

EVERTON IN THE COMMUNITY

England & Wales · Charity number 1099366

Details

Other names	EVERTON FOOTBALL IN THE COMMUNITY, EVERTON IN THE COMMUNITY, THE EVERTON FOUNDATION, EFITC
Status	Registered
Legal form	Charitable company
Company number	04851552
Registered	2003-09-10
Register	View on the Charity Commission register

Contact

Address	Everton Football Club Co Ltd Goodison Road Liverpool L4 4EL
Phone	0151 705 9725
Email	community@evertonfc.com
Website	www.evertonfc.com/community

Activities

Objects: (A) TO PROMOTE COMMUNITY PARTICIPATION IN HEALTHY RECREATION BY PROVIDING FACILITIES FOR THE PLAYING OF FOOTBALL AND OTHER SPORTS CAPABLE OF IMPROVING PHYSICAL HEALTH; AND(B) TO PROVIDE AND ASSIST IN PROVIDING FACILITIES FOR SPORT, RECREATION OR OTHER LEISURE TIME OCCUPATION OF SUCH PERSONS WHO HAVE NEED FOR SUCH FACILITIES BY REASON OF THEIR YOUTH, AGE, INFIRMITY OR DISABLEMENT, POVERTY OR SOCIAL AND ECONOMIC CIRCUMSTANCES OR FOR THE PUBLIC AT LARGE IN THE INTERESTS OF SOCIAL WELFARE AND WITH THE OBJECT OF IMPROVING THEIR CONDITIONS OF LIFE; AND(C) THE RELIEF OF SICKNESS AND PRESERVATION OF HEALTH OF PEOPLE WITH A DISABILITY BY THE PROVISION OF FACILITIES FOR RECREATION AND OTHER LEISURE TIME OCCUPATION FOR SUCH PERSONS, IN PARTICULAR BUT NOT EXCLUSIVELY BY PROVIDING OPPORTUNITIES FOR COMPETITIVE AND NON-COMPETITIVE SPORT TO ASSIST THEIR INTEGRATION INTO SOCIETY; AND(D) TO ADVANCE THE EDUCATION OF CHILDREN AND YOUNG PEOPLE AND TO PROVIDE OPPORTUNITIES FOR THEM TO DEVELOP THEIR FULL CAPACITIES AND ENABLE THEM TO BECOME RESPONSIBLE MEMBERS OF SOCIETY SO THAT THEIR CONDITIONS OF LIFE MAY BE IMPROVED.

Activities: The core activities of Everton in the Community include programmes in the following areas; Schools, Disability, Mens Health, Employment Programmes, Multi Sports, Social Inclusion, Women and Girls and Volunteer Programmes. Each programme is adapted according to the area of work to include educational and activity based learning to help improve the health and well being of those taking part.

Classification

- **How:** Provides Human Resources, Provides Services
- **What:** Education/training, The Advancement Of Health Or Saving Of Lives, Disability, The Prevention Or Relief Of Poverty, Amateur Sport, Economic/community Development/employment
- **Who:** Children/young People, Elderly/old People, People With Disabilities, The General Public/mankind

Geography

- **Area of benefit:** MERSEYSIDE AND SURROUNDING AREAS
- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2025-06-30	£5,344,495	£5,364,352	£5,702,376	129
2024-06-30	£5,367,111	£5,824,231	£5,722,233	133
2023-06-30	£4,634,633	£5,689,987	£6,151,918	120
2022-06-30	£5,040,490	£4,592,491	£7,181,383	128
2021-06-30	£5,275,360	£4,407,585	£6,866,842	108

Trustees

Name	Role	Appointed
SIR JOHN FRANCIS JONES	Chair	2017-06-29
Alexandra Ashley Waldron		2022-09-09
Carol Rogers MBE		2022-09-09
Geoff Walters		2022-09-09
Hannah Robinson		2022-09-09
John Andrew Schorah		2024-06-06
Louise Williams		2022-09-09
Susan Russell		2019-04-02

Accounts

Charity registration number 1099366 (England and Wales)

Company registration number 04851552

EVERTON IN THE COMMUNITY
ANNUAL REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2025



EVERTON IN THE COMMUNITY

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees

Sir J F Jones
Mr Martin Carey
Mrs Susan Russell
Mrs A A Waldron
Ms Hannah Robinson
Ms Carol Rogers
Mr J A Schorah
Mr G R Walters
Ms L Williams

Secretary

Senior management

Ms S Gregory
Mr M Salla
Ms L King

Mr J McDonald

Mr J Sumner

Chief Executive Officer
Deputy Chief Executive Officer
Director of Children and Youth
Services
Marketing, Communication
and Income Generation
Head of Finance and
Governance

Charity number (England and Wales)

1099366

Company number

04851552

Registered office

Goodison Park
Liverpool
Merseyside
L4 4EL

Auditor

Xeinadin Audit Limited
46 Hamilton Square
Birkenhead
Wirral
Merseyside
CH41 5AR

Bankers

Barclays Bank Plc
Leicester
LE87 2BB

Solicitors

Brabners LLP
Horton House
Exchange Flags
Liverpool
Merseyside
L2 3YL

Investment advisors

Quilter Cheviot
5 St Pauls Square
Liverpool
Merseyside
L3 9SJ

EVERTON IN THE COMMUNITY

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EVERTON IN THE COMMUNITY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) FOR THE YEAR ENDED 30 JUNE 2025

The trustees present their annual report and financial statements for the year ended 30 June 2025.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the charity's governing document, the Companies Act 2006, FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" and the Charities SORP "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)".

Objectives and activities

The charity was incorporated as a company limited by guarantee on 31 July 2003 and registered as a charity on 10 September 2003. It commenced activities on 1 June 2004.

It is governed by its memorandum and articles of association and its objects are:-

- To promote community participation in healthy recreation by providing facilities for the playing of football and other sports capable of improving physical health;
- To provide and assist in providing facilities for sport, recreation or other leisure time occupation of such persons who have need for such facilities by reason of their youth, age, infirmity or disablement, poverty or social and economic circumstances or for the public at large in the interests of social welfare and with the object of improving their conditions of life;
- The relief of sickness and preservation of people with a disability by the provision of facilities for recreation and other leisure time occupation for such persons, in particular but not exclusively by providing opportunities for competitive and non-competitive sport to assist their integration into society;
- To advance the education of children and young people and to provide opportunities for them to develop their full capabilities and enable them to become responsible members of society so that their conditions of life may be improved.

The user groups are local schools, colleges and disability organisations.

The day to day business of the charity is conducted under the control of the Chief Executive Officer, who reports to the Board of Trustees at their regular meetings.

Public benefit

The trustees have paid due regard to guidance issued by the Charity Commission in deciding what activities the charity should undertake.

EVERTON IN THE COMMUNITY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) **FOR THE YEAR ENDED 30 JUNE 2025**

Achievements and performance

Overview

The 2024/25 campaign saw us reaffirm our long-term commitment to L4 through the launch of our 'Forever' campaign. Our pledge to remain anchored in the area surrounding Goodison Park provided a constant comfort for those who benefit from our life-changing work during what has been a truly transformative period for everyone associated with Everton.

As well as reiterating our ongoing responsibility to the L4 area, we continued to pave the way for a bright future by empowering thousands of residents from across the Liverpool City Region to achieve meaningful work, better health, enriching lives and lifelong learning through our five-year strategy, the Trinity Project.

During the reporting period, we've not only continued to tackle the most deep-rooted social issues in L4 and beyond, but we've also expanded our 60+ programmes, renewed established partnerships, broken down more barriers with our innovative initiatives and delivered even greater social impact.

During this time, thanks to our team of 130 full-time staff and 200 volunteers, we have:

- Supported 36,245 participants through 60+ programmes.
- Reached 156,000 individuals through wider engagement.
- Operated in 162 venues across Merseyside.
- Generated £80.1million worth of social value annually.

The following report outlines a handful of our key achievements and pillar performance over the last 12 months.

Our Purpose, Vision and Mission

Our Purpose

The purpose of our charity is to deliver a service that is rated as 'best-in-class' by our participants, funders and community partners. A service that is recognised as highly successful in making a signification social contribution, changing lives and providing opportunities for all participants, particularly the most hard-to-reach and hard-to-help members of society.

EitC must be ambitious, dynamic and agile if it is to become the charity of first choice for donors, sponsors and grant-awarding bodies.

Our Vision

Our vision is a world where everyone has access to the support they need to be the best they can be, regardless of who they are, where they live or the challenges they face.

We want to be at the heart of this – empowering people and communities across the Liverpool City Region and beyond to build better futures and a stronger society.

Our Mission

We will deliver innovative programmes, develop thriving partnerships and provide vital support that will build stronger, healthier and more connected communities. Our impact will leave a lasting legacy in the places where we live, work and play.

EVERTON IN THE COMMUNITY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) **FOR THE YEAR ENDED 30 JUNE 2025**

EitC Learns – *Breaking down barriers and expanding learning for all.*

Under our Learns pillar, we are dedicated to removing barriers and widening the pathway to education for people of all ages, ensuring that every individual has the chance to learn and grow.

Our goal is to empower and enrich our community through the power of lifelong learning, providing opportunities for all to achieve fulfilment in a vibrant, inclusive community at every stage of life.

Primary Education

Over the 2024/25 academic year, we supported more than 10,700 early learning and primary learners through literacy, numeracy, wellbeing, SEND inclusion, creative enrichment and outdoor learning programmes.

The Primary Education team engaged with 3,617 children across 115 schools through the Premier League Primary Stars programme and our Steve Morgan Foundation (SMF) funded Community Impact Model.

The team have continued to be innovative to deliver a range of activities in a fun and engaging way to combat real social issues affecting the region. For example, with funding from Weightmans, the programme removed barriers to swimming in Knowsley by installing a temporary swimming pool at Knowsley Lane Primary School, giving 400+ children access. The initiative returned outstanding results with many previous non-swimmers now meeting the national curriculum for their age group.

The programme also launched an Events and Competitions calendar for schools to enable pupils to compete on behalf of their school on a range of different sports.

Literacy continues to be a key component of our programme, working with schools and children to develop skills and foster an enjoyment of reading. Through targeted interventions we have seen some individual reading ages increase by two years.

Secondary Education

The Secondary Education team engaged over 3,800 students with mentoring, career guidance and academic support, boosting confidence for 81%.

Through funding from Merseyside Police, the programme delivered a Trainee Detective programme for young people identified as at risk of criminality to gain valuable insight into the process of a serious incident. 72% of participants reported increased confidence in identifying risks and making positive choices in their communities.

608 young people were supported through transition events as they moved from Year 6 into Year 7. These activities provided guidance, reassurance, and practical strategies to help students adapt successfully to their new school environment, fostering confidence, social integration and academic readiness.

Elsewhere, the programme was crowned winners of a nationwide social action project, 'the Premier League Inspires Challenge' where football club charities from across the country took part. The group, from Halewood Academy were judged winners after their project on female empowerment.

Our Pathways team continue to support young people with careers advice, guidance and opportunities to gain valuable insight into sector specific industries. Partnerships with Weightmans provide young people with an incredible opportunity to gain a prestigious internship within a leading law firm in the Liverpool City Region.

Everton in the Community produced and delivered a virtual reality resource which educates young people on the dangers of criminal exploitation, how to spot the signs and how to stay on positive pathways. The resource is a follow up from our virtual reality experience on knife crime which has so far been delivered to 1,300 young people.

EVERTON IN THE COMMUNITY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2025

Digital Skills Lab

The Digital Skills Lab remains a transformative initiative addressing the digital skills gap in Merseyside by providing cutting-edge STEAM (Science, Technology, Engineering, Arts, Maths) resources for children and adults.

As the centrepiece of the 'E-STEAM' programme, the lab inspires interest in science and technology, equipping participants with skills for future careers while strengthening workforce readiness. Over the past year, it has offered free digital skills training for adults, supported creative projects like podcasts, escape rooms, and enriched STEAM education for schools. Additionally, innovative programmes like coding, engineering, and robotics workshops have engaged students, breaking barriers to opportunities in STEAM.

Working Well

Employment support was provided by the Working Well team who enabled more than 1,000 adults to progress through employment pathways, achieving a 75% success rate at jobs fairs and recruitment events.

Ahead of the opening of Everton's Hill Dickinson Stadium, dual-branded recruitment events brought together OCS, Everton in the Community and the Department for Work and Pensions. Holding interviews and employability sessions at Goodison Park created familiarity, confidence and a strong sense of welcome. Attendance averaged at around 80%, much higher than typical recruitment events.

A series of five community sessions brought local people together with colleagues from OCS and Everton in the Community in a familiar, trusted setting. Across these events, 214 people from the area took part in interviews and employability conversations. From this group, 154 individuals (72%) were offered roles, including positions on the Cleaning, Waste and Security contracts at Everton's new stadium, and opportunities across wider OCS services. Almost 200 local people are now employed and a part of the OCS team, with a 93% retention rate.

Additionally, EitC's involvement in the Digital Inclusion Network - launched in June 2023 – has continued to gain strength in tackling digital poverty. The weekly digital drop-in session welcomes participants from across the charity's programme provision, and participants from Veterans to residents from HIWTHI have continued to receive digital support through the distribution of devices and data SIM cards. The systematic approach to addressing the development of digital skills, and the distribution of devices and data are helping to make for a more Digitally Inclusive offer of support. Over 50 devices and SIM cards have been distributed since joining the Merseyside Digital Inclusion Network.

EitC Thrives – Empowering individuals to reach their full potential

Under our Thrives pillar, we will empower, inspire and support our communities to live healthy, happy and fulfilling lives through an array of programmes that harness the power of football, life skills and bespoke support. We will empower individuals to reach their full potential through increased confidence and skill-building initiatives.

Over the reporting period, our community provision has engaged over 1,522 participants aged 8-19 through nine after-school clubs and 12 community venues. Half-term activities provided positive alternatives for 'at-risk' youths and those on free meals.

Our Kicks team facilitated participant representation in tournaments and local inter-youth competitions whilst youth workers delivered innovative projects on themes such as sustainability, spoken word and photography. Issue-based workshops addressed further topics such as Black History Month, Rainbow Laces, knife crime, exploitation and violence against women and girls.

Our Home Is Where The Heart Is project continued to provide vital support for young adults at risk of homelessness, supporting eight residents and engaging 37 more through outreach. We maintained strong collaboration with City of Liverpool College, providing consistent support for participants, resulting in several transitioning to employment, education, or training, with three moving into the HIWTHI house. Our work with asylum seekers and refugees has been particularly impactful, with staff assisting students to navigate rights, employment and housing, earning positive feedback from the college.

EVERTON IN THE COMMUNITY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2025

Our Football Development programme has continued to deliver diverse projects, creating opportunities, pathways and upskilling participants, supported by impactful partnerships.

Our Early Interventions team has supported 139 young people at risk of exclusion from school, tailoring delivery to referral needs and local insights. The team also delivered the 'She Inspires' programme alongside the LFC Foundation, Merseyside Police and the FA, targeting 800 females across 20 schools to boost confidence and aspirations through football and sport.

And 10 participants from our She Inspires project were selected to represent Team England at the Street Child World Cup in May 2026. To elevate the project and the team's experience, the project received funding from the PL PFA Players' Project with Everton Women's players Courtney Brosnan and Katja Snoeijs acting as ambassadors in the build-up to the event.

The Safe Hands programme supported 76 participants with complex and neurodiverse needs this year, incorporating Functional Skills English and Maths up to Level 1 into post-16 delivery. The programme also focuses on personal and life skills, including cooking, food hygiene, ASDAN and King's Trust qualifications, helping participants transition to education, training or employment.

Pre-16 participants focused on mindfulness, social interaction, and resilience, addressing educational gaps due to withdrawn schooling. Our Family Support Worker is on hand to assist families with debt management, referrals to CAHMS, YPAS, counselling and education support proving highly successful.

The charity secured significant funding from the Steve Morgan Foundation during this time to support youth in Speke-Garston and Knowsley. The funding will further enhance the impact model whilst provide further layered support with a community-led ADHD programme and neurodiversity support programme.

Our Safe and Steady programme continued to support individuals at risk of falls with key achievements including the identification of participants in need of critical media interventions. The programme improved physical wellbeing for participants through accessible exercise sessions, reducing anxiety about falls and promoting independence.

Now in its third year, our Blue Base Pantry continued its crucial role in combating food insecurity, helping 900 individuals access discounted quality food and essential wraparound services over 24/25.

And our disability provision continued with 14 disability football teams representing the charity on a local, national and international stage whilst we engaged 1,264 participants with SEND or disabilities through our disability and inclusion programmes.

EitC Minds – Providing accessible and comprehensive mental health support for all.

Through our Minds pillar, we are committed to significantly improving the quality of life for Liverpool residents living with dementia through a range of innovative programmes and initiatives whilst creating a comprehensive offer that guarantees quick access to high quality mental health support so everyone in the community receives the help they need.

Our purpose-built mental health and wellbeing hub, The People's Place, marked two years since its official opening with more than 5,000 visitors benefitting from the facility's diverse services during this time which include mental health support, physical health screenings and wellbeing activities.

Partnerships with the Liverpool University Hospital Foundation Trust allowed for critical medical support, including the BEAT Breathlessness Hub, which screened over 1,300 individuals and identified 40 cases of undiagnosed heart failure.

The facility also provided crisis interventions, directing individuals to appropriate support services whilst its impact was acknowledged at the HSJ Awards where it took home the Most Impactful Partnership in Preventative Healthcare, and at the NHS ConfedEXPO, both of which are highly prestigious occasions in the health and wellbeing space.

EVERTON IN THE COMMUNITY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2025

Everton in the Community's ongoing focus on mental health expanded considerably in 2024, with evidence-based programmes offering support in response to the heightened demand caused by the pandemic and cost-of-living crisis. Collaborations with clinical psychologists, GPs, and mental health nurses ensured accessible, professional mental health care for vulnerable individuals.

