across STEM, English, Art, Drama, and Business Studies.

Over 9,000 students in more than 100 schools across the UK have now taken part. The feedback from schools and young people is extremely positive, with many teachers asking for repeat visits. Teachers have said that Power of Hair has allowed them to consider aspects of discrimination in a sensitive, positive, and creative way.

OUR WORK IN 2024

POWER OF HAIR



We had such a brilliant time with Adisa! Thank you so much for organising the workshop for us. It was a great opportunity for our pupil premium children, many of whom are also of lower ability. I was amazed at how they engaged with Adisa and the outcomes that were achieved.

Hilary Fuad

Teacher from Summercroft School



Going to these underserved communities, I often found that the ratio of black students to white students in classrooms was extremely low. I often noticed that black students, in particular, gained a sense of validation from my presence alone. Then, speaking about Afro hair texture made them feel much more empowered. In different instances, I've had students tell me they 'feel seen,' 'it's nice to be understood,' and other comments that they won't particularly share in feedback forms.

Toni Peters

An Ideas Foundation Tutor

The programme is being extended in 2025 to address more broad issues of hair and identity.

EXPLORING IDENTITY AND WELL-BEING

CREATING CONNECTIONS

Creating Connections is a programme designed at the suggestion of Divine, a young Afro-Caribbean student who had taken part in our projects with the Amos Bursary Trust. She felt that her parents weren't supportive of her interest in creative careers, and there was pressure on her to follow a traditional career in business. She approached us asking if we could help to create a project that would allow her to build more creative networks and focus on her wellbeing. We have trialled three projects that link creativity with wellbeing thanks to funding from UCB and the King Badouin Foundation. In Scotland, we worked with Peter Scott and a youth club supporting young people who had a range of anxiety, identity and neurodiversity issues.

Eskdale School students worked with photographers Michael Cockerham and Tom Martin on personal narratives about life in Whitby. They focused on the challenges of being a teenager, their sadness at their school closing, and the beauty and bleakness of the moors and how this makes them feel isolated. The work was displayed at the Pannett Gallery in Whitby and inspired further photographic projects with Old Farm School in Saltburn, a school specialising in supporting young people with complex emotional needs. The student work was featured in a five-page spread in the [RSA Journal](#).

PHOTO: WHITBY STUDENT





BELONGING : PRIVATE VIEW EXHIBITION

THE IDEAS FOUNDATION INVITES YOU TO CELEBRATE THE WORK OF ESKDALE SCHOOL STUDENTS.

BELONGING TELLS THE STORIES OF THE YOUNG PEOPLE OF ESKDALE THROUGH PHOTOGRAPHY AND THE WRITTEN WORD.

RSVP:
i.bloor@eskdale-school.co.uk

PANNETT ART GALLERY
WHITBY MUSEUM, WHITBY YO21 1RE

WEDNESDAY 22ND MAY, 4.30PM - 6.30PM

The exhibition will run from 21st May until 26th May. The gallery is open 10am - 4.30pm, Tuesday - Sunday.

The Pannett Art Gallery is set in the peaceful and charming grounds of Pannett Park in the centre of Whitby. Visit the gallery to discover a diverse programme of temporary exhibitions, and an eclectic mix of 19th and 20th Century paintings on permanent display. The gallery hosts family & windy activities.

Creating Connections, Supported by UCB - Community Health Fund, managed by the King Badouin Foundation

Equipment Partner



PROGRAMMES

PROVIDING ROUTES INTO THE CREATIVE INDUSTRIES

The Manchester College is keen to provide routes for students into the growing creative industries in Manchester. We provided employability boot camps for students in film and media, animation, game design and business studies. These practical, skills-based workshops allow young people to work with highly skilled facilitators and professional mentors to develop their creative skills further. As with our work in schools, these typically focus on getting young people to respond to a professional brief from companies such as the BBC and ITV. However, working outside of the confines of a classroom setting enables young people to delve deeper and take creative risks that they might not feel comfortable taking around their teachers and peers. With an added sense of independence from teachers, participants also gain social and career capital through the opportunity to work in problem-solving teams, make friends, establish professional contacts, and gain work experience. We also recruited and trained over 30 mentors who provide one-to-one support for students seeking their first roles in the sector.

CONNECTING EMPLOYERS WITH FUTURE AUDIENCES AND EMPLOYEES

The creative industry in Manchester is growing and local employers like the BBC are keen to develop relationships with future talent. The BBC Creative Media camp is a five-day intensive programme of workshops and visits that allows students to present their ideas to BBC staff. Students had an opportunity to visit The Picture Shop and meet apprentices and senior staff from the BBC Manchester studio. Students and staff were inspired by the programme and were invited to visit the BBC to share their work. As a result, student Leona Gasper was offered a position with the BBC and a further programme of media camps was offered in the autumn of 2024. The BBC has contributed case stories of the programme's impact to the Manchester Next Gen conference.



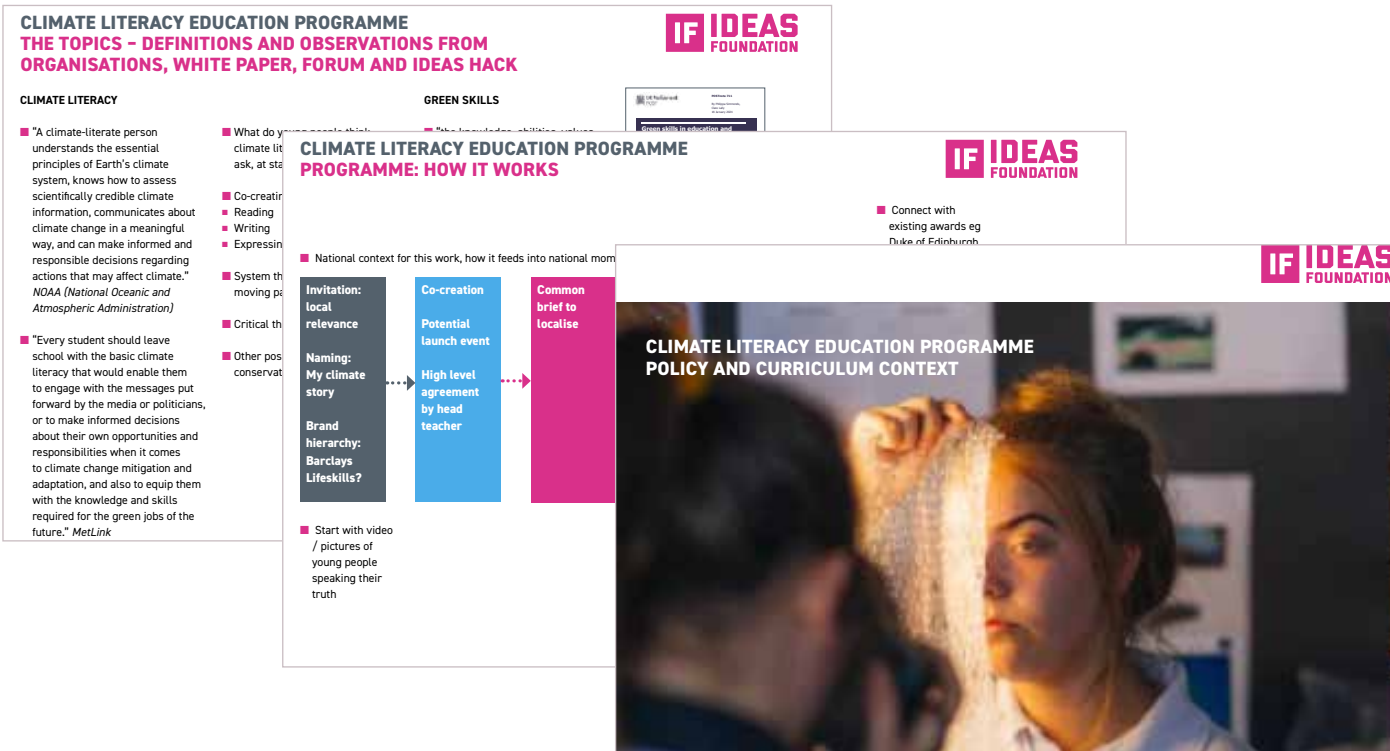
PROGRAMMES

WIDENING PARTICIPATION IN HIGHER EDUCATION

Teesside University London has established a new campus in London, at Here East. They are hoping to set up partnerships with local schools and businesses. They asked for our help with projects that would help widen participation in the University and raise awareness of opportunities at their London campus. They wanted to raise awareness of their offer and to support widening access to students from less privileged backgrounds. Working with their partnership coordinators, we arranged two full-day workshops for less advantaged schools and colleges – themed around hair. The project is successfully helping the University with their relationship building, and our evaluation is helping them with their impact reporting. We plan to deepen the relationship with Teesside next year and to arrange further partnership activities aligned with our new health inequalities and climate literacy projects.

HELPING TO DESIGN NEW CREATIVE PROGRAMMES

Canon asked us for help as they were considering a major investment in an international education programme looking at photography and coral reef restoration. Before committing a large chunk of their marketing budget, they wanted to check on the project's feasibility. Working with creative director Lydia Thornley, The Ideas Foundation created a detailed scoping document that helped Canon assess the business case for the project and the practicalities of delivering a significant piece of work in a short period of time.



QUICK HIGHLIGHTS

SHOWCASING STUDENT WORK

We curated two exhibitions of students' work. McCann London hosted the Coronation Generation exhibition in November 2023 and an exhibition of the Creating Connections work was held in a week-long showcase in Whitby at the Pannett Gallery. This work also featured in the RSA Magazine.

LISTENING TO YOUNG VOICES

The Manifesto was an experimental project that we ran, led by Paul Reid, to gain insights into young people's concerns during the run-up to the General Election. Funded by a crowdfunding campaign, we ran two workshops in Manchester and Birmingham where young people could share their concerns and priorities.

CREATIVITY THROUGH FASHION

Our sustainable fashion projects have continued in North Yorkshire schools – a programme that is now in its sixth year and proving as popular as ever, generating excitement in sustainability through the fashion creations made from junk and Burberry seconds.

PROMOTING HEALTHCARE COMMUNICATIONS

Health inequalities are a major concern across the country with poorer communities more likely to be affected by issues such as pollution.

We are working with Queen Mary University of London and the Creative Floor to design a storytelling programme where young people will design campaign materials to raise awareness of the hidden effects of pollution.

PROMOTING DIVERSITY AND SOCIAL MOBILITY

We have worked closely with the Manchester Publicity Association to promote diversity in the sector – contributing speakers to a panel discussion hosted by WPP Manchester and a podcast.

We are part of a steering group, Mind the Gap, which is looking at increasing access for young people from less advantaged backgrounds to employment in the city.

We have also contributed to webinars by the King Badouin Foundation.

SUPPORTING YOUNG PEOPLE WITH SPECIAL NEEDS

We are working with many more young people who are presenting with special needs. This can include young people who are socially anxious, who have a range of neurodiversity conditions, and also some for whom English is a second language. By ensuring our tutors and programmes are sensitive to the varying needs of young people, we often receive feedback from children who have not previously been engaged. As a result of our programmes, they have been inspired to speak, contribute or share their skills.