The last 12 months has seen our Health and Wellbeing team deliver impactful projects promoting mental health literacy, awareness and healthy lifestyles to more than 8,200 participants. These initiatives achieved positive outcomes across schools and communities with 81% improving confidence and self-esteem.

In partnership with Edge Hill University, 'Tackling the Blues', our school-based mental health literacy project engaged 232 children across 12 schools (eight primary, four secondary). Participants co-designed a curriculum addressing mental health themes relevant to their needs. Weekly workshops, art sessions and physical activities resulted in improved mental and physical wellbeing, confidence, self-esteem and interpersonal skills.

Partnering with Rugby League Cares and Movember, we reached 2,097 young people, 349 coaches, and 259 parents in schools and community clubs through Ahead of the Game. The programme focused on mental health awareness, equipping participants with practical strategies to foster positive mental health.

Innovation and Strategy

Marketing, Media, and Communications

Everton's exciting move to its new stadium coupled with the nostalgia and history around the final season at Goodison Park created additional communications and marketing opportunities to an extended audience.

The Communications team played a lead role in the Forever campaign, with key messaging which reinforced our presence in L4 whilst also showcasing Everton's commitment to the area through the life-changing work of our official charity.

The marketing team meanwhile created concepts and additional marketing material at key points across Goodison and the surrounding areas to further capitalise on the noise around Everton's stadium move which reinforced the ask for fans to help carry on the charity's work in Liverpool 4.

Highlights from the year include:

- 255 pieces of PR coverage, with features on platforms like ITV News, BBC North West and Daily Mirror.
- Engaging digital content to celebrate our new Steve Morgan Foundation partnership, the end of the Goodison era, and World Down's Syndrome Day.
- An additional 5,000 follower increase across our social media platforms over the course of the reporting period.

Charitable Donations and Partnerships

Corporate partnerships have been at the heart of our work, with organisations supporting us through staff fundraising, donations, and volunteering.

Highlights over the reporting period include:

- Overbury; the UK's leading fit out specialist, raised over £11,000 and contributed more than 1,425 volunteering hours. They also took part in charity initiatives linked to the pantry including food collections, and took part in various fundraising events.
- Active Flooring Solutions have raised over £16,000 this year, supporting us through staff based fundraising, monthly donations to our employability programmes, as well as financially supported our annual Christmas campaign and engaging in other events such as our annual Golf Day.
- Deloitte picked Everton in the Community as their Charity of the Year, further connecting with our work.
- Home Bargains were the headline sponsor for our Blue Heart Awards, celebrating the achievements of participants, volunteers, and partners.
- We worked collaboratively with the football club and Laing O'Rourke to launch a children's book called 'Cones' focusing on the move from Goodison to Hill Dickinson with proceeds supporting the charity's life-changing work.

EVERTON IN THE COMMUNITY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2025

We also continued to engage our major donors through our 1878 Community Club which continued to grow, with supporters donating £1,878 each year to safeguard the charity. Members enjoyed a virtual event with Sean Dyche and Sue Gregory, and invitations to the Blue Heart Awards and stakeholder briefings helped bring them closer to our work.

Fundraising

This year, fundraising activities were built around the final season at Goodison Park, highlights include:

- The final Goodison Sleepout sold out and raised over £100,000 for our Home Is Where The Heart Is programme, supporting young adults at risk of homelessness.
- We also launched the first-ever Junior Sleepout to engage our junior supporters which raised over £40,000 of unrestricted income.
- Other highlights include our annual golf day which raised unrestricted income but also helped strengthen relationships with external corporate and club partners.

We ran our first EitC Christmas campaign, raising both unrestricted income and awareness of the work we do as a charity. Work was also done to expand and develop our running and challenge event partnerships, which include:

- Grew our RunThrough partnership offering more charity places at more events across the UK and introduced a proposed new event at Hill Dickinson Stadium for the 25/26 season
- Secured a new charity partnership with London Marathon which included four guaranteed charity places each year for the next four years.
- Secured a new partnership with RealBuzz – this has opened up charity places and links to major national and international events.

The fundraising team grew too, with a new Fundraising Executive and later a Corporate and Philanthropic Executive.

We also improved our CRM system, refining how we manage donor pipelines, data, and supporter stewardship. This has helped us stay closer to our supporters and grow long-term giving.

Matchday fundraising was maximised through our silent auction partner Superstars across four matchday fixtures and an additional online auction connected to the last game at Goodison. The community birthday fixture also raised unrestricted income and helped raise the charity's profile, and celebrated the work we do across the Liverpool City Region

Our weekly lottery through Sterling continues to be a steady source of support, with £1 and £2 draws keeping strong participation throughout the season.

Volunteering

In early 2024, Everton in the Community proudly achieved the Investors in Volunteers Accreditation, maintaining its position as the only Club Community Organisation (CCO) to receive this prestigious recognition. The accreditation assessment commended EitC's commitment to volunteering, stating: "EitC has built a loyal and committed volunteering family, making a significant difference locally, nationally and internationally."

In November 2025, over 20 Volunteers will embark on a life-changing experience to Nakuru, Kenya where they will support young people aged 3-16yrs who are growing up in poverty. Their work will include teaching English and Geography as well as educating staff and pupils on UK traditions.

EVERTON IN THE COMMUNITY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) **FOR THE YEAR ENDED 30 JUNE 2025**

Financial review

Incoming resources for the year amounted to £5,344,495 (2024 £5,367,111). Expenditure amounted to £5,364,352 (2024 £5,824,231) and gains on investments were £Nil (2024 £27,435).

Overall there was a deficit of £19,857 (2024 £429,685) which when deducted from the funds brought forward of £5,722,233 left £5,702,376 to be carried forward. This amount includes restricted funds of £3,833,230 and undesignated free reserves of £638,750.

The cash and bank balances stood at £1,581,872 (2024 £1,207,993).

Reserves policy

It is the policy of the charity that unrestricted funds which have not been designated for a specific use should be maintained at a level equivalent to three month's unfunded expenditure. The Trustees consider that reserves at this level will ensure that, in the event of a significant drop in funding, they will be able to continue the charity's current activities while consideration is given to ways in which additional funds may be raised. This level of reserves has been met.

Risk assessment

The trustees have assessed the major risks to which the charity is exposed, and are satisfied that systems are in place to mitigate exposure to the major risks.

Structure, governance and management

The charity is a company limited by guarantee, incorporated on 31 July 2003 and is therefore governed by a Memorandum and Articles of Association which have been subject to revision and were formally adopted in May 2018.

The trustees, who are also the directors for the purpose of company law, and who served during the year and up to the date of signature of the financial statements were:

Sir J F Jones

Mr Martin Carey

Mrs Susan Russell

Mrs A A Waldron

Ms T Gore

(Resigned 24 November 2025)

Ms Hannah Robinson

Ms Carol Rogers

Mr J A Schorah

Mr G R Walters

Ms L Williams

Mr B Osu

(Resigned 27 September 2024)

Trustees are drawn from Everton Football Club and from the wider community. Most trustees are already familiar with the practical work of the Charity when appointed, but new trustees are invited and encouraged to attend short training sessions to familiarise themselves with the charity and the context within which it operates. The Chief Executive Officer ensures that the Board of Trustees is kept up to date with any changes in legislation, rules and regulations which may affect the charity.

None of the trustees are members and therefore have no beneficial interest in the charity. The member has guarantee to contribute £10 in the event of a winding up.

EVERTON IN THE COMMUNITY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) **FOR THE YEAR ENDED 30 JUNE 2025**

The day to day management of the charity is delegated to the Senior Management Team which comprise:

- Sue Gregory - Chief Executive Officer
- Mike Salla - Deputy Chief Executive Officer
- Lara King - Director of Children and Youth Services
- Jon Jones - Director of Adult Services (to Nov 2025)
- John McDonald - Marketing, Communication and Income Generation
- Jordan Sumner - Head of Finance and Governance (to July 2025)

The Board of Trustees meet on a regular basis and are provided with monthly status reports to enable them to monitor the performance of the charity.

The Trustees induction procedure includes training in relation to governance, the role of a Trustee and their responsibilities and any other matters that support their role.

The remuneration of Everton in the Community employees is set by the Board of Trustees, having taken advice from Everton FC HR department and benchmarked against similar roles in the charity sector.

All Trustees give of their time freely and no Trustee remuneration or expenses were paid in the year.

Auditor

In accordance with the company's articles, a resolution proposing that Xinadin Audit Limited be reappointed as auditor of the company will be put at a General Meeting.

Disclosure of information to auditor

Each of the trustees has confirmed that there is no information of which they are aware which is relevant to the audit, but of which the auditor is unaware. They have further confirmed that they have taken appropriate steps to identify such relevant information and to establish that the auditor is aware of such information.

The trustees' report was approved by the Board of Trustees.

Sir J F Jones

Trustee

12 March 2026

EVERTON IN THE COMMUNITY

STATEMENT OF TRUSTEES' RESPONSIBILITIES

FOR THE YEAR ENDED 30 JUNE 2025

The trustees, who are also the directors of Everton In The Community for the purpose of company law, are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (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 incoming resources and application of resources, including the income and expenditure, of the charitable company for that year.

In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent; 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 adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Companies Act 2006. They 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.

EVERTON IN THE COMMUNITY

INDEPENDENT AUDITOR'S REPORT

TO THE MEMBERS OF EVERTON IN THE COMMUNITY

Opinion

We have audited the financial statements of Everton In The Community (the 'charity') for the year ended 30 June 2025 which comprise the statement of financial activities, the balance sheet, the statement of cash flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is 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).

In our opinion, the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 30 June 2025 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the *Auditor's responsibilities for the audit of the financial statements* section of our report. We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charity's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the annual report other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of our audit:

- the information given in the trustees' report for the financial year for which the financial statements are prepared, which includes the directors' report prepared for the purposes of company law, is consistent with the financial statements; and
- the directors' report included within the trustees' report has been prepared in accordance with applicable legal requirements.

EVERTON IN THE COMMUNITY

INDEPENDENT AUDITOR'S REPORT (CONTINUED)

TO THE MEMBERS OF EVERTON IN THE COMMUNITY

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charity and its environment obtained in the course of the audit, we have not identified material misstatements in the directors' report included within the trustees' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the trustees' report and from the requirement to prepare a strategic report.

Responsibilities of trustees

As explained more fully in the statement of trustees' responsibilities, the trustees, who are also the directors of the charity for the purpose of company law, are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error. In preparing the financial statements, the trustees are responsible for assessing the charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

The extent to which our procedures are capable of detecting irregularities, including fraud, is detailed below.

EVERTON IN THE COMMUNITY

INDEPENDENT AUDITOR'S REPORT (CONTINUED) TO THE MEMBERS OF EVERTON IN THE COMMUNITY

Our approach to identifying and assessing the risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, was as follows:

- the engagement partner ensured that the engagement team collectively had the appropriate competence, capabilities and skills to identify or recognise non-compliance with applicable laws and regulations;
- we identified the laws and regulations applicable to the charity through discussions with trustees and other management, and from our knowledge and experience of charity sector;
- we focused on specific laws and regulations which we considered may have a direct material effect on the financial statements or the operations of the charity, including the Companies Act 2006, Charities Act 2011, data protection, anti-bribery, employment, food hygiene and health and safety legislation;
- we assessed the extent of compliance with the laws and regulations identified above through making enquiries of management team and inspecting legal correspondence; and identified laws and regulations were communicated within the audit team regularly and the team remained alert to instances of non-compliance throughout the audit.

We assessed the susceptibility of the charity's financial statements to material misstatement, including obtaining an understanding of how fraud might occur, by:

- making enquiries of management team as to where they considered there was susceptibility to fraud, their knowledge of actual, suspected and alleged fraud; and
- considering the internal controls in place to mitigate risks of fraud and non-compliance with laws and regulations.

To address the risk of fraud through management bias and override of controls, we:

- performed analytical procedures to identify any unusual or unexpected relationships;
- tested journal entries to identify unusual transactions;
- assessed whether judgements and assumptions made in determining the accounting estimates were indicative of potential bias; and
- investigated the rationale behind significant or unusual transactions.

In response to the risk of irregularities and non-compliance with laws and regulations, we designed procedures which included, but were not limited to:

- agreeing financial statement disclosures to underlying supporting documentation;
- enquiring of management as to actual and potential litigation and claims; and
- reviewing correspondence with HMRC and relevant regulators.

A further description of our responsibilities is available on the Financial Reporting Council's website at: <https://www.frc.org.uk/auditorsresponsibilities>. This description forms part of our auditor's report.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

EVERTON IN THE COMMUNITY

INDEPENDENT AUDITOR'S REPORT (CONTINUED) TO THE MEMBERS OF EVERTON IN THE COMMUNITY

Helen Furlong FCCA (Senior Statutory Auditor)

For and on behalf of Xeinaidin Audit Limited, Statutory Auditor

Chartered Accountants

46 Hamilton Square

Birkenhead

Wirral

Merseyside

CH41 5AR

12 March 2026

EVERTON IN THE COMMUNITY

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 30 JUNE 2025

		Unrestricted funds 2025 £	Restricted funds 2025 £	Total 2025 £	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £
	Notes						
Income from:							
Donations and legacies	3	1,054,484	346,746	1,401,230	949,785	94,863	1,044,648
Charitable activities	4	468,477	2,774,939	3,243,416	375,848	3,356,899	3,732,747
Other trading activities	5	693,040	-	693,040	575,070	-	575,070
Investments	6	6,809	-	6,809	14,646	-	14,646
Total income		2,222,810	3,121,685	5,344,495	1,915,349	3,451,762	5,367,111
Expenditure on:							
Raising funds	7	535,254	-	535,254	630,787	-	630,787
Charitable activities	8	1,268,217	3,560,881	4,829,098	1,269,052	3,924,392	5,193,444
Total expenditure		1,803,471	3,560,881	5,364,352	1,899,839	3,924,392	5,824,231
Net gains/(losses) on investments	13	-	-	-	27,435	-	27,435
Net income/(expenditure)		419,339	(439,196)	(19,857)	42,945	(472,630)	(429,685)
Transfers between funds		(147,564)	147,564	-	(563,789)	563,789	-
Net movement in funds	10	271,775	(291,632)	(19,857)	(520,844)	91,159	(429,685)
Reconciliation of funds:							
Fund balances at 1 July 2024		1,597,371	4,124,862	5,722,233	2,118,215	4,033,703	6,151,918
Fund balances at 30 June 2025		1,869,146	3,833,230	5,702,376	1,597,371	4,124,862	5,722,233

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

EVERTON IN THE COMMUNITY

BALANCE SHEET

AS AT 30 JUNE 2025

		2025		2024	
	Notes	£	£	£	£
Fixed assets					
Tangible assets	15		4,750,264		4,885,628
Current assets					
Stocks	16	8,657		6,118	
Debtors	17	157,369		263,665	
Cash at bank and in hand		1,581,872		1,207,993	
		<u>1,747,898</u>		<u>1,477,776</u>	
Creditors: amounts falling due within one year	19	<u>(787,681)</u>		<u>(641,171)</u>	
Net current assets			960,217		836,605
Total assets less current liabilities			<u>5,710,481</u>		<u>5,722,233</u>
Creditors: amounts falling due after more than one year	20		<u>(8,105)</u>		<u>-</u>
Net assets			<u><u>5,702,376</u></u>		<u><u>5,722,233</u></u>
The funds of the charity					
Restricted income funds	23	3,833,230		4,124,862	
Unrestricted funds	24	1,869,146		1,597,371	
		<u>5,702,376</u>		<u>5,722,233</u>	

The financial statements were approved by the trustees on 12 March 2026

Sir J F Jones
Trustee

Company registration number 04851552 (England and Wales)

EVERTON IN THE COMMUNITY

STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED 30 JUNE 2025

	Notes	2025 £	£	2024 £	£
Cash flows from operating activities					
Cash generated from/(absorbed by) operations	27		348,219		(651,228)
Investing activities					
Purchase of tangible fixed assets		(5,484)		(20,661)	
Purchase of investments		-		(81,412)	
Proceeds from disposal of investments		-		1,053,520	
Investment income received		6,809		14,646	
Net cash generated from investing activities			1,325		966,093
Financing activities					
Repayment of borrowings		24,335		-	
Net cash generated from financing activities			24,335		-
Net increase in cash and cash equivalents			373,879		314,865
Cash and cash equivalents at beginning of year			1,207,993		893,128
Cash and cash equivalents at end of year			1,581,872		1,207,993

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2025

1 Accounting policies

Charity information

Everton In The Community is a private company limited by guarantee incorporated in England and Wales. The registered office is Goodison Park, Liverpool, Merseyside, L4 4EL.

In the event of a winding up, the liability in respect of the guarantee is limited to £10 per member.

1.1 Basis of preparation

The financial statements have been prepared in accordance with the charity's governing document, the Companies Act 2006, FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" and the Charities SORP "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)". The charity is a Public Benefit Entity as defined by FRS 102.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 Going concern

At the time of approving the financial statements, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the trustees in furtherance of their charitable objectives.

Designated funds comprise funds which have been set aside at the discretion of the trustees for specific purposes. The purposes and uses of the designated funds are set out in the notes to the financial statements.

Restricted funds are subject to specific conditions by donors or grantors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

Endowment funds are subject to specific conditions by donors that the capital must be maintained by the charity.

1.4 Income

Income is recognised when the charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Legacies are recognised on receipt or otherwise if the charity has been notified of an impending distribution, the amount is known, and receipt is expected. If the amount is not known, the legacy is treated as a contingent asset.

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2025

1 Accounting policies

(Continued)

Donated facilities and donated professional services are recognised in income at their fair value when their economic benefit can be reliably measured and the charity has control over the item. Fair value is determined on the basis of the value of the gift to the charity. A corresponding amount is recognised in expenditure.

Income from capital grants is recognised when the charity has entitlement to the funds, any performance conditions have been met and the amount can be reliably measured.

Income from charitable activities includes income received under contract or where entitlement to the grant funding is subject to performance conditions. Income is recognised in the Statement of Financial Activities when the related services have been provided, income in advance of those services being provided is deferred.

Income from trading activities, includes income from fundraising events and trading activities to raise funds for the charity. Income is recognised when earned and the charity is entitled to the receipt.

1.5 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, 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 classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges are allocated on the portion of the asset's use.

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.

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

Support costs are those that assist the work of the charity but are not directly attributable to the charitable activities. Support costs include office costs, administrative payroll costs and governance costs which support the charity's activities. Where the support costs cannot be attributable to a direct activity they have been allocated to the costs of raising funds and charitable activities on a pro-rata basis.

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

1.6 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2025

1 Accounting policies

(Continued)

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Freehold land and buildings	2% on cost
Leasehold land and buildings	2% on cost
Fixtures and fittings	25% on cost
Motor vehicles	33.33% on cost

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in the statement of financial activities.

1.7 Impairment of fixed assets

At each reporting end date, the charity reviews the carrying amounts of its tangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any).

1.8 Stocks

Stocks are stated at the lower of cost and estimated selling price less costs to complete and sell. Cost comprises direct materials and, where applicable, direct labour costs and those overheads that have been incurred in bringing the stocks to their present location and condition. Items held for distribution at no or nominal consideration are measured the lower of replacement cost and cost.

Net realisable value is the estimated selling price less all estimated costs of completion and costs to be incurred in marketing, selling and distribution.

1.9 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.10 Financial instruments

The charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the charity's balance sheet when the charity becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2025

1 Accounting policies

(Continued)

Basic financial liabilities

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

Derecognition of financial liabilities

Financial liabilities are derecognised when the charity's contractual obligations expire or are discharged or cancelled.

1.11 Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

1.12 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

2 Critical accounting estimates and judgements

In the application of the charity's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated 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 where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

3 Income from donations and legacies

	Unrestricted funds 2025 £	Restricted funds 2025 £	Total 2025 £	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £
Donations and gifts	513,694	346,746	860,440	582,302	94,863	677,165
Legacies	30,000	-	30,000	-	-	-
Donated goods and services	510,790	-	510,790	367,483	-	367,483
	<u>1,054,484</u>	<u>346,746</u>	<u>1,401,230</u>	<u>949,785</u>	<u>94,863</u>	<u>1,044,648</u>

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) **FOR THE YEAR ENDED 30 JUNE 2025**

4 Income from charitable activities

	Unrestricted funds 2025 £	Restricted funds 2025 £	Total 2025 £	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £
Education						
Performance related grants	116,101	1,253,217	1,369,318	47,504	1,374,133	1,421,637
Other income	161,904	-	161,904	171,281	-	171,281
Health						
Performance related grants	-	448,069	448,069	-	943,152	943,152
Other income	25,469	-	25,469	7,283	-	7,283
Sport						
Performance related grants	-	63,578	63,578	-	62,975	62,975
Other income	96,628	-	96,628	16,573	-	16,573
Youth						
Performance related grants	-	1,010,075	1,010,075	-	976,639	976,639
Other income	68,375	-	68,375	133,207	-	133,207
	<u>468,477</u>	<u>2,774,939</u>	<u>3,243,416</u>	<u>375,848</u>	<u>3,356,899</u>	<u>3,732,747</u>

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2025

4 Income from charitable activities

(Continued)

Performance related grants analysis

	Education	Health	Sport	Youth	Total	Education	Health	Sport	Youth	Total
	2025	2025	2025	2025	2025	2024	2024	2024	2024	2024
	£	£	£	£	£	£	£	£	£	£
The Premier League	530,002	136,671	-	270,869	937,542	485,501	119,997	46,000	260,000	911,498
UEFA Foundation	-	(28,102)	-	-	(28,102)	-	50,387	-	-	50,387
NHS	-	6,250	-	-	6,250	-	54,477	-	-	54,477
The Big Lottery	3,502	67,073	-	-	70,575	-	148,501	-	-	148,501
Steve Morgan Foundation	678,327	65,954	-	567,483	1,311,764	865,067	-	-	365,822	1,230,889
PCC	-	-	-	165,433	165,433	10,000	-	-	168,247	178,247
Rugby League Carers	-	32,500	-	-	32,500	-	52,172	-	-	52,172
Knowsley B C	-	52,417	-	-	52,417	-	37,702	-	-	37,702
PSS	-	50,100	-	-	50,100	-	68,000	-	-	68,000
AstraZenica	15,000	-	-	-	15,000	15,000	200,930	-	-	215,930
Alder Hey	-	-	-	-	-	-	56,250	-	-	56,250
Armed Forces Covenant	-	31,059	-	-	31,059	-	44,400	-	-	44,400
The Kings Trust	12,000	-	-	-	12,000	19,500	-	-	-	19,500
LTA Trust	-	-	13,578	-	13,578	-	-	16,975	-	16,975
Changing Young Lives	81,905	-	-	-	81,905	-	-	-	167,039	167,039
Community Foundation	-	-	-	-	-	12,448	-	-	-	12,448
Takedo	-	5,707	-	-	5,707	-	62,780	-	-	62,780
Sport England	-	-	-	-	-	-	10,350	-	-	10,350
The Spirit Foundation	-	-	50,000	-	50,000	-	-	-	-	-
Feeding Liverpool	-	16,343	-	-	16,343	-	-	-	-	-
VOLA	38,777	-	-	-	38,777	-	-	-	-	-
Other	9,805	12,097	-	6,290	28,192	14,121	37,251	-	15,531	66,903
	<u>1,369,318</u>	<u>448,069</u>	<u>63,578</u>	<u>1,010,075</u>	<u>2,891,040</u>	<u>1,421,637</u>	<u>943,152</u>	<u>62,975</u>	<u>976,639</u>	<u>3,404,403</u>

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 30 JUNE 2025

5 Income from other trading activities

	Unrestricted funds 2025 £	Unrestricted funds 2024 £
Matchday income	-	43,151
Fundraising events	315,270	147,943
Blue Base income	252,145	241,410
Sponsorship income	15,000	15,000
Lotteries	110,625	127,566
	<u> </u>	<u> </u>
Other trading activities	693,040	575,070
	<u> </u>	<u> </u>

6 Income from investments

	Unrestricted funds 2025 £	Unrestricted funds 2024 £
Income from listed investments	-	10,819
Interest receivable	6,809	3,827
	<u> </u>	<u> </u>
	6,809	14,646
	<u> </u>	<u> </u>

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) **FOR THE YEAR ENDED 30 JUNE 2025**

7 Expenditure on raising funds

	Unrestricted funds 2025 £	Unrestricted funds 2024 £
Fundraising and publicity		
Staging fundraising events	32,897	66,592
Other fundraising costs	2,953	4,152
Staff costs	137,375	186,220
	<u>173,225</u>	<u>256,964</u>
Trading costs		
Blue Base costs	179,109	164,749
Staff costs	88,730	111,119
Support costs	94,190	92,777
	<u>362,029</u>	<u>368,645</u>
Investment management	-	5,178
Total costs	<u><u>535,254</u></u>	<u><u>630,787</u></u>

8 Expenditure on charitable activities

	Education 2025 £	Health 2025 £	Sport 2025 £	Youth 2025 £	Total 2025 £
Direct costs					
Staff costs	1,331,138	503,166	134,657	792,942	2,761,903
Programme costs	81,401	224,534	29,697	100,811	436,443
Motor and travel	6,660	4,009	4,964	6,137	21,770
Marketing	15,951	33,994	-	159	50,104
Premises costs	2,916	104,349	-	12,448	119,713
Sundry costs	549	426	36	796	1,807
	<u>1,438,615</u>	<u>870,478</u>	<u>169,354</u>	<u>913,293</u>	<u>3,391,740</u>
Share of support and governance costs (see note 9)					
Support	518,996	319,098	60,128	339,273	1,237,495
Governance	83,821	51,536	9,711	54,795	199,863
	<u>2,041,432</u>	<u>1,241,112</u>	<u>239,193</u>	<u>1,307,361</u>	<u>4,829,098</u>
Analysis by fund					
Unrestricted funds	508,762	338,261	166,388	254,806	1,268,217
Restricted funds	1,532,670	902,851	72,805	1,052,555	3,560,881
	<u>2,041,432</u>	<u>1,241,112</u>	<u>239,193</u>	<u>1,307,361</u>	<u>4,829,098</u>

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) **FOR THE YEAR ENDED 30 JUNE 2025**

8 Expenditure on charitable activities

(Continued)

Previous year:	Education 2024 £	Health 2024 £	Sport 2024 £	Youth 2024 £	Total 2024 £
Direct costs					
Staff costs	1,315,372	724,063	171,945	766,733	2,978,113
Programme costs	176,298	291,885	30,739	82,987	581,909
Motor and travel	18,647	7,977	4,890	8,143	39,657
Marketing	11,300	41,035	-	1,199	53,534
Premises costs	99,761	-	3,105	20,879	123,745
Sundry costs	-	705	-	-	705
	<u>1,621,378</u>	<u>1,065,665</u>	<u>210,679</u>	<u>879,941</u>	<u>3,777,663</u>
Share of support and governance costs (see note 9)					
Support	549,135	337,630	63,620	358,976	1,309,361
Governance	44,632	27,441	5,171	29,176	106,420
	<u>2,215,145</u>	<u>1,430,736</u>	<u>279,470</u>	<u>1,268,093</u>	<u>5,193,444</u>
Analysis by fund					
Unrestricted funds	555,499	303,156	157,658	252,739	1,269,052
Restricted funds	1,659,646	1,127,580	121,812	1,015,354	3,924,392
	<u>2,215,145</u>	<u>1,430,736</u>	<u>279,470</u>	<u>1,268,093</u>	<u>5,193,444</u>

9 Support costs allocated to activities

	2025 £	2024 £
Staff costs	658,273	625,920
Depreciation	140,848	141,420
Administration costs	506,757	460,172
Facilities management	33,615	167,652
Governance costs	192,055	113,394
	<u>1,531,548</u>	<u>1,508,558</u>
Analysed between:		
Fundraising	94,190	92,777
Education	602,817	593,767
Health	370,634	365,071
Sport	69,839	68,791
Youth	394,068	388,152
	<u>1,531,548</u>	<u>1,508,558</u>

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) **FOR THE YEAR ENDED 30 JUNE 2025**

9 Support costs allocated to activities **(Continued)**

	2025	2024
	£	£
Governance costs comprise:		
Audit fees	9,000	7,500
Accountancy	4,950	10,310
Legal and professional	178,105	95,584
	<u>192,055</u>	<u>113,394</u>

10 Net movement in funds **2025** **2024** **£** **£**

The net movement in funds is stated after charging/(crediting):

Fees payable for the audit of the charity's financial statements	9,000	7,500
Depreciation of owned tangible fixed assets	140,848	141,511
	<u>149,848</u>	<u>149,011</u>

11 Trustees

None of the trustees (or any persons connected with them) received any remuneration or benefits from the charity during the year.

12 Employees

The average monthly number of employees during the year was:

	2025	2024
	Number	Number
Charitable activities	104	98
Fundraising and administration	25	35
	<u>129</u>	<u>133</u>

	2025	2024
	£	£
Employment costs		
Wages and salaries	3,157,807	3,418,130
Social security costs	302,874	296,754
Other pension costs	185,600	186,488
	<u>3,646,281</u>	<u>3,901,372</u>

Redundancy and settlement payments totalling £28,002 were made in the reporting period.

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 30 JUNE 2025

12 Employees

(Continued)

The number of employees whose annual remuneration was more than £60,000 is as follows:

	2025 Number	2024 Number
£60,001 - £70,000	1	1
£70,001 - £80,000	-	1
£90,001 - £100,000	1	-
	<u>1</u>	<u>2</u>

Remuneration of key management personnel

The key management personnel of the charity comprise the Chief Executive Officer, the Deputy Chief Executive Officer, the Head of Finance and Governance, the Director of Innovation and Strategy, the Director of Children and Youth Services and the Director of Adult Services.

The total amount of employee benefits received by key management personnel amounted to £456,552 (2024 £488,854).

13 Gains and losses on investments

	Unrestricted funds 2025 £	Unrestricted funds 2024 £
Gains/(losses) arising on:		
Sale of investments	-	27,435
	<u>-</u>	<u>27,435</u>

14 Taxation

The charity is exempt from taxation on its activities because all its income is applied for charitable purposes.

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) **FOR THE YEAR ENDED 30 JUNE 2025**

15 Tangible fixed assets

	Freehold land and buildings	Leasehold land and buildings	Fixtures and fittings	Motor vehicles	Total
	£	£	£	£	£
Cost					
At 1 July 2024	1,105,488	4,185,313	348,691	110,195	5,749,687
Additions	-	-	5,484	-	5,484
At 30 June 2025	1,105,488	4,185,313	354,175	110,195	5,755,171
Depreciation and impairment					
At 1 July 2024	463,665	-	294,729	105,665	864,059
Depreciation charged in the year	22,110	83,706	31,865	3,167	140,848
At 30 June 2025	485,775	83,706	326,594	108,832	1,004,907
Carrying amount					
At 30 June 2025	619,713	4,101,607	27,581	1,363	4,750,264
At 30 June 2024	957,308	3,869,828	53,962	4,530	4,885,628

16 Stocks

	2025 £	2024 £
Raw materials and consumables	8,657	6,118

17 Debtors

	2025 £	2024 £
Amounts falling due within one year:		
Trade debtors	107,312	111,930
Other debtors	35,086	122,220
Prepayments and accrued income	14,971	29,515
	157,369	263,665

18 Loans and overdrafts

	2025 £	2024 £
Other loans	24,335	-
Payable within one year	16,230	-
Payable after one year	8,105	-

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) **FOR THE YEAR ENDED 30 JUNE 2025**

18 Loans and overdrafts

(Continued)

The charity received a 3 year loan for £25,000 from The People's Postcode Lottery. Interest is charged at 3% and is repayable by monthly instalments of £727.03 commencing in June 2025.

19 Creditors: amounts falling due within one year

	Notes	2025 £	2024 £
Borrowings		16,230	-
Other taxation and social security		75,102	83,748
Deferred income	21	496,124	397,312
Trade creditors		107,204	56,790
Other creditors		40,133	45,213
Accruals		52,888	58,108
		<u>787,681</u>	<u>641,171</u>

20 Creditors: amounts falling due after more than one year

	2025 £	2024 £
Borrowings	8,105	-
	<u>8,105</u>	<u>-</u>

21 Deferred income

	2025 £	2024 £
Other deferred income	496,124	397,312
	<u>496,124</u>	<u>397,312</u>

Deferred income is included in the financial statements as follows:

	2025 £	2024 £
Deferred income is included within:		
Current liabilities	496,124	397,312
	<u>496,124</u>	<u>397,312</u>
Movements in the year:		
Deferred income at 1 July 2024	397,312	784,673
Released from previous periods	(397,312)	(784,673)
Resources deferred in the year	496,124	397,312
	<u>496,124</u>	<u>397,312</u>
Deferred income at 30 June 2025	<u>496,124</u>	<u>397,312</u>

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) **FOR THE YEAR ENDED 30 JUNE 2025**

22 Retirement benefit schemes

	2025	2024
	£	£
Defined contribution schemes		
Charge to profit or loss in respect of defined contribution schemes	185,600	186,488

The charity operates a defined contribution pension scheme for all qualifying employees. The assets of the scheme are held separately from those of the charity in an independently administered fund.

Pension contributions outstanding at 30 June 2025 amounted to £Nil (2024 £29,048).

23 Restricted funds

The restricted funds of the charity comprise the unexpended balances of donations and grants held on trust subject to specific conditions by donors as to how they may be used.

	At 1 July 2024	Incoming resources	Resources expended	Transfers	At 30 June 2025
	£	£	£	£	£
Community properties	3,564,056	-	-	(73,231)	3,490,825
Blue Family	-	19,974	(47,609)	27,635	-
Central office costs	229,839	41,677	(231,314)	(40,202)	-
Children and Youth	-	90,223	(117,357)	27,134	-
Digital Skills Lab	-	78,868	(43,082)	-	35,786
Disability	-	71,704	(72,803)	1,099	-
Early Interventions	-	218,945	(178,286)	(2,500)	38,159
Employability	-	85,145	(118,890)	33,745	-
Everton Veterans Hub	-	91,045	(89,712)	(1,333)	-
Falls Prevention	-	52,417	(60,015)	7,598	-
Football Development	36,000	2,483	(38,483)	-	-
Health and Wellbeing	8,089	85,388	134,789	41,312	-
Home is Where the Heart Is	22,000	125,657	(130,463)	(17,194)	-
Imagine Your Goals	-	(27,827)	(28,562)	56,389	-
Innovation and Strategy	-	93,016	(154,888)	61,872	-
Pass on the Memories	-	137,130	(60,890)	(1,130)	75,110
People's Place	224,350	95,568	(352,631)	60,250	27,537
Primary	-	376,087	(376,087)	-	-
Quality Assurance	-	59,999	(99,539)	39,540	-
Secondary	14,546	587,375	(508,870)	(45,117)	47,934
Social Action	-	59,993	(43,706)	(3,716)	12,571
Stand Together	-	77,763	(75,957)	(1,806)	-
Starting Well	19,570	60,697	(52,684)	(1,000)	26,583
Targeted Support	5,974	180,154	(156,617)	(3,425)	26,086
Youth Inclusion	438	458,204	(387,647)	(18,356)	52,639
	<u>4,124,862</u>	<u>3,121,685</u>	<u>(3,560,881)</u>	<u>147,564</u>	<u>3,833,230</u>

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2025

23 Restricted funds

(Continued)

Previous year:	At 1 July 2023	Incoming resources	Resources expended	Transfers	At 30 June 2024
	£	£	£	£	£
Community properties	3,642,081	-	-	(78,025)	3,564,056
Blue Family	123,558	144,728	(268,286)	-	-
Central office costs	-	229,205	(19,563)	20,197	229,839
Digital Skills Lab	-	88,969	(99,175)	10,206	-
Disability	2,800	65,226	(121,811)	53,785	-
Employability	-	111,581	(111,581)	-	-
Everton Veterans Hub	5,935	117,495	(148,145)	24,715	-
Falls Prevention	-	37,702	(49,553)	11,851	-
Football Development	6,250	12,120	(40,718)	58,348	36,000
Health and Wellbeing	-	203,739	(195,650)	-	8,089
Home is Where the Heart Is	-	42,225	(204,321)	184,096	22,000
Imagine Your Goals	-	5,070	(41,811)	36,741	-
Innovation and Strategy	-	189,628	(196,026)	6,398	-
Lifelong Learning	-	35,222	(150,779)	115,557	-
National Citizen Service	-	167,039	(167,039)	-	-
Neighbourhood	-	30,805	(30,805)	-	-
Pass on the Memories	-	35,492	(50,478)	14,986	-
People's Place	234,282	263,710	(273,642)	-	224,350
Primary	-	344,876	(344,876)	-	-
Quality Assurance	-	2,900	(89,702)	86,802	-
Secondary	-	405,022	(390,476)	-	14,546
Stand Together	-	53,529	(64,009)	10,480	-
Starting Well	-	69,517	(49,947)	-	19,570
Targeted Support	-	421,618	(414,740)	(904)	5,974
Twinning	18,800	(193)	(23,632)	5,025	-
Youth Inclusion	-	372,175	(371,737)	-	438
Youth Support	-	2,362	(5,890)	3,528	-
	<u>4,033,706</u>	<u>3,451,762</u>	<u>(3,924,392)</u>	<u>563,786</u>	<u>4,124,862</u>

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2025

23 Restricted funds

(Continued)

Community Properties

This fund represents community properties which have been grant funded. The fund will be reduced each year in line with the related depreciation charges.