BRINGING CREATIVITY INTO THE CLASSROOM

Many schools need help in finding up-to-date education resources that are free, high quality and have real-life business insights. The Ideas Foundation has 56 resources that can be accessed for free on our website, the Times Education Supplement online portal, the Pearson examining board website, Procter & Gamble, and the National Association for Teaching of English website. All schools and colleges are able to access our online learning resources.



I have to say that Ideas foundation is amongst the very best. Their mission to bring creativity and creative opportunity's to young people who have limited access due to lack of economic funds, opportunity or restrictive locations is not only ambitious but also unique it both its scope and its impact.

Ben Worth
IF Tutor

FUNDRAISING ACHIEVEMENTS

Last year was a difficult year for The Ideas Foundation. As with many charities, our focus was to survive for 2025. We embarked on a new approach, seeking more funding from grants and foundations. We invested in training and development, external fundraising support, and new staff. However, in an uncertain election year, we found that many grant-giving bodies and foundations were prioritising issues such as food banks, health and care funding, and local programmes for specialist groups. Meanwhile, brands and businesses were also hesitant about making commitments with their ESG, marketing, and talent budgets during an election year. However, we are encouraged by the government missions that will prioritise youth skills, the curriculum review, and an industrial strategy due to be published in Spring 2025 that we anticipate will value the contribution of the creative industries.

We are grateful to the Garfield and Weston Foundation, who supported our leadership and capacity building. The Creative Floor grant helped us continue our work involving young people in healthcare communications – working in partnership with Queen Mary University of London. Adisa the Verbaliser and Paul Reid raised money for the Manifesto pilot project using Crowdfunder. Canon, the BBC, Procter and Gamble have also been loyal funders over a number of years. We are delighted to welcome a new corporate partner, Barclays LifeSkills, which is enabling us to pilot programmes that bring together lifeskills, creativity, and climate literacy. We are trialling this approach in West Cumbria, North Yorkshire, Birmingham and Manchester and hope the programme will become a model that can be scaled up nationally.



ILLUSTRATION: SHAFIA FIAZ, IF ALUMNI



PHOTO: WHITBY STUDENT

FINANCIAL REVIEW

The Ideas Foundation faced significant financial challenges in 2024: on the one hand, income declined as companies reviewed or froze their investments in charitable programmes and government grants either reduced or became much more competitive, whilst staffing and delivery costs (transport, materials and accommodation in particular) increased significantly with inflation. The result was a reduction in net assets and reserves. In response, the Foundation had no choice but to reduce the reliance on guaranteed staff contracts and work with a pool of freelance consultants, flexing to the needs of the business. New focus was placed on securing funding from grants and aligned foundations while investing in training, development, and external fundraising support. The organisation remains optimistic about the promised new government initiatives supporting youth skills and the creative industries.

INCOME AND EXPENDITURE

Total income for the year was **£292,767**, a substantial decline from **£658,168** in 2023. A major factor was the absence of **£263,000** in government grants from the Department of Culture, Media, and Sport. Donations and grants from corporate and foundation partners played a vital role, with significant contributions from **Procter & Gamble (£106,990)**, **BBC (£27,500)**, and **Garfield Weston (£20,000)**.

Total expenditure for 2024 reached **£473,931**, leading to a net deficit of **£181,164**. The major cost drivers included **staffing (£140,506)**, **consultancy services (£97,034)**, and **subcontractor fees (£114,408)**, reflecting significant investment in programme delivery and operational capacity.

FINANCIAL POSITION AND RESERVES POLICY

At the end of the financial year, total funds had decreased to **£115,593**, down from **£296,757** in 2023. Key figures include:

- **Net current assets:** £112,275 (2023: £290,711)
- **Restricted funds:** £41,282
- **Unrestricted funds:** £74,311

The decline in reserves signals financial strain, necessitating strategic adjustments for sustainability.

To fulfil contractual obligations, the trustees strive to maintain minimum unrestricted funds to cover three months PAYE and any potential costs relating to closures. This is currently £50,000. A more prudent level of reserves is PAYE, potential costs relating to closures and three months operating costs. This is currently approximately 70K. The reserves held in unrestricted funds at 31 August 2023 were £74,311. This is in line with the target set by the board but we would like to increase the levels of unrestricted reserves to give us more resilience in a challenging fundraising environment.

CHALLENGES AND STRATEGIC ADJUSTMENTS

In an uncertain election year, fundraising proved difficult. Many grant-making bodies prioritised funding for urgent social needs such as food banks and healthcare, while corporate partners were cautious about ESG and marketing investments. However, The Ideas Foundation continued to receive support from long-term funders, including **Canon**, **BBC**, and **Procter & Gamble**. New corporate partnerships, such as **Barclays Lifeskills**, also enabled the Foundation to pilot innovative programmes combining creativity, life skills, and climate literacy in various UK regions.

FINANCIAL REVIEW

KEY FINANCIAL CONSIDERATIONS

- 1. Revenue Diversification:** The need for alternative funding sources, including more corporate partnerships and unrestricted donations, is being pursued. A business partnership sub group has been established and we have been working with an external consultant on business development.
- 2. Cost Management:** Aligning expenditure with available income to ensure sustainability, paying freelancers to do project work as it emerges without a retainer. We have a small core of PAYE staff so we have less exposure to NI increases and redundancy commitments.
- 3. Reserves Position:** Strengthening reserves to enhance financial resilience and operational stability.
- 4. Government Engagement:** Leveraging upcoming policy changes to secure funding for youth skills and creative industry initiatives.