Blue Family

Funded by Feeding Liverpool, the Arnold Clark Community Fund and donations, this programme provides a food pantry and outreach programme to the most vulnerable, socially isolated and at-risk members of the community.

Central Office Costs

Supported the Premier League, the Liverpool Charity and Voluntary Service and the National Lottery, this function provides administrative support to the charity and delivers lifesaving skills and first aid training to community members.

Children and Youth

Funded by the Steve Morgan Foundation, the area focuses on our impact model's five interlocking themes: education, pathways, support, community, and health and wellbeing. Through these themes, the programme provide holistic support for children and young people, creating positive opportunities, strengthening connections, and promoting both physical and mental wellbeing to deliver meaningful, lasting impact.

Digital Skills Lab

Funded by the Steve Morgan Foundation and AstraZeneca, this programme improves digital and maths skills along with problem solving, critical thinking, resilience and team working. It aims to enhance the interest of disadvantaged groups of young people in STEAM (Science, Technology, Engineering, Arts and Maths) careers with the aim to bridge the widening STEM skills gap across the Liverpool City Region.

Disability

Funded by the Spirit Foundation and Lawn Tennis Association, this programme includes projects that support children, young people and adults with various disabilities including learning, sensory and physical. Provision includes weekly sessions in schools and community settings alongside football teams that train weekly and compete in various regional, national and international tournaments.

Early Interventions

Funded by the Premier League, the Steve Morgan Foundation and Home Office, this programme supports young people who are at risk of offending or have offended.

Employability

Funded by the Steve Morgan Foundation, the King's Trust and the UK Shared Prosperity Fund, this programme aims to provide disadvantaged young persons and children transitioning leaving formal education with the skills to secure, and pathways into, employment.

Everton Veterans

Funded by the National Lottery, the Armed Forces Covenant and donations, this programme supports military veterans who have returned to civilian life and might be at risk of developing poor physical and/or mental health. This project supports with health improvement, education and employment.

Falls Prevention

Funded by Knowsley Borough Council, this programme delivers a series of low-impact physical activity sessions for residents across Knowsley, who are at risk of falls.

Football Development

Funded by the Steve Morgan Foundation and established local partnerships, this programme is dedicated to growing football at grassroots, youth and community levels. It looks to increase engagement in sport by promoting positive change and health lifestyles through a wide range of football-related pathways.

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2025

23 Restricted funds

(Continued)

Health Interventions

Funded by the Steve Morgan Foundation, the Premier League and Rugby League Cares, these programmes support participants who are experiencing, or at risk of, mental health difficulties, while also increasing mental health awareness and literacy across the wider community. Through targeted sessions and workshops, participants learn how to understand and look after their mental wellbeing, recognise the signs when someone may be struggling, and respond appropriately. The programmes also promote physical health and wellbeing, recognising the strong link between physical activity and positive mental health. Additional support is available for neurodiverse young people, including QB testing.

Home Is Where the Heart Is

Funded by Home Office, the Steve Morgan Foundation, the Liverpool Charity and Voluntary Service and specific fundraising activities, this programme develops a supported living initiative for homeless young people and young people at risk of homelessness.

Imagine Your Goals

Funded by donations, this programme supports males and females aged 18+ with various mental health conditions referred from MerseyCare. Weekly sessions take place across Merseyside, including football and fitness sessions alongside providing training, volunteering and employment opportunities for participants.

Innovation and Strategy

Supported by donations, fundraising activities, the Premier League, the Steve Morgan Foundation and the Postcode Lottery Boost Fund to contribute towards the creation of an Events Manager role, this function focuses on sustainability and growth the development of fundraising initiatives, corporate partnerships, trading activities, volunteer support, data management and marketing and communications.

Pass on the Memories

Supported by Christopher Ward, this programme provides a range of activities to older community members who have, or are at risk of developing, dementia or social isolation, providing enrichment to participants and as a support system for carers.

People's Place

Funded by the Premier League, the Steve Morgan Foundation, Takeda and the National Lottery, the People's Place is a purpose-built physical and mental health hub, which houses a range of projects to improve the physical and mental health of the local population. The programmes within the People's Place bring together physical and mental health to improve the overall wellbeing of people and improve health outcomes.

Primary

Funded by the Premier League and Steve Morgan Foundation, this is a national curriculum-linked education programme using the appeal of the Premier League and Everton Football Club to inspire primary school children to learn, be active and develop important skills.

Quality Assurance

Funded by the Premier League, the Quality Assurance function oversees programme delivery to ensure it is delivered to the highest standard and in accordance with best practices and safety standards.

Secondary

Funded by the Premier League, the Steve Morgan Foundation and NCS, this is a national curriculum-linked education programme using the appeal of the Premier League and Everton Football Club to inspire secondary school children to learn, be active and develop important skills.

Social Action

Funded by the Steve Morgan Foundation, this programme empowers young people to make a positive difference in their communities, including providing enrichment opportunities that build skills, confidence, and a strong sense of belonging.

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2025

23 Restricted funds

(Continued)

Stand Together

Funded by donations, the Premier League and Merseysidecare, this programme supports men and women aged 70+ who have been identified as socially isolated. Participants attend weekly sessions at the Blue Base alongside regular visits to various Merseyside attractions and landmarks.

Starting Well

Funded by PSS and Liverpool City Council, this programme supports new parents with the transition into parenthood to help prevent poor physical health and/or mental health from developing. A strong focus is on improving health outcomes for the whole family.

Targeted Support

Funded by the Premier League, the Steve Morgan Foundation and Home Office, this programme supports young people with neurodiverse, SEND, and complex needs through bespoke support packages, including 1:1 and group sessions. It promotes physical, emotional, social, and educational development, helping to build stronger connections between participants, communities, and players, whilst tackling inequalities, raising aspirations, and inspiring positive change.

Youth Inclusion

Funded by the Premier League, the Steve Morgan Foundation, the Duke of Edinburgh, Merseyside Police and PCC, the programme inspires young people to achieve their potential and improve their wellbeing by using the power of football to engage them in positive activities and develop key life skills. It delivers free football, multi-sports, dance/arts, personal development, and educational sessions for 8–18-year-olds across Merseyside, with a focus on supporting those at risk of anti-social behaviour, crime, or social exclusion.

24 Unrestricted funds

The unrestricted funds of the charity comprise the unexpended balances of donations and grants which are not subject to specific conditions by donors and grantors as to how they may be used. These include designated funds which have been set aside out of unrestricted funds by the trustees for specific purposes.

	At 1 July 2024	Incoming resources	Resources expended	Transfers	Gains and losses	At 30 June 2025
	£	£	£	£	£	£
Community Properties	1,262,981	-	-	(32,585)	-	1,230,396
General funds	334,390	2,222,810	(1,803,471)	(114,979)	-	638,750
	<u>1,597,371</u>	<u>2,222,810</u>	<u>(1,803,471)</u>	<u>(147,564)</u>	<u>-</u>	<u>1,869,146</u>
Previous year:	At 1 July 2023	Incoming resources	Resources expended	Transfers	Gains and losses	At 30 June 2024
	£	£	£	£	£	£
Community Properties	1,274,554	-	(30,035)	18,462	-	1,262,981
General funds	843,661	1,915,349	(1,869,804)	(582,251)	27,435	334,390
	<u>2,118,215</u>	<u>1,915,349</u>	<u>(1,899,839)</u>	<u>(563,789)</u>	<u>27,435</u>	<u>1,597,371</u>

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) **FOR THE YEAR ENDED 30 JUNE 2025**

25 Analysis of net assets between funds

	Unrestricted funds 2025 £	Restricted funds 2025 £	Total 2025 £
At 30 June 2025:			
Tangible assets	1,259,439	3,490,825	4,750,264
Current assets/(liabilities)	617,812	342,405	960,217
Long term liabilities	(8,105)	-	(8,105)
	<u>1,869,146</u>	<u>3,833,230</u>	<u>5,702,376</u>
	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £
At 30 June 2024:			
Tangible assets	1,321,572	3,564,056	4,885,628
Current assets/(liabilities)	275,799	560,806	836,605
	<u>1,597,371</u>	<u>4,124,862</u>	<u>5,722,233</u>

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) **FOR THE YEAR ENDED 30 JUNE 2025**

26 Related party transactions

Everton in the Community is the charitable arm of Everton Football Club. During the year Everton Football Club donated £360,000 (2024 £360,000) towards the operational costs of the charity. In addition Everton Football Club incurred operating costs amounting to £510,790 (2024 £367,483). These costs are included as donations and support costs.

27 Cash generated from/(absorbed by) operations	2025	2024
	£	£
Deficit for the year	(19,857)	(429,685)
Adjustments for:		
Investment income recognised in statement of financial activities	(6,809)	(14,646)
Gain on disposal of investments	-	(27,435)
Depreciation and impairment of tangible fixed assets	140,848	141,420
Movements in working capital:		
(Increase)/decrease in stocks	(2,539)	572
Decrease in debtors	106,296	125,694
Increase/(decrease) in creditors	31,468	(59,877)
Increase/(decrease) in deferred income	98,812	(387,361)
Cash generated from/(absorbed by) operations	348,219	(651,318)

28 Analysis of changes in net funds

	At 1 July 2024	Cash flows	At 30 June 2025
	£	£	£
Cash at bank and in hand	1,207,993	373,879	1,581,872
Loans falling due within one year	-	(16,230)	(16,230)
Loans falling due after more than one year	-	(8,105)	(8,105)
	1,207,993	349,544	1,557,537

Accounts

Charity registration number 1099366

Company registration number 04851552 (England and Wales)

EVERTON IN THE COMMUNITY
ANNUAL REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2024



EVERTON IN THE COMMUNITY

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	Sir J F Jones Mr Martin Carey Mrs Susan Russell Mrs A A Waldron Ms T Gore Ms Hannah Robinson Ms Carol Rogers Mr John Schorah Mr G R Walters Ms L Williams	(Appointed 6 June 2024)
Charity number	1099366	
Company number	04851552	
Registered office	Goodison Park Goodison Road Liverpool Merseyside L4 4EL	
Auditor	Xeinadin Audit Limited 46 Hamilton Square Birkenhead Wirral Merseyside CH41 5AR	
Bankers	Barclays Bank plc Leicester LE87 2BB	
Solicitors	Brabners LLP Horton House Exchange Flags Liverpool Merseyside L2 3YL	
Investment advisors	Quilter Cheviot 5 St Pauls Square Liverpool Merseyside L3 9SJ	

EVERTON IN THE COMMUNITY

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EVERTON IN THE COMMUNITY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT AND STRATEGIC REPORT) FOR THE YEAR ENDED 30 JUNE 2024

The Trustees present their annual report and financial statements for the year ended 30 June 2024.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the charity's governing document, the Companies Act 2006 and "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)" (as amended for accounting periods commencing from 1 January 2016)

Objectives and activities

The charity was incorporated as a company limited by guarantee on 31 July 2003 and registered as a charity on 10 September 2003. It commenced activities on 1 June 2004.

It is governed by its memorandum and articles of association and its objects are:-

- To promote community participation in healthy recreation by providing facilities for the playing of football and other sports capable of improving physical health;
- To provide and assist in providing facilities for sport, recreation or other leisure time occupation of such persons who have need for such facilities by reason of their youth, age, infirmity or disablement, poverty or social and economic circumstances or for the public at large in the interests of social welfare and with the object of improving their conditions of life;
- The relief of sickness and preservation of people with a disability by the provision of facilities for recreation and other leisure time occupation for such persons, in particular but not exclusively by providing opportunities for competitive and non-competitive sport to assist their integration into society;
- To advance the education of children and young people and to provide opportunities for them to develop their full capabilities and enable them to become responsible members of society so that their conditions of life may be improved.

The user groups are local schools, colleges and disability organisations.

The day to day business of the charity is conducted under the control of the Chief Executive Officer, who reports to the Board of Trustees at their regular meetings.

Public benefit

The Trustees are aware of the Charity Commission's guidance in relation to public benefit. It is the opinion of the Trustees, that this report demonstrates how the charity provides public benefit.

The Trustees have paid due regard to guidance issued by the Charity Commission in deciding what activities the charity should undertake.

EVERTON IN THE COMMUNITY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT AND STRATEGIC REPORT) (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2024

Strategic report

The description under the headings "Achievements and performance" and "Financial review" meet the company law requirements for the Trustees to present a strategic report.

Achievements and Performance

Overview

In October 2023, Everton in the Community launched the Trinity Project, a transformative five-year strategic plan aimed at creating stronger communities and brighter futures across the Liverpool City Region. Unveiled at Goodison Park to key stakeholders, the strategy is built around three core pillars: EitC Learns, EitC Minds and EitC Thrives.

- **EitC Learns** focuses on breaking barriers to education by supporting early learning, improving attainment and equipping adults with essential workforce skills to ensure opportunities for lifelong learning.
- **EitC Thrives** empowers individuals to reach their full potential through programmes that integrate football, life skills and bespoke support.
- **EitC Minds** addresses Liverpool's challenges with poor mental health and dementia by offering innovative programmes and quick access to mental health support to improve the quality of life for individuals.

EitC Learns

Early Years and Primary Education

Over the 2023/24 academic year, the Primary Education team engaged with 6,471 children across 115 schools through the Premier League Primary Stars programme and our Steve Morgan Foundation (SMF) funded Community Impact Model. The team worked with partner schools to deliver a range of activities, including dance and gymnastics, forest school, swimming, teacher CPD, and football development. In the L4/South Sefton area, the SMF funded programme supported nine schools in deprived areas, offering free pilot programmes and e-steam/social action sessions. Notable events included a SATS booster breakfast club and the Junior Goodison Sleepout, focusing on wellbeing and easing SATS anxiety. These initiatives received overwhelmingly positive feedback from participants and parents alike. The team also supported teacher upskilling in swimming, with 100% of pupils achieving confidence in the water and half meeting national curriculum expectations.

The academic year saw significant achievements, including a surge in female football engagement, culminating in a girls' team winning a national tournament. Other highlights included knife crime awareness workshops, utilising VR technology, and winning the Premier League Disability Festival leading to hosting rights for the 2025 finals. The team also introduced a youth board involving children with ADHD to shape future events. Mentoring emerged as a key success, surpassing annual targets by the Christmas period, with high demand for PSHE interventions, particularly speech and language support for years 3 and 4.

EVERTON IN THE COMMUNITY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT AND STRATEGIC REPORT) (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2024

Secondary Education and Pathways

The Secondary Education team engaged over 3,000 students through themed events, targeted interventions, post-16 development and career experiences. The integration of our 'e-steam' initiative and the National Citizen Service (NCS) "Open to All" has enhanced opportunities for young people in high-deprivation areas, while team expansion enabled the introduction of specialised programmes like "Reach Your Goals" for KS3 SEND (Special Educational Needs and Disabilities) students. This pilot supported Year 7 students with EHCPs (Educational Health Care Plan) in the L4/South Sefton area, focusing on social interaction, emotional resilience and literacy. Additionally, a 20-hour literacy programme improved reading ages for 80% of participants, addressing gaps identified through assessments. Efforts to boost attendance through rewards, mentoring and small group work yielded positive results, with higher attendance rates and behavioural improvements among participants compared to peers.

Career development initiatives included internships for 140 students, with placements at organisations like Laing O'Rourke and Weightmans, as well as career events reaching over 240 students. An "at risk of NEET" programme supported Year 11 students with tailored plans to secure post-GCSE progression. Social action projects engaged over 150 participants in campaigns addressing food poverty, mental health and violence against women. Despite the upcoming closure of the NCS initiative in March 2025, the programme exceeded expectations.

Digital Skills Lab

The Digital Skills Lab remains a transformative initiative addressing the digital skills gap in Merseyside by providing cutting-edge STEAM (Science, Technology, Engineering, Arts, Maths) resources for children and adults. As the centrepiece of the 'E-STEAM' programme, the lab inspires interest in science and technology, equipping participants with skills for future careers while strengthening workforce readiness. Over the past year, it has offered free digital skills training for adults, supported creative projects like podcasts, escape rooms, and enriched STEAM education for schools. Additionally, innovative programmes like coding, engineering, and robotics workshops have engaged students, breaking barriers to opportunities in STEAM. Highlights include the 'Game Changers' event, inspiring students to consider gaming industry careers, and the Women in Engineering event, empowering 60 Year nine girls to explore diverse roles in engineering.

The Sphero Coding and Robotics programme continues to be a cornerstone of secondary education, significantly increasing female interest in computer science, while the new Sphero Blueprint programme introduced students to engineering principles, with 100% reporting increased knowledge. Primary education initiatives also thrived, with partnerships like the Royal Institution offering coding masterclasses for KS2 students, the Liverpool School of Tropical Medicine piloting antibiotic resistance sessions, and AstraZeneca's Active Science programme expanding across the region. Social action projects like the Clean Air Quest educated families on air pollution, empowering students to lead local change. Across primary and secondary levels, these programmes have reached thousands of students, fostering learning, innovation and community impact with 2,588 participants engaged across our primary education, secondary education and community initiatives.

Early Intervention

Our Early Interventions team has supported 139 young people at risk of exclusion from school, tailoring delivery to referral needs and local insights. Projects included an arts initiative with Liverpool Empire Theatre, where 12 female participants explored spoken word, dance, drama and scriptwriting. They also focused on women's rights, creating a piece to be showcased during the International Women's Day campaign.

The team delivered the 'She Inspires' programme alongside the LFC Foundation, Merseyside Police and the FA, targeting 300 females across 15 schools to boost confidence and aspirations through football and sport.

Additionally, the team facilitated mixed and female-only groups meeting twice weekly. Participants engaged in issue-based workshops, outdoor activities, and skills development with 114 earning qualifications and building transferable skills. These initiatives have increased confidence, self-esteem and personal growth amongst participants.

EVERTON IN THE COMMUNITY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT AND STRATEGIC REPORT) (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2024

Targeted Support

The Safe Hands programme supported 64 participants with complex and neurodiverse needs this year, incorporating Functional Skills English and Maths up to Level 1 into post-16 delivery. The programme also focuses on personal and life skills, including cooking, food hygiene, ASDAN and King's Trust qualifications, helping participants transition to education, training, or employment (ETE). The STEPS project, led by the Neurodiversity Coordinator, supports participants in understanding neurodiversity and its daily impact. Last year, 100% of leavers secured post-16 destinations.

Pre-16 participants focused on mindfulness, social interaction, and resilience, addressing educational gaps due to withdrawn schooling. A Family Support Worker was introduced to assist families with debt management, referrals to CAHMS, YPAS, counselling and education support proving highly successful.

Participants also engaged in social action projects, including fundraising, building a forest school and assisting in a local care home. Furthermore, they participated in the L4 Community Lantern Walk, creating banners and flags to support Spellow Lane Library after riot damage. Both participants and families joined this community solidarity event. These activities helped to develop confidence, community involvement and a sense of belonging, enriching the participants' personal and social development.

Employment support was provided by the Working Well team who provided over 500 participants with advice & guidance and access to job fairs and recruitment events such as Women in Construction. 64 individuals were placed into employment. Additionally, the Digital Inclusion Network - launched in June 2023 - tackled digital poverty through training 26 Digital Champions, by distributing devices, SIM cards, and hosting digital skills workshops.

EitC Thrives

Community Engagement

Over the past 12 months, our community provision has engaged over 1,500 participants aged 8-19 through 15 after-school clubs and 12 community venues. Half-term activities provided positive alternatives for 'at-risk' youths and those on free school meals.

The Kicks team facilitated participant representation in tournaments, including '4 Clubs, 1 Goal', the Premier League national tournament at St. George's Park and local inter-youth competitions. Youth workers delivered innovative projects on themes such as fashion sustainability, spoken word, drama, and photography, culminating in a fashion show fundraiser. Issue-based workshops addressed further topics such as Black History Month, Rainbow Laces, knife crime, exploitation and violence against women and girls.

Christmas events included a grotto for 100 participants and distribution of hampers and gifts. Participants also engaged in Merseyside Police's Young Advisory Board, completed qualifications that include Go Lead and Duke of Edinburgh with some securing employment, including six roles in Everton hospitality and one with EitC.

Starting Well Programme

The Starting Well programme continued its vital support for parents and guardians of children aged two and under, creating a safe space for bonding and learning. Everton Women's first team stars participated in the Charity's 36th anniversary celebrations, further fostering community engagement.

Home Is Where The Heart Is

Over the year, we supported nine residents and engaged 31 participants through outreach at HIWTHI. Four residents transitioned to independent living, and several others gained employment. For example, one participant completed a BTEC Level 3 in Management and moved from a women's refuge to their own flat, while another secured part-time work at EitC as a youth worker.

EVERTON IN THE COMMUNITY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT AND STRATEGIC REPORT) (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2024

We maintained strong collaboration with City of Liverpool College, providing consistent support for participants, resulting in several transitioning to employment, education, or training, with three moving into the HIWTHI house. Our work with asylum seekers and refugees has been particularly impactful, with staff assisting students to navigate rights, employment and housing, earning positive feedback from the college.

Partnerships with targeted services and the care leaver sector have grown through networking events and initiatives such as hosting a care leavers football tournament during October half term, further expanding support for vulnerable groups.

The People's Health Project (PHP)

This eight-week healthy lifestyle programme engaged 200 children from five primary schools across Merseyside. Sessions emphasised nutrition, physical activity, and sleep hygiene, teaching life skills like food preparation and cooking while promoting overall wellbeing.

Football Development

Over the last 12 months, Football Development has delivered diverse projects, creating opportunities, pathways and upskilling participants, supported by impactful partnerships.

The Street Soccer Academy, a personal development programme for 18-30-year-olds at risk of homelessness was delivered weekly for 10 weeks. It focused on physical activity, positive mindset coaching, employability and soft skills. In 2023, EitC teams reached the national final at Leicester City's academy. Outcomes include participants referred to employment services, accessing counselling, and playing competitive football.

Kick The Stigma, relaunched in September 2024 in partnership with The Growth Company, is an eight-week programme supporting males aged 18+ on probation. It includes eight mental health workshops and eight football/gym sessions. This programme enhances employability and mental wellbeing for participants.

The FA Playmaker Award delivered by Football Development was launched in 2024 to engage hard to reach young people who have a passion for football. The award is split into theory and practical with participants gaining the opportunity to plan, deliver and evaluate coaching sessions.

Veterans' Support

Veterans' services continued to flourish, with key initiatives like the Veterans' Christmas Ball and the launch of the Stand By Her programme for female veterans. The WELLFIT programme integrated physical activity with mental health discussions, and services expanded to support veterans with dementia and bereaved families, ensuring their unique needs were addressed.

Falls Prevention

The Safe and Steady programme continued to support individuals at risk of falls, with key achievements including the identification of participants in need of critical medical interventions. The programme improved physical wellbeing for participants through accessible exercise sessions, reducing anxiety about falls and promoting independence. The programme also held a successful Falls Prevention Week event and a festive celebration with over 100 attendees.

Food Pantry

The Blue Base Pantry continued its crucial role in combating food insecurity, serving over 38,000 individuals by the end of 2023. Additionally, the pantry saved 28 tonnes of food from waste, provided health screenings, welfare advice, and access to employment fairs making it a vital community resource.

Disability Support

Everton in the Community's disability provision continued with 14 disability football teams representing the charity. The Down Syndrome football team also gained significant visibility through a live-streamed match, further promoting inclusion.

EVERTON IN THE COMMUNITY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT AND STRATEGIC REPORT) (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2024

EITC Minds

The People's Place celebrated its one-year anniversary, with over 5,000 visitors benefitting from the facility's diverse services, which included mental health support, physical health screenings and wellbeing activities. Partnerships with the Liverpool University Hospital Foundation Trust allowed for critical medical support, including the BEAT breathlessness hub, which screened over 1,300 individuals and identified 40 cases of undiagnosed heart failure. The facility also provided crisis interventions, directing individuals to appropriate support services.

Mental Health and Wellbeing

Everton in the Community's ongoing focus on mental health expanded considerably in 2023, with evidence-based programmes offering support in response to the heightened demand caused by the pandemic and cost-of-living crisis. Collaborations with clinical psychologists, GPs, and mental health nurses ensured accessible, professional mental health care for vulnerable individuals.

Pass on the Memories

In partnership with Christopher Ward, the programme introduced intergenerational activities combining technology and sensory learning to connect older and younger generations, enhancing cognitive health and engagement. Digital inclusion efforts also included weekly digital drop-ins to improve digital skills in the community.

Everton Cares Programme

The Everton Cares initiative, supporting individuals with long-term health conditions, achieved notable outcomes, including improvements in mental wellbeing, reduced loneliness, and better management of pre-existing conditions such as diabetes and high blood pressure.

Health and wellbeing

Over the past 12 months, the health and wellbeing team delivered impactful projects promoting mental health literacy, awareness and healthy lifestyles. These initiatives achieved positive outcomes across schools and communities.

Tackling the Blues

In partnership with Edge Hill University and Tate Liverpool, this school-based mental health literacy project engaged 407 children across 10 schools (eight primary, two secondary). Participants co-designed a curriculum addressing mental health themes relevant to their needs. Weekly workshops, art sessions and physical activities resulted in improved mental and physical wellbeing, confidence, self-esteem and interpersonal skills.

Ahead of the Game

Partnering with Rugby League Cares and Movember, we reached 3,081 young people, 400 coaches, and 231 parents in schools and community clubs through Ahead of the Game. The programme focused on mental health awareness, equipping participants with practical strategies to foster positive mental health.

EVERTON IN THE COMMUNITY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT AND STRATEGIC REPORT) (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2024

Innovation and Strategy

Marketing, Media, and Communications

The introduction of a new Marketing Manager has significantly enhanced EitC's ability to develop its brand and ensure consistency across all materials and programmes. This has been particularly valuable for school-related and SMF-funded initiatives.

During the 2023/24 season, the Communications department expanded to provide greater focus on digital content and public relations. Under the leadership of the Head of Media and Communications, the team includes a Senior Digital and Content Coordinator and Communications Assistant to enhance digital output across the charity's website and social platforms, and a Senior PR Coordinator to manage external media opportunities.

The Communications team played a critical role in the launch of the Trinity Project, producing rich content such as podcasts and hosting stakeholder events to outline the strategy's community impact. Highlights from the year include:

- 364 pieces of PR coverage, with features on platforms like BBC Breakfast and ITV Granada Reports.
- Engaging digital content to celebrate events such as the Blue Heart Awards and World Down's Syndrome Day.
- Growth of social media followers to over 71,000 and 160,000 website views from 47,000 unique users.

Charitable Donations and Partnerships

In April, a new three-year partnership with Christopher Ward was announced, focusing on intergenerational projects that bring together older adults and young participants from the E-STEAM project.

Weightmans's Solicitors continued their support with quarterly donations and valuable pro-bono support, whilst CAE Technology Services continue working with the charity to tackle digital poverty. As part of a long-term commitment of support, Active Flooring Solutions provided a generous donation to enable the charity to host a Christmas grotto, ensuring hundreds of disadvantaged young people, children and young adults received a gift.

Coeus Insurance continued supporting the charity through its Charity of the Year scheme which included a highly successful corporate golf day which raised valuable funds for the charity.

Causeway Technologies continue to support our work across mental health and were headline sponsors of the charity's Blue Heart Awards - acknowledging the achievements and contributions of participants, partners and volunteers across the charity.

The 1878 Community Club continues to grow with supporters passionate about protecting the sustainability of Everton in the Community donating £1,878 annually. Supporters were given the opportunity to join an online webinar in which Everton Director of Football, Kevin Thelwell and the charity's CEO participated in a Q&A.

EVERTON IN THE COMMUNITY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT AND STRATEGIC REPORT) (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2024

Fundraising

As part of a new fundraising strategy, new initiatives were launched over this period, including a silent auction run by an external company raising around £10,000 per match.

A new partnership was also launched with RunThrough - a national running and challenge events company with a large portfolio of events being delivered locally and internationally – providing opportunities for our supporters to take part and raise funds on behalf of EitC.

The Goodison Sleepout took place in October with over £35,000 raised for the charity's Home Is Where The Heart Is programme which works to tackle homelessness amongst young people in our city. The annual birthday celebrations involved a variety of fundraising activities and raised over £45,000, including £20,000 being donated by club partner FIGS.

End of season play on pitch activities organised by Everton Football Club also contributed to the charity's fundraising efforts.

We continue to offer both a £1 and a £2 weekly draw through our lottery provider Sterling where weekly entries have remained consistent throughout the season.

Volunteering

In early 2024, Everton in the Community proudly achieved the Investors in Volunteers Accreditation, maintaining its position as the only Club Community Organisation (CCO) to receive this prestigious recognition. The accreditation assessment commended EitC's commitment to volunteering, stating: "EitC has built a loyal and committed volunteering family, making a significant difference locally, nationally and internationally"

At the charity's Blue Heart awards, the Blue Base Pantry volunteering team received 'Team of the Year – Non-Sporting' award.

The creation of a new 'Carer Mentors' voluntary position has provided a transitional pathway for bereaved carers, to be upskilled to support participants and their families who attend our Pass on the Memories programme. We continue to welcome corporate volunteers into our programmes as well as organisations such as Sodexo, Unilever and British Gas to utilise their corporate volunteering days with Everton in the Community.

In November, over 20 Volunteers will embark on a life-changing experience to Nakuru, Kenya where they will support young people aged 3-16yrs who are growing up in poverty. Their work will include teaching English and Geography as well as educating staff and pupils on UK Traditions.

In May, the charity celebrated its first Blue Heart Awards at Content in Liverpool city centre, honouring participants, volunteers, and fundraisers across EitC's 60+ initiatives. Sponsored by Causeway Technologies, the event welcomed 400 guests, including special guest Tony Bellew, and recognised achievements through 15 awards categories.

Financial review

Incoming resources for the year amounted to £5,367,111 (2023 £4,634,633), including capital grants received of nil (2023 £268,115). Expenditure amounted to £5,824,231 (2023 £5,689,987) and gains on investments were £27,435 (2023 £25,889).

Overall there was a deficit of £429,685 (2023 £1,029,465) which when deducted from the funds brought forward of £6,151,918 left £5,722,233 to be carried forward. This amount includes restricted funds of £4,124,862 and undesignated free reserves of £275,799.

The cash and bank balances stood at £1,207,993 (2023 £893,128).

EVERTON IN THE COMMUNITY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT AND STRATEGIC REPORT) (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2024

Reserves policy

It is the policy of the charity that unrestricted funds which have not been designated for a specific use should be maintained at a level equivalent to three month's expenditure. The Trustees consider that reserves at this level will ensure that, in the event of a significant drop in funding, they will be able to continue the charity's current activities while consideration is given to ways in which additional funds may be raised. This level of reserves has not been fully met during the year, however, the charity is working hard to re-instate this level of reserves.

Investments policy

Under the Articles of Association the charity has the power to make any investment the trustees see fit. The Board approved the appointment of Quilter Cheviot as Investment Fund Managers to the charity with discretionary powers to invest funds in line with the Ethical Investment Policy restrictions detailed below:

Fund Managers will have discretion to invest in any assets subject to the following restrictions:

- no more than 5% of the entire portfolio under discretionary management may be invested at any time in any one stock. This rule is to apply on a look-through basis;
- funds are to be placed in regulated assets and markets.

The Trustees attach great importance to avoiding investments that could be seen to be at odds with its values and mission. To that end there shall be no investment in any company which derives more than 10% of its global turnover from those assets which are deemed to be unethical, as agreed with the Investment Manager from time to time.

The exclusions agreed shall apply on a look-through basis. It is recognised that from time to time there may be a technical breach of these exclusions which does not result from an overt investment decision made by the Investment Manager. In such a case, the Investment Manager will be required to act to rectify the position at the earliest opportunity and to report such action to the charity.

The Investment Manager provides custody of assets. the charity has a nominated list of authorised Trustees, at least two of whom are required to sign instructions to the Investment Manager.

The Investment Manager will submit a report to the Trustees each quarter outlining performance, asset allocation, risk profile and position of the portfolio against the Investment Objective.

The Trustees have responsibility for agreeing strategy and monitoring the performance of the investment assets. The Trustees will meet every six months to review the portfolio, including an analysis of return, risk and asset allocation. Performance will be monitored against agreed market benchmark, against the Investment Objective of inflation plus 4% over the long term, and a peer group index.

Risk assessment

The Trustees have assessed the major risks to which the charity is exposed, and are satisfied that systems are in place to mitigate exposure to the major risks.

EVERTON IN THE COMMUNITY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT AND STRATEGIC REPORT) (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2024

Structure, governance and management

The charity is a company limited by guarantee, incorporated on 31 July 2003 and is therefore governed by a Memorandum and Articles of Association which have been subject to revision and were formally adopted in May 2018.

The Trustees, who are also the directors for the purpose of company law, and who served during the year and up to the date of signature of the financial statements were:

Sir J F Jones

Mr Martin Carey

Mrs Susan Russell

Mrs AA Waldron

Ms T Gore

Mr B Osu

(Resigned 27 September 2024)

Ms Hannah Robinson

Ms Carol Rogers

Mr John Schorah

(Appointed 6 June 2024)

Mr G R Walters

Ms L Williams

Trustees are drawn from Everton Football Club and from the wider community. Most trustees are already familiar with the practical work of the Charity when appointed, but new trustees are invited and encouraged to attend short training sessions to familiarise themselves with the charity and the context within which it operates. The Chief Executive Officer ensures that the Board of Trustees is kept up to date with any changes in legislation, rules and regulations which may affect the charity.

None of the Trustees has any beneficial interest in the company. All of the Trustees are members of the company and guarantee to contribute £10 in the event of a winding up.