CONCLUSION

Despite financial difficulties, The Ideas Foundation remains committed to its mission. Moving forward, the organisation will:

- Continue diversifying funding sources to reduce reliance on a few significant grants.
- Continue to align spending with income, keeping enhanced cost control measures in place.
- Advocate for government funding opportunities linked to youth skills and creative industries.
- Generate new corporate partnerships to ensure sustainable programme growth.

The Foundation will continue impacting youth education and creative learning with these strategies.

STRUCTURE, GOVERNANCE AND MANAGEMENT

The Charity is structured so that the board of trustees, who meet at regular intervals, deal with the policy and overall control of the Charity's activities. Day to day management is in the hands of the Chief Executive, who reports to the board of trustees. Daily operations are the responsibility of the Creative Programme Director and Creative Programme Manager reporting to the Managing Director. The Charity is assisted by an advisory group consisting of experts who advise the IF on a range of issues from education, creative policy, and systems. The IF also benefits from insights from an alumni group. Both the advisory group and alumni group share information via WhatsApp and of late Zoom meetings. The work programmes are supported by a strong network of freelance consultants and tutors who have specialist skills in finance, IT, communication strategy, programme delivery and in creative skills.

The charity was incorporated on 15 August 2001 and has a memorandum and articles of association. Ideas Foundation (the word "Limited" being omitted by licence from the Board of Trade) is registered as a company limited by guarantee and not having a capital divided by shares. In the event of the company being wound up, members are required to contribute an amount not exceeding £10. The company was registered as a charity on 6 February 2002 under registration number 1090451.

New trustees are recruited through an application process and are chosen on the basis of their knowledge of creative industries, business systems and education. We reserve one place on the board for an alumnus who has taken part in our programmes. Potential trustees are invited to attend and observe meetings and then are voted onto the board.

FUTURE PLANS FOR 2025 & BEYOND

- Giving 3,000 young people in communities that are typically less advantaged a chance to discover their creativity, improve lifeskills, and develop aspirations through high-quality workshops in partnership with leading creatives, brands and social causes.
- Piloting a major new programme in four rural and urban areas, bringing creativity and lifeskills together with climate literacy.
- Contributing to the national missions of creating opportunity for young people, contributing to a modern curriculum so young people are ready for work and life, and supporting regional economic growth.
- Working with partners in both the voluntary and private sectors to challenge the class ceiling and to increase the diversity of representation in careers that value creative thinking.
- Encouraging teachers to bring more creativity into the classroom using our free resources.
- Enabling five new brands to connect with schools and colleges in meaningful project-based creativity activities.
- Supporting 30 creative scholars from The Manchester College to access careers in the creative industries through mentoring, workplace visits and advice.
- Celebrating the achievements of our students, schools, colleges and teachers in a summer showcase event and through articles in the RSA Journal and social media.
- Building the capacity and contribution of our Board, Shadow Board, alumni groups and advisory board
- Maintaining our levels of reserves and generating sustainable funding streams.



Ideas Foundation

Reference and administrative details

For the year ended 31 August 2024

Company number	04270652																
Charity number	1090451																
Registered office	C/O Godfrey Wilson Limited Chartered accountants and statutory auditors 5th Floor Mariner House 62 Prince Street Bristol BS1 4QD																
Operational address	C/O Ogilvy Group UK Sea Containers 18 Upper Ground London England SE1 9RQ																
Trustees	Trustees, who are also directors under company law, who served during the year and up to the date of this report were as follows: <table><tr><td>Edward Smith</td><td>Chair</td></tr><tr><td>Naomi Desalegene</td><td></td></tr><tr><td>Christopher Harris</td><td>resigned 22 December 2023</td></tr><tr><td>Charles Mawer</td><td>appointed 8 February 2024</td></tr><tr><td>Simeon Quarrie</td><td>appointed 8 February 2024</td></tr><tr><td>Jennifer Wilkins</td><td></td></tr><tr><td>Pauline Wilson</td><td>resigned 6 June 2024</td></tr><tr><td>Will Worsdell</td><td>appointed 8 February 2024</td></tr></table>	Edward Smith	Chair	Naomi Desalegene		Christopher Harris	resigned 22 December 2023	Charles Mawer	appointed 8 February 2024	Simeon Quarrie	appointed 8 February 2024	Jennifer Wilkins		Pauline Wilson	resigned 6 June 2024	Will Worsdell	appointed 8 February 2024
Edward Smith	Chair																
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Simeon Quarrie	appointed 8 February 2024																
Jennifer Wilkins																	
Pauline Wilson	resigned 6 June 2024																
Will Worsdell	appointed 8 February 2024																
Company secretary	Emma Hope Angela Conway resigned 25 July 2024 appointed 25 July 2024																
Chief executive officer	Heather MacRae																
Bankers	Coutts & Co 440 Strand London WC2R 0QS																
Independent examiners	Godfrey Wilson Limited Chartered accountants and statutory auditors 5th Floor Mariner House 62 Prince Street Bristol BS1 4QD																

Statement of responsibilities of the trustees

The trustees (who are also directors of the charity for the purposes of company law) are responsible for preparing the trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102: The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial year, which give a true and fair view of the state of affairs of the charity and of the income and expenditure of the charity for that period. In preparing those 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 accounting estimates that are reasonable and prudent;
- state whether applicable UK accounting standards and statements of recommended practice 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 charity will continue in operation.

The trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charity and which enable them to ensure that the financial statements comply with the Companies Act 2006. The trustees are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of 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 United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Members of the charity guarantee to contribute an amount not exceeding £10 to the assets of the charity in the event of winding up. The trustees are members of the charity but this entitles them only to voting rights. The trustees have no beneficial interest in the charity.

Independent Examiners

Godfrey Wilson Limited were appointed as independent examiners to the charitable company during the year and have expressed their willingness to continue in that capacity.

Approved by the trustees on 20 March 2025 and signed on their behalf by



E M Smith - Chair

Independent examiner's report

To the trustees of

Ideas Foundation

I report to the trustees on my examination of the accounts of Ideas Foundation (the charitable company) for the year ended 31 August 2024, which are set out on pages 24 to 37.

Responsibilities and basis of report

As the trustees of the charitable 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 charitable 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 the charitable company'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.

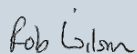
Independent examiner's statement

Since the charitable company's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of the Institute of Chartered Accountants in England and Wales (ICAEW), which is one of the listed bodies.

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

- (1) accounting records were not kept in respect of the charitable 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.



Date: 10 April 2025

Robert Wilson FCA

Member of the ICAEW

For and on behalf of:

Godfrey Wilson Limited

Chartered accountants and statutory auditors

5th Floor Mariner House

62 Prince Street

Bristol

BS1 4QD

Ideas Foundation

Statement of financial activities *(incorporating an income and expenditure account)*

For the year ended 31 August 2024

	Note	Restricted £	Unrestricted £	2024 Total £	2023 Total £
Income from:					
Donations	3	-	101,902	101,902	151,055
Charitable activities	5	<u>190,865</u>	<u>-</u>	190,865	507,113
Total income		<u>190,865</u>	<u>101,902</u>	292,767	658,168
Expenditure on:					
Raising funds		-	17,556	17,556	10,752
Charitable activities		<u>207,737</u>	<u>248,638</u>	456,375	628,330
Total expenditure	7	<u>207,737</u>	<u>266,194</u>	473,931	639,082
Net income / (expenditure) and movement in funds	8	<u>(16,872)</u>	<u>(164,292)</u>	(181,164)	19,086
Reconciliation of funds:					
Total funds brought forward		<u>58,154</u>	<u>238,603</u>	296,757	277,671
Total funds carried forward		<u>41,282</u>	<u>74,311</u>	115,593	296,757

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in note 15 to the accounts.

Ideas Foundation

Balance sheet

As at 31 August 2024

	Note	£	2024 £	2023 £
Fixed assets				
Tangible assets	11		3,318	6,046
Current assets				
Debtors	12	27,345		51,579
Cash at bank and in hand		<u>99,272</u>		<u>264,713</u>
		126,617		316,292
Liabilities				
Creditors: amounts falling due within 1 year	13	<u>(14,342)</u>		<u>(25,581)</u>
Net current assets			<u>112,275</u>	<u>290,711</u>
Net assets			<u>115,593</u>	<u>296,757</u>
Funds	15			
Restricted funds			41,282	58,154
Unrestricted funds				
General funds			<u>74,311</u>	<u>238,603</u>
Total charity funds			<u>115,593</u>	<u>296,757</u>

The directors are satisfied that the company is entitled to exemption from the provisions of the Companies Act 2006 (the Act) relating to the audit of the financial statements for the year by virtue of section 477, and that no member or members have requested an audit pursuant to section 476 of the Act.

The directors acknowledge their responsibilities for:

- (i) ensuring that the Company keeps proper accounting records which comply with section 386 of the Act; and
- (ii) preparing financial statements which give a true and fair view of the state of affairs of the Company as at the end of the financial year and of its profit or loss for the financial year in accordance with the requirements of section 393, and which otherwise comply with the requirements of the Act relating to financial statements, so far as applicable to the company.

These accounts have been prepared in accordance with the special provisions applicable to companies subject to the small companies' regime.

Approved by the trustees on 20 March 2025 and signed on their behalf by



E M Smith - Chair

1. Accounting policies

a) General information and basis of preparation

Ideas Foundation is a charitable company limited by guarantee registered in England and Wales. The registered office address is C/O Godfrey Wilson Limited, Chartered accountants and statutory auditors, 5th Floor Mariner House, 62 Prince Street, Bristol, BS1 4QD.

The financial statements have been prepared in accordance with 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) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Ideas Foundation meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

b) Going concern basis of accounting

The accounts have been prepared on the assumption that the charity is able to continue as a going concern, which the trustees consider appropriate having regard to the current level of unrestricted reserves. There are no material uncertainties about the charity's ability to continue as a going concern.

c) Income

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

Income from the government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

Income received in advance of provision of services is deferred until criteria for income recognition are met.

d) Donated services and facilities

Donated professional services and donated facilities are recognised as income when the charity has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use by the charity of the item, is probable and the economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), general volunteer time is not recognised.

On receipt, donated professional services and donated facilities are recognised on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

1. Accounting policies (continued)

e) Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity: this is normally upon notification of the interest paid or payable by the bank.

f) Funds accounting

Unrestricted funds are available to spend on activities that further any of the purposes of the charity. Restricted funds are donations which the donor has specified are to be solely used for particular areas of the charity's work or for specific projects being undertaken by the charity.

g) Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably.

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

h) Grants payable

Grants payable are recognised as expenditure on the earlier of a) when the charity has a present obligation to transfer resources; and b) when the charity ceases to control the resource (e.g. via transferring the funds to the grant recipient).

i) Allocation of support and governance costs

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities. Governance costs are the costs associated with the governance arrangements of the charity, including the costs of complying with constitutional and statutory requirements and any costs associated with the strategic management of the charity's activities. These costs have been allocated in full to expenditure on charitable activities which is deemed to be reflective of the activities of the charity in this period.

j) Tangible fixed assets

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

Fixtures and fittings	4 years
-----------------------	---------

Items of equipment are capitalised where the purchase price exceeds £500.

1. Accounting policies (continued)

k) Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

l) Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

m) Creditors

Creditors and provisions 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. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

n) Financial instruments

The charitable company only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently recognised at amortised cost using the effective interest method.

o) Pension costs

The company operates a defined contribution pension scheme for its employees. There are no further liabilities other than that already recognised in the SOFA.

p) Accounting estimates and key judgements

In the application of the charity's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying values of assets and liabilities that are not readily apparent from other sources. The estimates and underlying assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised if the revision affects only that period, or in the period of the revision and future periods if the revision affects both current and future periods.

The key source of estimation uncertainty that have a significant effect on the amounts recognised in the financial statements is depreciation as described in note 1(j) above.

2. Prior period comparatives: statement of financial activities

	Restricted £	Unrestricted £	2023 Total £
Income from:			
Donations	-	151,055	151,055
Charitable activities	507,113	-	507,113
Total income	507,113	151,055	658,168
Expenditure on:			
Raising funds	-	10,752	10,752
Charitable activities	490,923	137,407	628,330
Total expenditure	490,923	148,159	639,082
Net income / (expenditure)	16,190	2,896	19,086

3. Income from donations

	2024 Total £	2023 Total £
Gifts in kind (note 4)	94,300	151,000
Other < £10k	7,602	55
	101,902	151,055

All income from donations in the current and prior year was unrestricted.

4. Gifts in kind

The following gifts in kind were received during the period:

	2024 Total £	2023 Total £
Trainer materials	11,300	33,000
Consultancy	36,000	38,000
External venue hire	15,000	10,000
Advertising	2,000	45,000
Office rent	10,000	25,000
Equipment loan	20,000	-
	94,300	151,000

5. Income from charitable activities

	2024
	Total
	£
Grants:	
Procter and Gamble	106,990
BBC	27,500
Garfield Weston	20,000
Manchester College	18,000
Canon Europe	14,375
Teeside University	4,000
	<u>190,865</u>

All income from charitable activities in the current and prior year was restricted.

Prior period comparative

	2023
	Total
	£
Grants:	
BBC	50,000
The Burberry Foundation	1,000
Canon	11,625
DCMS - King's Coronation	263,000
Engineer the Story - RAENG	11,000
Manchester College	18,000
Procter and Gamble	114,000
UCB Creating Connections Health Project	38,488
	<u>507,113</u>

6. Government grants

The charitable company received government grants, defined as funding from The Department of Culture Media and Sport to fund charitable activities. The total value of such grants in the year ending 31 August 2024 was £nil (2023: 263,000). There are no unfulfilled conditions or contingencies attaching to these grants in 23/24.

Ideas Foundation

Notes to the financial statements

For the year ended 31 August 2024

7. Total expenditure

	Raising funds £	Charitable activities £	Support and governance costs £	2024 Total £
Staff costs (note 9)	15,456	57,608	67,442	140,506
Fundraising costs	2,100	-	-	2,100
Advertising	-	2,210	1,351	3,561
Trainers, materials, programme development and delivery	-	32,475	-	32,475
Travel	-	13,976	5,748	19,724
Printing, postage and stationery	-	4,361	590	4,951
Subcontractors	-	66,041	48,367	114,408
External venue hire	-	15,171	-	15,171
Consultancy	-	47,795	49,239	97,034
Office rent	-	10,000	-	10,000
Insurance	-	-	1,627	1,627
Premises costs	-	-	982	982
Other office costs	-	500	14,422	14,922
Professional fees	-	-	5,602	5,602
Subscriptions and memberships	-	-	5,140	5,140
Depreciation	-	-	2,728	2,728
Independent examination	-	-	3,000	3,000
Sub-total	17,556	250,137	206,238	473,931
Allocation of support and governance costs	-	206,238	(206,238)	-
Total expenditure	17,556	456,375	-	473,931

Total governance costs were £3,000 (2023: £7,200).

Ideas Foundation

Notes to the financial statements

For the year ended 31 August 2024

7. Total expenditure (continued)

Prior period comparative

	Raising funds £	Charitable activities £	Support and governance costs £	2023 Total £
Staff costs (note 9)	5,668	113,932	36,745	156,345
Fundraising costs	3,632	-	-	3,632
Advertising	-	50,703	833	51,536
Trainers, materials, programme development and delivery	-	63,642	-	63,642
Travel	-	31,269	4,858	36,127
Printing, postage and stationery	-	-	127	127
Subcontractors	-	147,787	11,972	159,759
External venue hire	-	18,629	-	18,629
Consultancy	1,452	89,843	4,488	95,783
Office rent	-	-	25,000	25,000
Insurance	-	-	697	697
Premises costs	-	-	794	794
Other office costs	-	25	8,925	8,950
Sundry expenses	-	-	2,537	2,537
Professional fees	-	-	3,081	3,081
Subscriptions and memberships	-	-	2,780	2,780
Depreciation	-	-	2,463	2,463
Audit	-	-	7,200	7,200
Sub-total	10,752	515,830	112,500	639,082
Allocation of support and governance costs	-	112,500	(112,500)	-
Total expenditure	10,752	628,330	-	639,082

Notes to the financial statements

For the year ended 31 August 2024

8. Net movement in funds

This is stated after charging:	2024	2023
	£	£
Depreciation	2,728	2,463
Trustees' remuneration	Nil	Nil
Trustees' reimbursed expenses	91	91
Auditor's / independent examiner's remuneration (excluding VAT):		
▪ Independent examination	2500	-
▪ Statutory audit	-	6,000

Trustees' reimbursed expenses comprise travel expenses for one trustee in the current and prior year.