The day to day management of the charity is delegated to the Senior Management Team which comprise:

- Sue Gregory - Chief Executive Officer
- Mike Salla - Deputy Chief Executive Officer
- Linda McMullen - Director of Finance, Governance and Assets (to May 2024)
- Andrew Duff - Director of Income Generation (to April 2024)
- John McDonald - Director of Innovation and Strategy
- Lara King - Director of Children and Youth Services
- Mike Finn - Director of Lifelong Learning (to December 2023)
- Jonathan Jones - Director of Adult Services (from 1 April 2024)
- Jordan Sumner - Head of Finance (from June 2024)

The Board of Trustees meet on a regular basis and are provided with monthly status reports to enable them to monitor the performance of the charity.

The Trustees induction procedure includes training in relation to governance, the role of a Trustee and their responsibilities and any other matters that support their role.

The remuneration of Everton in the Community employees is set by the Board of Trustees, having taken advice from Everton FC HR department and benchmarked against similar roles in the charity sector.

All Trustees give of their time freely and no Trustee remuneration or expenses were paid in the year.

EVERTON IN THE COMMUNITY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT AND STRATEGIC REPORT) (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2024

Auditor

In accordance with the company's articles, a resolution proposing that Xeinadin Audit Limited be reappointed as auditor of the company will be put at a General Meeting.

Disclosure of information to auditor

Each of the Trustees has confirmed that there is no information of which they are aware which is relevant to the audit, but of which the auditor is unaware. They have further confirmed that they have taken appropriate steps to identify such relevant information and to establish that the auditor is aware of such information.

The Trustees' report, including the strategic report, was approved by the Board of Trustees.

Sir J F Jones

Trustee

Dated: 13 March 2025

EVERTON IN THE COMMUNITY

STATEMENT OF TRUSTEES' RESPONSIBILITIES

FOR THE YEAR ENDED 30 JUNE 2024

The Trustees, who are also the directors of Everton In The Community for the purpose of company law, are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (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 incoming resources and application of resources, including the income and expenditure, of the charitable company for that year.

In preparing these financial statements, the Trustees are required to:

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

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Companies Act 2006. They 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.

EVERTON IN THE COMMUNITY

INDEPENDENT AUDITOR'S REPORT

TO THE MEMBERS OF EVERTON IN THE COMMUNITY

Opinion

We have audited the financial statements of Everton In The Community (the 'charity') for the year ended 30 June 2024 which comprise the statement of financial activities, the balance sheet, the statement of cash flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is 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).

In our opinion, the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 30 June 2024 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the *Auditor's responsibilities for the audit of the financial statements* section of our report. We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charity's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the annual report other than the financial statements and our auditor's report thereon. The Trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of our audit:

- the information given in the Trustees' report for the financial year for which the financial statements are prepared, which includes the directors' report and the strategic report prepared for the purposes of company law, is consistent with the financial statements; and
- the strategic report and the directors' report included within the Trustees' report have been prepared in accordance with applicable legal requirements.

EVERTON IN THE COMMUNITY

INDEPENDENT AUDITOR'S REPORT (CONTINUED)

TO THE MEMBERS OF EVERTON IN THE COMMUNITY

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charity and its environment obtained in the course of the audit, we have not identified material misstatements in the strategic report or the directors' report included within the Trustees' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of Trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of Trustees

As explained more fully in the statement of Trustees' responsibilities, the Trustees, who are also the directors of the charity for the purpose of company law, are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error. In preparing the financial statements, the Trustees are responsible for assessing the charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

The extent to which our procedures are capable of detecting irregularities, including fraud, is detailed below.

EVERTON IN THE COMMUNITY

INDEPENDENT AUDITOR'S REPORT (CONTINUED)

TO THE MEMBERS OF EVERTON IN THE COMMUNITY

Extent to which the audit was considered capable of detecting irregularity, including fraud

Our approach to identifying and assessing the risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, was as follows:

- the engagement partner ensured that the engagement team collectively had the appropriate competence, capabilities and skills to identify or recognise non-compliance with applicable laws and regulations;
- we identified the laws and regulations applicable to the charity through discussions with trustees and other management, and from our knowledge and experience of charity sector;
- we focused on specific laws and regulations which we considered may have a direct material effect on the financial statements or the operations of the charity, including the Companies Act 2006, Charities Act 2011, data protection, anti-bribery, employment, food hygiene and health and safety legislation;
- we assessed the extent of compliance with the laws and regulations identified above through making enquiries of management team and inspecting legal correspondence; and identified laws and regulations were communicated within the audit team regularly and the team remained alert to instances of non-compliance throughout the audit.

We assessed the susceptibility of the charity's financial statements to material misstatement, including obtaining an understanding of how fraud might occur, by:

- making enquiries of management team as to where they considered there was susceptibility to fraud, their knowledge of actual, suspected and alleged fraud; and
- considering the internal controls in place to mitigate risks of fraud and non-compliance with laws and regulations.

To address the risk of fraud through management bias and override of controls, we:

- performed analytical procedures to identify any unusual or unexpected relationships;
- tested journal entries to identify unusual transactions;
- assessed whether judgements and assumptions made in determining the accounting estimates were indicative of potential bias; and
- investigated the rationale behind significant or unusual transactions.

In response to the risk of irregularities and non-compliance with laws and regulations, we designed procedures which included, but were not limited to:

- agreeing financial statement disclosures to underlying supporting documentation;
- enquiring of management as to actual and potential litigation and claims; and
- reviewing correspondence with HMRC and relevant regulators.

A further description of our responsibilities is available on the Financial Reporting Council's website at: <https://www.frc.org.uk/auditorsresponsibilities>. This description forms part of our auditor's report.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

EVERTON IN THE COMMUNITY

INDEPENDENT AUDITOR'S REPORT (CONTINUED)

TO THE MEMBERS OF EVERTON IN THE COMMUNITY

Alastair Jeffcott BA FCA (Senior Statutory Auditor)
for and on behalf of Xeinaadin Audit Limited

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Chartered Accountants
Statutory Auditor

46 Hamilton Square
Birkenhead
Wirral
Merseyside
CH41 5AR

EVERTON IN THE COMMUNITY

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 30 JUNE 2024

	Notes	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £	Unrestricted funds 2023 £	Restricted funds 2023 £	Total 2023 £
Income from:							
Donations and legacies	3	949,785	94,863	1,044,648	922,821	569,007	1,491,828
<u>Charitable activities</u>							-
Education	4	218,785	1,374,133	1,592,918	158,000	728,139	886,139
Health	4	7,283	943,152	950,435	42,161	735,766	777,927
Sport	4	16,573	62,975	79,548	94,453	111,119	205,572
Youth	4	133,207	976,639	1,109,846	217,350	590,504	807,854
Other trading activities	5	575,070	-	575,070	427,655	-	427,655
Investments	6	14,646	-	14,646	37,658	-	37,658
Total income		<u>1,915,349</u>	<u>3,451,762</u>	<u>5,367,111</u>	<u>1,900,098</u>	<u>2,734,535</u>	<u>4,634,633</u>
Expenditure on:							
Raising funds	7	630,787	-	630,787	375,797	-	375,797
Charitable activities	8	1,269,052	3,924,392	5,193,444	1,961,362	3,352,828	5,314,190
Total expenditure		<u>1,899,839</u>	<u>3,924,392</u>	<u>5,824,231</u>	<u>2,337,159</u>	<u>3,352,828</u>	<u>5,689,987</u>
Net gains on investments	13	27,435	-	27,435	25,889	-	25,889
Net income/(expenditure)		<u>42,945</u>	<u>(472,630)</u>	<u>(429,685)</u>	<u>(411,172)</u>	<u>(618,293)</u>	<u>(1,029,465)</u>
Transfers between funds		<u>(563,786)</u>	<u>563,786</u>	<u>-</u>	<u>(160,822)</u>	<u>160,822</u>	<u>-</u>
Net movement in funds	10	<u>(520,841)</u>	<u>91,156</u>	<u>(429,685)</u>	<u>(571,994)</u>	<u>(457,471)</u>	<u>(1,029,465)</u>
Reconciliation of funds:							
Fund balances at 1 July 2023		<u>2,118,212</u>	<u>4,033,706</u>	<u>6,151,918</u>	<u>2,690,206</u>	<u>4,491,177</u>	<u>7,181,383</u>
Fund balances at 30 June 2024		<u><u>1,597,371</u></u>	<u><u>4,124,862</u></u>	<u><u>5,722,233</u></u>	<u><u>2,118,212</u></u>	<u><u>4,033,706</u></u>	<u><u>6,151,918</u></u>

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

EVERTON IN THE COMMUNITY

BALANCE SHEET

AS AT 30 JUNE 2024

	Notes	2024 £	£	2023 £	£
Fixed assets					
Tangible assets	15	4,885,628		5,006,477	
Investments	16	-		944,673	
		<u>4,885,628</u>		<u>5,951,150</u>	
Current assets					
Stocks	17	6,118		6,690	
Debtors	18	263,665		389,359	
Cash at bank and in hand		1,207,993		893,128	
		<u>1,477,776</u>		<u>1,289,177</u>	
Creditors: amounts falling due within one year	19	(641,171)		(1,088,409)	
Net current assets			836,605		200,768
Total assets less current liabilities			<u>5,722,233</u>		<u>6,151,918</u>
Income funds					
Restricted funds	22	4,124,862		4,033,706	
<u>Unrestricted funds</u>					
Designated funds	23	1,262,981		1,274,554	
General unrestricted funds		334,390		843,658	
		<u>1,597,371</u>		<u>2,118,212</u>	
			<u>5,722,233</u>		<u>6,151,918</u>

The financial statements were approved by the Trustees on 13 March 2025

Sir J F Jones
Trustee

Company Registration No. 04851552

EVERTON IN THE COMMUNITY

STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED 30 JUNE 2024

	Notes	2024 £	£	2023 £	£
Cash flows from operating activities					
Cash absorbed by operations	27		(651,228)		(481,283)
Investing activities					
Purchase of tangible fixed assets		(20,661)		(1,278,504)	
Purchase of investments		(81,412)		(96,907)	
Proceeds on disposal of investments		1,053,520		152,872	
Interest received		14,646		37,658	
Net cash generated from/(used in) investing activities			966,093		(1,184,881)
Net cash used in financing activities			-		-
Net increase/(decrease) in cash and cash equivalents			314,865		(1,666,164)
Cash and cash equivalents at beginning of year			893,128		2,559,292
Cash and cash equivalents at end of year			1,207,993		893,128

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2024

1 Accounting policies

Charity information

Everton In The Community is a private company limited by guarantee incorporated in England and Wales. The registered office is Goodison Park, Goodison Road, Liverpool, Merseyside, L4 4EL.

In the event of a winding up, the liability in respect of the guarantee is limited to £10 per member.

1.1 Accounting convention

The financial statements have been prepared in accordance with the Companies Act 2006 and "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)" (as amended for accounting periods commencing from 1 January 2016). The charity is a Public Benefit Entity as defined by FRS 102.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention, [modified to include certain financial instruments at fair value]. The principal accounting policies adopted are set out below.

1.2 Going concern

At the time of approving the financial statements, the Trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the Trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of their charitable objectives.

Designated funds comprise funds which have been set aside at the discretion of the Trustees for specific purposes. The purposes and uses of the designated funds are set out in the notes to the financial statements.

Restricted funds are subject to specific conditions by donors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

1.4 Incoming resources

Income is recognised when the charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Legacies are recognised on receipt or otherwise if the charity has been notified of an impending distribution, the amount is known, and receipt is expected. If the amount is not known, the legacy is treated as a contingent asset.

Donated facilities and donated professional services are recognised in income at their fair value when their economic benefit can be reliably measured and the charity has control over the item. Fair value is determined on the basis of the value of the gift to the charity. A corresponding amount is recognised in expenditure.

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2024

1 Accounting policies

(Continued)

Income from capital grants is recognised when the charity has entitlement to the funds, any performance conditions have been met and the amount can be reliably measured.

Income from charitable activities includes income received under contract or where entitlement to the grant funding is subject to performance conditions. Income is recognised in the Statement of Financial Activities when the related services have been provided, income in advance of those services being provided is deferred.

Income from trading activities, includes income from fundraising events and trading activities to raise funds for the charity. Income is recognised when earned and the charity is entitled to the receipt.

1.5 Resources expended

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, 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 classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges are allocated on the portion of the asset's use.

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.

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

Support costs are those that assist the work of the charity but are not directly attributable to the charitable activities. Support costs include office costs, administrative payroll costs and governance costs which support the charity's activities. Where the support costs cannot be attributable to a direct activity they have been allocated to the costs of raising funds and charitable activities on a pro-rata basis.

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

1.6 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Freehold land and buildings	2% on cost
Leasehold land and buildings	2% on cost
Fixtures and fittings	25% on cost
Motor vehicles	33.33% on cost

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in the statement of financial activities.

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2024

1 Accounting policies

(Continued)

1.7 Fixed asset investments

Fixed asset investments are initially measured at transaction price excluding transaction costs, and are subsequently measured at fair value at each reporting date. Changes in fair value are recognised in net income/(expenditure) for the year. Transaction costs are expensed as incurred.

1.8 Impairment of fixed assets

At each reporting end date, the charity reviews the carrying amounts of its tangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any).

1.9 Stocks

Stocks are stated at the lower of cost and estimated selling price less costs to complete and sell. Cost comprises direct materials and, where applicable, direct labour costs and those overheads that have been incurred in bringing the stocks to their present location and condition. Items held for distribution at no or nominal consideration are measured the lower of replacement cost and cost.

Net realisable value is the estimated selling price less all estimated costs of completion and costs to be incurred in marketing, selling and distribution.

1.10 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.11 Financial instruments

The charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the charity's balance sheet when the charity becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2024

1 Accounting policies

(Continued)

Basic financial liabilities

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

Derecognition of financial liabilities

Financial liabilities are derecognised when the charity's contractual obligations expire or are discharged or cancelled.

1.12 Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

1.13 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

2 Critical accounting estimates and judgements

In the application of the charity's accounting policies, the Trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated 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 where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) **FOR THE YEAR ENDED 30 JUNE 2024**

3 Donations and legacies

	Unrestricted funds £	Restricted funds £	Total 2024 £	Total 2023 £
Donations and gifts	582,302	94,863	677,165	763,763
Capital grants receivable	-	-	-	268,115
Donated goods and services from Everton FC	367,483	-	367,483	459,950
	<u>949,785</u>	<u>94,863</u>	<u>1,044,648</u>	<u>1,491,828</u>
For the year ended 30 June 2023	<u>922,821</u>	<u>569,007</u>		<u>1,491,828</u>
Grants receivable				
The Football Foundation	-	-	-	259,120
Riverside Group	-	-	-	8,995
	<u>-</u>	<u>-</u>	<u>-</u>	<u>268,115</u>

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2024

4 Charitable activities

	Education	Health	Sport	Youth	Total 2024	Total 2023
	£	£	£	£	£	£
Grants	1,421,637	943,152	62,975	976,639	3,404,403	2,202,112
National Citizen Service	-	-	-	-	-	213,394
Other income	171,281	7,283	16,573	133,207	328,344	261,986
	<u>1,592,918</u>	<u>950,435</u>	<u>79,548</u>	<u>1,109,846</u>	<u>3,732,747</u>	<u>2,677,492</u>
Analysis by fund						
Unrestricted funds	218,785	7,283	16,573	133,207	375,848	
Restricted funds	1,374,133	943,152	62,975	976,639	3,356,899	
	<u>1,592,918</u>	<u>950,435</u>	<u>79,548</u>	<u>1,109,846</u>	<u>3,732,747</u>	
For the year ended 30 June 2023						
Unrestricted funds	158,000	42,161	94,453	217,350		511,964
Restricted funds	728,139	735,766	111,119	590,504		2,165,528
	<u>886,139</u>	<u>777,927</u>	<u>205,572</u>	<u>807,854</u>		<u>2,677,492</u>
Performance related grants						
The Premier League	485,501	119,997	46,000	260,000	911,498	939,317
UEFA Foundation	-	50,387	-	-	50,387	44,495
NHS	-	54,477	-	-	54,477	4,953
The Big Lottery	-	148,501	-	-	148,501	79,966
Steve Morgan Foundation	865,067	-	-	365,822	1,230,889	495,905
Sport Tech	-	-	-	-	-	8,125
Police & C C	10,000	-	-	168,247	178,247	72,175
Edge Hill University	-	-	-	-	-	6,640
Rugby League Carers	-	52,172	-	-	52,172	10,434
Knowsley B C	-	37,702	-	-	37,702	35,779
Liverpool C C	-	-	-	-	-	58,658
Liverpool CVS	-	-	-	-	-	8,326
PSS	-	68,000	-	-	68,000	35,414
Veterans Foundation	-	4,165	-	-	4,165	10,000
AstraZeneca	15,000	200,930	-	-	215,930	230,625
Alder Hey	-	56,250	-	-	56,250	18,750
Armed Forces Covenant	-	44,400	-	-	44,400	33,366
Twinning	-	-	-	9,407	9,407	22,115
The Princes Trust	19,500	-	-	-	19,500	13,000
Edsential	-	-	-	-	-	8,552
LTA Trust	-	-	16,975	-	16,975	2,852
Changing Young Lives	-	-	-	167,039	167,039	-
Community Foundation	12,448	-	-	-	12,448	2,500
Takedo	-	62,780	-	-	62,780	-
Sport England	-	10,305	-	-	10,305	3,435
Other	14,121	33,086	-	6,124	53,331	56,730
	<u>1,421,637</u>	<u>943,152</u>	<u>62,975</u>	<u>976,639</u>	<u>3,404,403</u>	<u>2,202,112</u>