In common with other charities of our size and nature we use our independent examiners to assist with the preparation of the financial statements.

9. Staff costs and numbers

Staff costs were as follows:

	2024	2023
	£	£
Salaries and wages	129,015	150,350
Social security costs	8,462	3,164
Pension costs	3,029	2,831
	140,506	156,345

No employees earned above £60,000 during the year (2023: one employee earned between £70,000 - £80,000).

9. Staff costs and numbers (continued)

The key management personnel of the charitable company comprise the trustees, the Chief Executive Office, and the Programme Director (2023: the trustees and the Chief Executive Officer). The total employee benefits of the key management personnel were £115,169 (2023: £90,467).

	2024 No.	2023 No.
Average head count	<u>3.5</u>	<u>3.0</u>

10. Taxation

The charity is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.

11. Tangible fixed assets

	Fixtures and fittings £
Cost	
At 1 September 2023	10,914
Additions in year	<u>-</u>
At 31 August 2024	<u>10,914</u>
Depreciation	
At 1 September 2023	4,868
Charge for the year	<u>2,728</u>
At 31 August 2024	<u>7,596</u>
Net book value	
At 31 August 2024	<u>3,318</u>
At 31 August 2023	<u>6,046</u>

12. Debtors

	2024 £	2023 £
Trade debtors	25,540	50,000
Prepayments	<u>1,805</u>	<u>1,579</u>
	<u>27,345</u>	<u>51,579</u>

Ideas Foundation

Notes to the financial statements

For the year ended 31 August 2024

13. Creditors : amounts falling due within 1 year

	2024 £	2023 £
Trade creditors	7,492	13,748
Accruals	6,850	11,833
	14,342	25,581

14. Analysis of net assets between funds

	Restricted funds £	General funds £	Total funds £
Tangible fixed assets	-	3,318	3,318
Net current assets	41,282	70,993	112,275
Net assets at 31 August 2024	41,282	74,311	115,593

Prior period comparative

	Restricted funds £	General funds £	Total funds £
Tangible fixed assets	-	6,046	6,046
Net current assets	58,154	232,557	290,711
Net assets at 31 August 2023	58,154	238,603	296,757

15. Movements in funds

	At 1 September 2023 £	Income £	Expenditure £	At 31 August 2024 £
Restricted funds				
Manchester College	-	18,000	(18,000)	-
Canon Europe	4,073	14,375	(17,059)	1,389
Procter and Gamble	15,598	94,250	(108,998)	850
P&G POH Extension Scoping	-	12,740	(12,713)	27
BBC	20,003	27,500	(26,597)	20,906
Creating Connections	11,207	-	(11,207)	-
King's Coronation	7,273	-	(7,273)	-
Teeside University for POH	-	4,000	(2,200)	1,800
Garfield Weston	-	20,000	(3,690)	16,310
Total restricted funds	58,154	190,865	(207,737)	41,282
Unrestricted funds				
General funds	238,603	101,902	(266,194)	74,311
Total unrestricted funds	238,603	101,902	(266,194)	74,311
Total funds	296,757	292,767	(473,931)	115,593

Purposes of restricted funds

Manchester College	Plan and deliver Employability Bootcamp programme.
Canon Europe	Education programme design.
Procter and Gamble	Power of Hair workshop delivery.
P&G POH Extension	Scoping for new phase of Power of Hair.
BBC	Plan and deliver Creative Media Camp.
Creating Connections	Delivery of programmes related to creativity and wellbeing in Whitby and London.
King's Coronation	Exhibition of student work and legacy follow up of impact.
Teeside University for POH	Development and delivery of 6 x Power of Hair workshops.
Garfield Weston	Contribution towards leadership and governance, capacity building, coaching, fundraising.

15. Movements in funds (continued)

Prior period comparative

	At 1 September 2022 £	Income £	Expenditure £	At 31 August 2023 £
Restricted funds				
The Burberry Foundation	2,583	1,000	(3,583)	-
Manchester College	-	18,000	(18,000)	-
Canon Europe	-	11,625	(7,552)	4,073
Engineer the Story - RAENG	9,283	11,000	(20,283)	-
Procter and Gamble	27,580	114,000	(125,982)	15,598
BBC	-	50,000	(29,997)	20,003
ITV Studios	2,518	-	(2,518)	-
Creating Connections	-	38,488	(27,281)	11,207
King's Coronation	-	263,000	(255,727)	7,273
Total restricted funds	41,964	507,113	(490,923)	58,154
Unrestricted funds				
General funds	235,707	151,055	(148,159)	238,603
Total unrestricted funds	235,707	151,055	(148,159)	238,603
Total funds	277,671	658,168	(639,082)	296,757

16. Related party transactions

There were no related party transactions in the current or prior period.



“ ”

It was incredible to see the enthusiasm, ideas and presentations the young people produced, and the facilitators were brilliant and inspiring. We look forward to working with the Ideas Foundation again in the future

Kathryn Elliott
Partnership Director Teesside University

THANK YOU TO

CORPORATE PARTNERS

Our programmes are made possible thanks to support in cash and in kind support from a range of companies across the UK.