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 30 JUNE 2024

5 Income from other trading activities

	Unrestricted funds 2024 £	Unrestricted funds 2023 £
Match day income	43,151	8,828
Fundraising events	147,943	57,845
Blue Base income	241,410	186,301
Sponsorships income	15,000	15,000
Lotteries	127,566	159,681
	<u> </u>	<u> </u>
Other trading activities	575,070	427,655
	<u> </u>	<u> </u>

6 Income from investments

	Unrestricted funds 2024 £	Unrestricted funds 2023 £
Income from listed investments	10,819	14,751
Interest receivable	3,827	22,907
	<u> </u>	<u> </u>
	14,646	37,658
	<u> </u>	<u> </u>

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) **FOR THE YEAR ENDED 30 JUNE 2024**

7 Raising funds

	Unrestricted funds 2024 £	Unrestricted funds 2023 £
<u>Fundraising and publicity</u>		
Staging fundraising events	66,592	23,585
Other fundraising costs	4,152	6,332
Staff costs	186,220	114,659
Fundraising and publicity	256,964	144,576
<u>Trading costs</u>		
Blue Base costs	164,749	72,290
Staff costs	111,119	87,659
Support costs	92,777	64,049
Trading costs	368,645	223,998
<u>Investment management</u>	5,178	7,223
	630,787	375,797

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) **FOR THE YEAR ENDED 30 JUNE 2024**

8 Charitable activities

	Education	Health	Sport	Youth	Total 2024	Total 2023
	2024 £	2024 £	2024 £	2024 £	£	£
Staff costs	1,315,372	724,063	171,945	766,733	2,978,113	2,981,579
Programme costs	176,298	291,885	30,739	82,987	581,909	451,870
Motor and travel	18,647	7,977	4,890	8,143	39,657	25,146
Kit and equipment	-	-	-	-	-	516
Marketing	11,300	41,035	-	1,199	53,534	48,097
Premises costs	99,761	-	3,105	20,879	123,745	47,235
Training	-	-	-	-	-	6,686
Sundry costs	-	705	-	-	705	21,457
	<u>1,621,378</u>	<u>1,065,665</u>	<u>210,679</u>	<u>879,941</u>	<u>3,777,663</u>	<u>3,582,586</u>
Share of support costs (see note 9)	549,135	337,630	63,620	358,976	1,309,361	1,585,330
Share of governance costs (see note 9)	44,632	27,441	5,171	29,176	106,420	146,274
	<u>2,215,145</u>	<u>1,430,736</u>	<u>279,470</u>	<u>1,268,093</u>	<u>5,193,444</u>	<u>5,314,190</u>
Analysis by fund						
Unrestricted funds	555,499	303,156	157,658	252,739	1,269,052	1,961,362
Restricted funds	1,659,646	1,127,580	121,812	1,015,354	3,924,392	3,352,828
	<u>2,215,145</u>	<u>1,430,736</u>	<u>279,470</u>	<u>1,268,093</u>	<u>5,193,444</u>	<u>5,314,190</u>

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) **FOR THE YEAR ENDED 30 JUNE 2024**

8 Charitable activities

(Continued)

For the year ended 30 June 2023

	Education	Health	Sport	Youth	Total 2023
	£	£	£	£	£
Staff costs	826,826	953,559	246,487	954,707	2,981,579
Programme costs	64,731	196,981	31,595	158,563	451,870
Motor and travel	4,737	7,356	1,896	11,157	25,146
Kit and equipment	-	-	-	516	516
Marketing	5,889	35,664	100	6,444	48,097
Premises costs	239	34,800	-	12,196	47,235
Training	474	150	-	6,062	6,686
Sundry costs	807	9,717	472	10,461	21,457
	<u>903,703</u>	<u>1,238,227</u>	<u>280,550</u>	<u>1,160,106</u>	<u>3,582,586</u>
Share of support costs (see note 9)	522,993	442,777	121,276	498,284	1,585,330
Share of governance costs (see note 9)	48,263	40,860	11,192	45,959	146,274
	<u>1,474,959</u>	<u>1,721,864</u>	<u>413,018</u>	<u>1,704,349</u>	<u>5,314,190</u>
Analysis by fund					
Unrestricted funds	589,216	469,038	195,217	707,891	1,961,362
Restricted funds	885,743	1,252,826	217,801	996,458	3,352,828
	<u>1,474,959</u>	<u>1,721,864</u>	<u>413,018</u>	<u>1,704,349</u>	<u>5,314,190</u>

9 Support costs

	Support costs	Governance costs	2024 Support costs	Governance costs	2023
	£	£	£	£	£
Staff costs	625,920	-	625,920	732,359	732,359
Depreciation	141,420	-	141,420	86,026	86,026
Administration costs	410,148	-	460,166	574,273	574,273
Facilities management	167,652	-	167,652	192,671	192,671
Audit fees	-	7,500	7,500	-	6,500
Accountancy	-	10,310	10,310	-	29,544
Legal and professional	-	95,588	95,591	-	110,258
	<u>1,395,164</u>	<u>113,394</u>	<u>1,508,558</u>	<u>1,585,330</u>	<u>1,731,604</u>
Analysed between					
Trading	85,803	6,974	92,777	64,049	64,049
Charitable activities	1,309,361	106,420	1,415,781	1,521,281	1,667,555
	<u>1,395,164</u>	<u>113,394</u>	<u>1,508,558</u>	<u>1,585,330</u>	<u>1,731,604</u>

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 30 JUNE 2024

10 Net movement in funds	2024	2023
	£	£
The net movement in funds is stated after charging/(crediting):		
Fees payable for the audit of the charity's financial statements	7,500	6,500
Depreciation of owned tangible fixed assets	141,511	88,423
	<u> </u>	<u> </u>

11 Trustees

None of the Trustees (or any persons connected with them) received any remuneration or benefits from the charity during the year.

12 Employees

The average monthly number of employees during the year was:

	2024	2023
	Number	Number
Charitable activities	98	98
Fundraising and administration	35	22
	<u> </u>	<u> </u>
Total	133	120
	<u> </u>	<u> </u>

Employment costs	2024	2023
	£	£
Wages and salaries	3,418,130	3,456,351
Social security costs	296,754	287,081
Other pension costs	186,488	172,824
	<u> </u>	<u> </u>
	3,901,372	3,916,256
	<u> </u>	<u> </u>

During the year to 30 June 2024 redundancy and settlement payments were made amounting to £20,765 (2023 - £12,463).

The number of employees whose annual remuneration was more than £60,000 is as follows:

	2024	2023
	Number	Number
£60,000 - £70,000	1	2
£70,000 - £80,000	1	1
	<u> </u>	<u> </u>

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) **FOR THE YEAR ENDED 30 JUNE 2024**

12 Employees

(Continued)

The key management personnel of the charity comprise the Chief Executive Officer, the Deputy Chief Executive Officer, the Director of Finance, Governance and Assets, the Director of Development, the Director of Innovation and Startegy, the Director of Children and Youth Services, the Director of Adult Services, the Director on Income Generation and the Director of Lifelong Learning.

The total amount of employee benefits received by key management personnel amounted to £488,854 (2023 £405,193).

13 Net gains/(losses) on investments

	Unrestricted funds 2024 £	Unrestricted funds 2023 £
Revaluation of investments	-	23,511
Gain/(loss) on sale of investments	27,435	2,378
	<u>27,435</u>	<u>25,889</u>

14 Taxation

The charity is exempt from taxation on its activities because all its income is applied for charitable purposes.

15 Tangible fixed assets

	Freehold land and buildings £	Leasehold land and buildings £	Fixtures and fittings £	Motor vehicles £	Total £
Cost					
At 1 July 2023	1,105,488	4,166,661	346,681	110,195	5,729,025
Additions	-	18,651	2,010	-	20,661
	<u>1,105,488</u>	<u>4,185,312</u>	<u>348,691</u>	<u>110,195</u>	<u>5,749,686</u>
At 30 June 2024					
	<u>1,105,488</u>	<u>4,185,312</u>	<u>348,691</u>	<u>110,195</u>	<u>5,749,686</u>
Depreciation and impairment					
At 1 July 2023	126,070	229,444	264,535	102,498	722,547
Depreciation charged in the year	22,110	86,040	30,194	3,167	141,511
	<u>148,180</u>	<u>315,484</u>	<u>294,729</u>	<u>105,665</u>	<u>864,058</u>
At 30 June 2024					
	<u>148,180</u>	<u>315,484</u>	<u>294,729</u>	<u>105,665</u>	<u>864,058</u>
Carrying amount					
At 30 June 2024	<u>957,308</u>	<u>3,869,828</u>	<u>53,962</u>	<u>4,530</u>	<u>4,885,628</u>
At 30 June 2023	<u>979,418</u>	<u>3,937,216</u>	<u>82,146</u>	<u>7,697</u>	<u>5,006,477</u>

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) **FOR THE YEAR ENDED 30 JUNE 2024**

16 Fixed asset investments

	Listed investments £	Cash in portfolio	Total £
Cost or valuation			
At 1 July 2023	944,019	654	944,673
Additions	81,412	-	81,412
Disposals	(1,025,431)	(654)	(1,026,085)
At 30 June 2024	-	-	-
Carrying amount			
At 30 June 2024	-	-	-
At 30 June 2023	944,019	654	944,673

The historical cost of the investments held at 30 June 2024 was Nil £974,646 (2023 £974,646).

17 Stocks

	2024 £	2023 £
Goods for resale	6,118	6,690

18 Debtors

	2024 £	2023 £
Amounts falling due within one year:		
Trade debtors	111,930	256,362
Other debtors	122,221	108,043
Prepayments and accrued income	29,515	24,955
	263,666	389,360

19 Creditors: amounts falling due within one year

	Notes	2024 £	2023 £
Other taxation and social security		83,748	72,965
Deferred income	20	397,312	784,673
Trade creditors		56,790	68,319
Other creditors		45,213	38,121
Accruals and deferred income		58,108	124,331
		641,171	1,088,409

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 30 JUNE 2024

20 Deferred income

	2024 £	2023 £
Arising from Performance related grants	397,312	784,673

Deferred income is included in the financial statements as follows:

	2024 £	2023 £
Deferred income is included within:		
Current liabilities	397,312	784,673
Movements in the year:		
Deferred income at 1 July 2023	784,673	466,086
Released from previous periods	(784,673)	(466,086)
Resources deferred in the year	397,312	784,673
Deferred income at 30 June 2024	397,312	784,673

21 Retirement benefit schemes

	2024 £	2023 £
Defined contribution schemes		
Charge to profit or loss in respect of defined contribution schemes	186,488	172,824

The charity operates a defined contribution pension scheme for all qualifying employees. The assets of the scheme are held separately from those of the charity in an independently administered fund.

Pension contributions outstanding at 30 June 2024 amounted to £29,048 (2023 £30,189).

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2024

22 Restricted funds

The restricted funds of the charity comprise the unexpended balances of donations and grants held on trust subject to specific conditions by donors as to how they may be used.

	Movement in funds				
	Balance at 1 July 2023	Incoming resources	Resources expended	Transfers	Balance at 30 June 2024
	£	£	£	£	£
Community Properties	3,642,081	-	-	(78,025)	3,564,056
41 Goodison	-	421,618	(414,740)	(904)	5,974
Blue Family	123,558	144,728	(268,286)	-	-
Central Office costs	-	229,205	(19,563)	20,197	229,839
Disability	2,800	65,226	(121,811)	53,785	-
E-Steam	-	88,969	(99,175)	10,206	-
Employability	-	111,581	(111,581)	-	-
Everton Veterans Hub	5,935	117,495	(148,145)	24,715	-
Falls Prevention	-	37,702	(49,553)	11,851	-
Football Development	-	12,100	(12,524)	36,424	36,000
Girls on side	6,250	20	(28,194)	21,924	-
Home is Where the Heart Is	-	42,225	(204,321)	184,096	22,000
Imagine Your Goals	-	5,070	(41,811)	36,741	-
Innovation and Strategy	-	189,628	(196,026)	6,398	-
Kicks	-	372,175	(371,737)	-	438
Lifelong Learning	-	35,222	(150,779)	-	-
Neighbourhood	-	30,805	(30,805)	-	-
New Dads	-	69,517	(49,947)	-	19,570
NCS	-	167,039	(167,039)	-	-
Pass on the Memories	-	35,492	(50,478)	14,986	-
Peoples Place	234,282	263,710	(273,641)	-	224,350
Primary Stars	-	344,876	(344,876)	-	-
Quality Assurance	-	2,900	(89,702)	86,802	-
Secondary	-	405,022	(390,476)	-	14,546
Stand Together	-	53,529	(64,009)	10,480	-
Tackling the Blues	-	203,739	(195,650)	-	8,089
Twinning	18,800	(193)	(23,632)	5,025	-
Youth Support	-	2,362	(5,890)	3,528	-
	<u>4,033,706</u>	<u>3,451,762</u>	<u>(3,924,392)</u>	<u>563,786</u>	<u>4,124,862</u>

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2024

22 Restricted funds

(Continued)

Comparative information in respect of the preceding period is as follow:

	Movement in funds				Balance at 30 June 2023
	Balance at 1 July 2022	Incoming resources	Resources expended	Transfers	
	£	£	£	£	£
Community Properties	3,157,627	274,103	-	210,351	3,642,081
	-	12,496	(12,496)	-	-
41 Goodison	87,761	223,090	(310,851)	-	-
Blue Family	717,521	28,183	224,327	(8,995)	123,558
Clinically Extreamely Vulnerable	24,107	40,654	(64,761)	-	-
Disability	106,982	113,619	(217,801)	-	2,800
Employability	-	93,610	(93,610)	-	-
E-Steam	186,293	95,076	(87,535)	(193,834)	186,293
Everton Vets	-	-	-	-	-
Falls Prevention	2,885	35,779	(38,664)	-	-
Girls on side	3,011	10,000	(6,761)	-	5,250
Health Improvement	-	24,644	(119,816)	95,172	-
Home is Where the Heart Is	-	53,660	(53,660)	-	-
Imagine Your Goals	81,418	14,467	(95,885)	-	-
Impact	42,389	48,160	(90,549)	-	-
Kicks	108,913	320,808	(429,721)	-	-
Neighbourhood	24,897	17,624	(42,521)	-	-
New Dads	25,983	35,414	(61,397)	-	-
Off the Ball	5,417	25,125	(30,542)	-	-
Peoples Place	-	360,625	(81,958)	(44,386)	234,282
Primary Stars	117,917	270,326	(388,243)	-	-
Quality Assurance	-	63,168	(63,167)	-	-
Secondary	-	253,189	(253,189)	-	-
Stand Together	43,793	73,960	(117,753)	-	-
Steve Morgan Foundation Programmes	-	-	-	-	-
Tackling the Blues	86,276	119,017	(205,290)	-	-
Twinning	-	22,115	(3,315)	-	18,800
Youth Support	-	9,164	(118,678)	102,514	-
	<u>4,491,177</u>	<u>2,734,535</u>	<u>(3,352,829)</u>	<u>160,822</u>	<u>4,033,706</u>

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2024

22 Restricted funds

(Continued)

Community Properties

This fund represents community properties which have been grant funded. The fund will be reduced each year in line with the related depreciation charge.

Active Blues

Funded through general fundraising and Everton Football Club partners, this project provides football and walking football weekly provision for inactive men aged 35+ who are primarily from North Liverpool.

41 Goodison

Funded by BT and the Premier League, this programme supports young people who are at risk of being looked after and also those who are at risk of offending or have offended.

Blue Family

In March 2020, Everton Football Club and Everton in the Community launched 'Blue Family', a coordinated outreach and engagement campaign to maintain contact with fans and provide vital support and assistance to some of the most vulnerable, socially isolated and at-risk members of the community in the wake of the coronavirus pandemic.

Clinically Extremely Vulnerable

Funded by the NHS, this project – in partnership with Edge Hill University – involves screening high-risk groups of people for Type 2 Diabetes followed by offering a health intervention to improve glucose levels and overall wellbeing. This project helps to prevent undiagnosed people developing serious health implications caused by Type 2 Diabetes.

Disability

Funded through the Premier League and Children in Need, this programme includes projects that support children, young people and adults with various disabilities including learning, sensory and physical. Provision includes weekly sessions in schools and community settings alongside football teams that train weekly and compete in various regional, national and international tournaments.

E-Stream

Funded by a range of sources this programme improves digital and maths skills along with problem solving, critical thinking, resilience, and team working. Combining robots and football challenges, the programme aims to enhance the interest of disadvantaged groups of young people in STEAM (Science, Technology, Engineering, Arts and Maths) careers with the aim to bridge the widening STEM skills gap across the Liverpool City Region.

Everton Veterans Hub

Funded by the Big Lottery Fund, this project – in partnership with Edge Hill University – supports military veterans who have returned to civilian life and might be at risk of developing poor physical health and poor mental health. The project supports with health improvement, education and employment.

Falls Prevention

Funded by Knowsley Borough Council, this programme delivers a series of low-impact physical activity sessions for residents across Knowsley who are at risk of falls.

Girls on Side

Funded through general fundraising and Everton Football Club partners, this project provides weekly support through sport and non-sport activities to females who have been diagnosed with various types of mental illness who have been referred to us by Mersey Care.

Health Improvement

Funded by a range of sources including the NHS and local authorities, this project identifies emerging health priorities and works alongside city-region stakeholders to develop campaigns and new projects to address the emerging health needs.

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 30 JUNE 2024

22 Restricted funds

(Continued)

Home is Where the Heart Is

Funded by specific fundraising activities, this programme develops a supported living initiative for homeless young people.

Imagine your Goals

Funded through general fundraising and Everton Football Club partners, this programme supports males and females aged 18+ with various mental health conditions referred from Mersey Care. Weekly sessions take place across Merseyside including football and fitness sessions alongside providing training, volunteering and employment opportunities for participants.

Impact

We secured an Impact Manager Funded by the Premier League to maximise any investment made in to our programmes to deliver the highest social value possible. This role has been vital to understand the key social need themes from our community to ensure we deliver and sustain the right support in the right areas.