AKQA, Barclays, BBC, Canon Europe, Canon UK, Creative Floor, Dentsu, Frog, Fuji, Ideas Factory, Hahnemuhle, The Manchester College, Manchester Publicity Association, McCann, Ogilvy, One Point Five, Procter and Gamble, Queen Mary University of London, Red Bee, Teesside University, UCB, Wardour Communications, Whitby Pannett Art Gallery

EDUCATION PARTNERS

The commitment of the teachers and the co-operation of our school and college partners is vital to our work.

The following schools and colleges who have worked with us:

Airedale Academy, West Yorkshire	Henry Green Primary School, Essex	Space Studio West , London
Beam County Primary, Essex	Heolddu High School, Wales	St Anthony's Primary, Rutherglen
Brettenham Primary, London	Highgate Hill City of London Academy	St Gregory's Primary, Bolton
Bush Hill Primary School, London	Holbeach Primary School, London	St Josephs Primary, Scotland
Caedmon College, Whitby	Houndsfield Primary, London	St Kentigerns Academy, Scotland
Capel Manor, London	Leatholme Primary, Whitby	St Michaels Primary School, Hertfordshire
Castleton Primary	Lichard Primary, Wales	St Monica's Catholic School, Prestwich
Chesterfield, Whitby	Lister Community School, London	Starksfield Primary School, London
Churchfield Primary, London	Llanharri Primary, Wales	Stebonheath Primary, Wales
Cockshut Hill School, Birmingham	Llwynypia Primary, Wales	Stockland Green School, Birmingham
Coedpenmaen Primary, Wales	Lyndon School, Birmingham	South Bank College, London
Cornelly Primary School, Wales	Macclesfield College, Cheshire	The Amos Bursary Trust, London
Cranford Community School, London	Marsh Green Primary, Dagenham	The Downley School, High Wycombe
East Manchester Academy, Manchester	Meridian Angel, London	The Grange Primary School, London
Erdington Hall Primary, Birmingham	Moorland Primary School, Wales	The Oaklands Primary School, Birmingham
Eskdale School, Whitby	Nelson and Colne College, Lancashire	The Ruth Gorse Academy, Leeds
Falinge Park, Manchester	Ninestiles School, Birmingham	The Sacred Heart Language College, London
Featherstone High School, London	Oaklands College, Hertfordshire	Unity Primary School, Manchester
Fleecefield Primary, London	Oakridge Primary, Whitby	Upper Rhymney Primary School , Wales
Fulham Cross, London	Old Farm School, Saltburn	Victoria Primary, United Kingdom
Georgetown Primary, Dumfries	Our Lady & St Paul RC Primary, Lancashire	West Cliff Primary Whitby, Whitby
Glaidsdale Primary, Whitby	Our Lady of Lourdes Primary, Glasgow	William Bellamy Primary, Essex
Graeme School, Falkirk	Pegasus Primary School, Birmingham	Williamstown Primary School, Wales
Graham School, Scarborough	Prendergast Ladywell School, London	Woolwich Polytechnic for Girls, London
Global Academy, London	Richard Taylor Primary, Harrogate	Yarnfield Primary School, Birmingham
Grafton Primary, Essex	Sea View Primary School, Wales	Ysgol Llyn Y Forwen, Wales
Hendon School, London	Southwood Primary School, Essex	

OUR STAFF

The passion and commitment of our staff has been instrumental to delivering programmes across the country. Thanks to:

Amanda Hayward ■ Angela Conwa ■ Anna Forsstrom Morris ■ Anne Laforce ■ Belinda Peach ■ Benedicta Joppa
Hannah Pater ■ Heather MacRae ■ Helen Poole ■ Joe Thomson ■ Marisol Holmes ■ Paul Reid

THANKS TO OUR TUTORS AND ASSOCIATES

Adisa the Verbaliser ■ Annie Taylor ■ Aysha Iqbal ■ Ben Worth ■ Black Girls in Design ■ Carol Lichmore ■ Charlotte Turner
David Burgess ■ Dr Leema Jabbar ■ Elicia McKenzie ■ Eliska Sky ■ Ella Otomewo ■ Ellayna Taylor ■ Emilie Lauren Jones
Emma Wride ■ Giovanni Esposito ■ Holly Ferguson ■ John Mounsey ■ Kate Lander ■ Kulvinder Johal ■ Lydia Thornley
Michael Cockerham ■ Peter Bakare ■ Rachael Lightowle ■ Rachel Rands ■ Shafia Fiaz ■ Tom Martin ■ Toni Peters

THANKS TO OUR TRUSTEES

Our trustees volunteer their time to ensure that the charity meets the governance requirements of the charity commission. We have said good bye to some long standing trustees and welcomed new trustees through an open competitive recruitment process. We have also established a shadow board to build capacity for new trustees.

The trustees who left us in the past year: Chris Harris ■ Pauline Wilson

The trustees who have continued to support us: Naomi Desalegne ■ Ted Smith ■ Jenny Wilkins

Welcome to our new trustees: Charlie Mawer ■ Simeon Quarrie ■ Will Worsdell

THANKS TO OUR SHADOW BOARD MEMBERS

Adrian Sladdin ■ Ben Conway ■ Christina Thakor-Rankin ■ Milan Desai ■ Rachel King

WE ALSO HAVE A WIDER COMMUNITY OF ADVISORY AND SUPER GROUP MEMBERS AND OUR ALUMNI GROUP.

THANK YOU TO EVERYONE WHO IS SUPPORTING US.

INSPIRING YOUNG PEOPLE TO UNLOCK THEIR CREATIVE POTENTIAL

Together, we can make a lasting impact on the lives of young people.

Visit ideasfoundation.org.uk to learn more

Contact info@ideasfoundation.org.uk

   **@ideasfoundation**