Kicks

Funded through the Premier League, this programme aims to reduce anti-social behaviour within the community by engaging young people in a variety of sports.

Neighbourhood

Funded from specific fundraising and donations, this programme supports local residents and businesses in the Blue Mile surrounding Goodison Park

New Dads

Funded by the NHS, this project – in partnership with PSS and LJMU – supports new dads with the transition into fatherhood to help prevent poor physical health or poor mental health from developing. A strong focus is on improving health outcomes for the whole family.

Off the Ball

Funded by the Big Lottery, this programme brings carers from different generations together - enabling them to 'take their foot off the ball' from their caring role and focus on themselves.

People's Place

The People's Place is purpose-built mental health hub which houses a range of projects to improve the mental health of the local population. The projects within the People's Place bring together physical and mental health to improve the overall wellbeing of people and improve health outcomes.

Primary

This is a national curriculum-linked education programme using the appeal of the Premier League and Everton FC to inspire primary school children to learn, be active and develop important skills.

Stand

Together

Funded by the Premier League, this project supports men and women aged 70+ who have been identified as being socially isolated. Participants attend weekly sessions at the Blue Base alongside regular visits to various Merseyside attractions and landmarks.

Steve Morgan Foundation Programmes

- EiTC and the Steve Morgan Foundation work together on a £4million early intervention programme within Speke-Garston to specifically tackle the barriers facing young people in attaining good education and employment. The five year partnership aims to prevent serious violence, tackle gang culture and protect young people from exploitation. In response to Covid -19 EiTC received a further boost of £1.5million from Steve Morgan Foundation and the Governments Community Match Challenge initiative to support the charity's essential work in supporting the City's most vulnerable people during and post Covid

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2024

22 Restricted funds

(Continued)

Tackling the Blues

Funded by the Premier League, this programme supports children and young people with, or at risk of developing, mental illness. It is a sports and education-based programme delivered in school settings.

Youth Support

Funded by a range of sources this project identifies emerging youth priorities and works alongside city-region stakeholders to develop campaigns and new projects to address the emerging education and health needs.

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2024

23 Unrestricted funds

The unrestricted funds of the charity comprise the unexpended balances of donations and grants which are not subject to specific conditions by donors and grantors as to how they may be used. These include designated funds which have been set aside out of unrestricted funds by the trustees for specific purposes.

	Balance at 1 July 2023	Incoming resources	Movement in funds			Balance at 30 June 2024
	£	£	Resources expended	Transfers	Gains and losses	£
			£	£	£	
Community Properties	1,274,554	-	(30,035)	18,462	-	1,262,981
General Unrestricted Funds	843,658	1,915,349	(1,864,804)	(582,248)	27,435	334,390
	<u>2,118,212</u>	<u>1,915,349</u>	<u>(1,899,839)</u>	<u>(563,786)</u>	<u>27,435</u>	<u>1,597,371</u>

Comparative information in respect of the preceding period is as follows:

	Balance at 1 July 2022	Incoming resources	Movement in funds			Balance at 30 June 2023
	£	£	Resources expended	Transfers	Gains and losses	£
			£	£	£	
Community Properties	1,192,527	-	(27,617)	109,644	-	1,274,554
National Citizen Service	85,033	213,394	(299,516)	1,089	-	-
Health and Wellbeing Projects	95,172	5,577	(6,689)	(94,060)	-	-
Youth Engagement Programmes	102,514	1,248	(1,248)	(102,514)	-	-
General Unrestricted Funds	1,214,960	1,679,879	(1,562,311)	(74,981)	25,889	843,658
	<u>2,690,206</u>	<u>1,900,098</u>	<u>(2,337,159)</u>	<u>(160,822)</u>	<u>25,889</u>	<u>2,118,212</u>

24 Analysis of net assets between funds

	Unrestricted 2024	Restricted 2024	Total 2024	Unrestricted 2023	Restricted 2023	Total 2023
	£	£	£	£	£	£
Fund balances at 30 June 2024 are represented by:						
Tangible assets	1,321,572	3,564,056	4,885,628	1,364,396	3,642,081	5,006,477
Investments	-	-	-	944,673	-	944,673
Current assets/(liabilities)	275,800	560,806	836,606	(190,855)	391,624	200,769
	<u>1,597,372</u>	<u>4,124,862</u>	<u>5,722,234</u>	<u>2,118,214</u>	<u>4,033,705</u>	<u>6,151,919</u>

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 30 JUNE 2024

25 Related party transactions

Everton in the Community is the charitable arm of Everton Football Club. During the year Everton Football Club donated £360,000 (2023 £360,000) towards the operational costs of the charity. In addition Everton Football Club incurred operating costs amounting to £367,483 (2023 £459,950). These costs are included as donations and support costs.

26 Analysis of changes in net funds

The charity had no material debt during the year.

27 Cash generated from operations	2024 £	2023 £
Deficit for the year	(429,685)	(1,029,465)
Adjustments for:		
Investment income recognised in statement of financial activities	(14,646)	(37,658)
Gain on disposal of investments	(27,435)	(2,378)
Fair value gains and losses on investments	-	(23,511)
Depreciation and impairment of tangible fixed assets	141,511	86,026
Movements in working capital:		
Decrease/(increase) in stocks	572	(4,690)
Decrease in debtors	125,694	131,404
(Decrease)/increase in creditors	(59,878)	80,402
(Decrease)/increase in deferred income	(387,361)	318,587
Cash absorbed by operations	(651,228)	(481,283)

Accounts

Charity registration number 1099366

Company registration number 04851552 (England and Wales)

EVERTON IN THE COMMUNITY
ANNUAL REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2023



McLintocks
Xeinadin Group

EVERTON IN THE COMMUNITY

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	Sir J F Jones Mr Martin Carey Mrs Susan Russell Mrs A A Waldron Ms T Gore Mr B Osu Ms Hannah Robinson Ms Carol Rogers Mr G R Walters Ms L Williams	(Appointed 9 September 2022) (Appointed 9 September 2022) (Appointed 9 September 2022) (Appointed 9 September 2022) (Appointed 9 September 2022) (Appointed 9 September 2022) (Appointed 9 September 2022) (Appointed 9 September 2022)
Charity number	1099366	
Company number	04851552	
Registered office	Goodison Park Goodison Road Liverpool Merseyside L4 4EL	
Auditor	Xeinadin Audit Limited 2 Hilliards Court Chester Business Park Chester Cheshire CH4 9QP	
Bankers	Barclays Bank plc Leicester LE87 2BB	
Solicitors	Brabners LLP Horton House Exchange Flags Liverpool Merseyside L2 3YL	
Investment advisors	Quilter Cheviot 5 St Pauls Square Liverpool Merseyside L3 9SJ	

EVERTON IN THE COMMUNITY

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EVERTON IN THE COMMUNITY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT AND STRATEGIC REPORT) FOR THE YEAR ENDED 30 JUNE 2023

The Trustees present their annual report and financial statements for the year ended 30 June 2023.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the charity's governing document, the Companies Act 2006 and "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)" (as amended for accounting periods commencing from 1 January 2016)

Objectives and activities

The charity was incorporated as a company limited by guarantee on 31 July 2003 and registered as a charity on 10 September 2003. It commenced activities on 1 June 2004.

It is governed by its memorandum and articles of association and its objects are:-

- To promote community participation in healthy recreation by providing facilities for the playing of football and other sports capable of improving physical health;
- To provide and assist in providing facilities for sport, recreation or other leisure time occupation of such persons who have need for such facilities by reason of their youth, age, infirmity or disablement, poverty or social and economic circumstances or for the public at large in the interests of social welfare and with the object of improving their conditions of life;
- The relief of sickness and preservation of people with a disability by the provision of facilities for recreation and other leisure time occupation for such persons, in particular but not exclusively by providing opportunities for competitive and non-competitive sport to assist their integration into society;
- To advance the education of children and young people and to provide opportunities for them to develop their full capabilities and enable them to become responsible members of society so that their conditions of life may be improved.

The user groups are local schools, colleges and disability organisations.

The day to day business of the charity is conducted under the control of the Chief Executive Officer, who reports to the Board of Trustees at their regular meetings.

Public benefit

The Trustees are aware of the Charity Commission's guidance in relation to public benefit. It is the opinion of the Trustees, that this report demonstrates how the charity provides public benefit.

The Trustees have paid due regard to guidance issued by the Charity Commission in deciding what activities the charity should undertake.

EVERTON IN THE COMMUNITY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT AND STRATEGIC REPORT) (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2023

Strategic report

The description under the headings "Achievements and performance" and "Financial review" meet the company law requirements for the Trustees to present a strategic report.

Achievements and Performance

Overview

July 2022 to June 2023 was a period of stability and reflection for Everton in the Community, adapting to the changing needs of our community following the aftermath of a global pandemic and the widening impact of a cost-of-living crisis.

Long-standing Everton in the Community Director Sue Gregory was appointed to the role of CEO at the end of the 2021/22 period and under her helm, the charity has continued to work closely with our fans, neighbours, partners and community groups to enhance and evolve our delivery, expand our workforce and embark on new partnerships to allow us to support even more people throughout the Liverpool City Region and beyond.

2022/23 saw the charity launch the Blue Base Pantry, an initiative that supports families within Liverpool 4 with low-cost food supplies and wraparound support services. In November we opened our doors to a state-of-the-art Digital Skills Lab, a unique STEM based learning facility aimed at closing the widening inequality gap in education. This was followed by the opening of The People's Place, another unique community facility providing bespoke mental health support at a time when our communities were struggling the most.

A number of new programmes were launched, and new funding secured, as well as national recognition received for our work through various award successes. The crucial backing from major supporters like the Steve Morgan Foundation and Premier League Charitable Fund, along with other funders, has played a pivotal role in enhancing our delivery and extending our impact to a wider audience.

As we look back proudly on another significant year for Everton in the Community, we reiterate our heartfelt appreciation of our dedicated team of staff and volunteers, and to our partners and funders, without whom our success and continued growth would not be possible.

We look ahead to 2023/24 as we finalise our objectives within our bold five-year strategic plan and support the Club in its move to its new waterfront home, welcoming the opportunities that the move means for our community through the Goodison Legacy Project.

Below are selected highlights from across the charity's pillars and key workstreams from July 2022 to June 2023.

EVERTON IN THE COMMUNITY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT AND STRATEGIC REPORT) (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2023

Communications

The 2022/23 season was another busy period for Everton in the Community's Communications department, with continued improvements to the website and further significant growth across all the charity's social media channels.

The team was expanded in May 2023 to include a Senior PR Coordinator which has allowed for increased communications support across the charity as well as an uplift in media coverage received.

Increased communications and PR support for all pillars of the charity, in line with the continued expansion of its programmes and provision, generated positive media coverage in a wide range of outlets including local, regional and national print, broadcast and online media, consumer media, Everton fan sites, Liverpool City Region business platforms, bespoke charity and business media relevant to each of the charity's key themes and sport media.

Total viewing figures across online, broadcast and print media reached approximately 384 million, with key coverage including regional and national TV segments, a variety of local and national news platforms and coverage in both the front and back pages of the national papers – increasing the profile of the charity and its provision while enhancing its reputation and providing increased visibility for its corporate partners.

The 2022/23 season also saw a full return to Everton men's and women's first team squads visiting the charity for community appearances with Everton in the Community benefitting from a host of visits during the season from both squads including first team manager Sean Dyche.

Our social media platforms saw steady growth over the course of the 22/23 season with total number of followers across all four platforms (Facebook, LinkedIn, Twitter, Instagram) growing by 14%.

Throughout the year, Everton in the Community achieved significant visibility and recognition for its diverse initiatives. St. Johns Shopping Centre partnered with EitC as Charity of the Year, gaining coverage in retail media and Liverpool-based press. Notably, First-Team players Neal Maupay and Dwight McNeil visited a PLPS programme, attracting attention from national sports media with exclusive interviews and key messaging about the charity's primary school provision.

EitC participants representing England at the Street Child World Cup and Amputee Football World Cup received media coverage from EFDN, Daily Mirror, MSN, Liverpool Echo, Sky Sports News, and BBC Radio Merseyside. The charity's Digital Skills Lab opening gained widespread attention across local, business, and education media. Other highlights include the successful Blue Base Pantry initiative, fundraising events covered by Liverpool Echo and BBC Radio Merseyside, and the opening of The People's Place facility.

EitC's engagements with football stars like Dwight McNeil, Anthony Gordon, and Conor Coady, along with partnerships with organisations like Bruntwood, also received extensive media coverage. The charity's 35th anniversary was celebrated with overviews of its work, featured in Liverpool Echo, Good News Liverpool, Charity Today, and Explore Liverpool. Everton manager Sean Dyche's visit to an EitC programme, and the appointment of a Citizens Advice Case Worker were covered in local, national, and football media.

The Blue Base Pantry marked its 12-month milestone with widespread coverage, and a mental health mural unveiling at Kirkdale station with Merseyrail received attention on The Guide, Professional Liverpool, and Merseyrail. The FA Disability Cup victory by Everton Amputees resulted in over 100 pieces of coverage, including Granada Reports, Liverpool Echo, and an interview with a player syndicated to regional news titles across the UK. Overall, EitC's initiatives in this period have received substantial media recognition, reinforcing the positive impact of its community-focused initiatives.

EVERTON IN THE COMMUNITY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT AND STRATEGIC REPORT) (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2023

Community

Youth Inclusion and Premier League Kicks

Our community outreach activities have engaged 1,600 young people aged 8-21 from various parts of Merseyside. We've provided a diverse range of sports and targeted youth work sessions and expanded our PL Kicks team by incorporating youth workers alongside coaches has broadened our activity offerings, including specialised workshops and pathway opportunities, enhancing engagement across our sites.

Our engagement resulted in 391 young individuals getting the chance to represent the charity at fixtures or tournaments, as well as experiences to play at Goodison Park, offering new experiences and elevating their aspirations. Additionally, we significantly increased our involvement with female participants to 250, creating more opportunities for them to access football and sports.

Collaboration with key partners such as Merseyside Police, Police Crime Commissioner, housing associations, and Merseyside Fire and Rescue has been integral to our community delivery. Strengthening these partnerships, we organised impactful events like '4 Clubs, 1 goal' and 'She Inspires', working with Crimestoppers and other partners to address crime reduction and empower young females to thrive in sports.

A notable achievement for our community initiative was sending 10 participants to Qatar to represent Team England at the 'Street Child World Cup.' They participated in a football tournament and youth-focused workshops promoting the 'I am Somebody' pledge, with a pre-tournament visit to St George's Park to meet Prince William. The entire experience was cherished by all, leaving a positive and lasting impact.

Football Development

Our football focused strand has continued to grow, with a focus on supporting transitions into football pathways. We have focussed on three key programmes:

- Kick the Stigma – Delivered in partnership with the Growth Company to support adults who are currently on license conditions under probation. This programme uses football as an engagement tool to then focus on mental health and wellbeing.
- Street Soccer Academy – Working together using football as a catalyst to help educate, up-skill and inspire vulnerable and homeless young people.
- Twinning in the Community – Working collaboratively with Probation and Twinning to deliver a Level 1 football coaching qualification to adults who are currently under probation.

Through these programmes, we have worked with over 100 participants and been able to successfully deliver six cohorts through the above interventions. A focus within this area is providing positive pathways, whether it be through employability, volunteering opportunities or referring into our wider EitC programmes, for example providing them with access to our weekly food pantry or The People's Place onsite GP. Some participants have gone on to gain employment working on the new Everton Stadium and we have also been able to offer some voluntary 'peer mentor' roles to returning participants.

EVERTON IN THE COMMUNITY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT AND STRATEGIC REPORT) (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2023

Disability

Everton in the Community's disability provision continued to grow and provide vital opportunities for disabled children, young people, and adults across the Liverpool City Region. Some of the many highlights over the year included the charity hosting its annual Disability Schools Sports Festival, where pupils from seven SLD (Severe Learning Difficulties) and four MLD (Moderate Learning Difficulties) schools across Merseyside were in attendance to try their hands at an array of multi-sports. Hosted at the Archbishop Beck Tennis Centre in Liverpool, approximately 130 young people of varying ability levels participated in the charity's annual festival, which gave them the opportunity to interact with like-minded peers and take part in a wide range of sports from sit-down volleyball to archery.

The disability team provided opportunities for over 650 disabled children during the year, through outreach work with schools, Holiday Activities and Food (HAF) camps, and provision based at EitC. Funded by the Premier League and the PFA, EitC's disability programme organised work placements for five disabled young people in the last 12 months and expanded its HAF camp offering to additional boroughs across Merseyside including Halton, St Helens, Wirral, and Liverpool.

Furthermore, new developments for the charity's disability provision saw the relaunching of its long-standing collaboration with Alder Hey Children's Hospital, which spans over 14 years. This year saw the disability team delivering online sessions to patients, assisting with their rehabilitation.

This year was a particularly successful season for our disability football teams that represent Everton Football Club and Everton in the Community at weekly training sessions and monthly competitive fixtures. Notable highlights from the season include Everton Amputees sealing the double; clinching both the National EAFA league title and the FA Disability Cup, whilst six players from the Blues Amputees side were also involved in England's inaugural Nations League title triumph this summer. Everton Amputees have also clinched qualification for next year's EAFF Champions League and a newly reformed Everton partially sighted football team are currently competing in the National Visually Impaired League.

Another team, EitC's Pan-Disability C Band surpassed that and won the treble, taking home the Merseyside Ability Counts League two title, the Merseyside Ability Counts League Cup and Bootle Bucks Inclusion FC Ability Counts Cup. Additionally, players from the Women's Pan-Disability team participated in this year's European Football for Development (EFDN) tournaments held in Portugal and Germany, with the charity fielding one of the only teams that had any female representation.

The charity's Down Syndrome team took part in Charlton Athletic Community Trust's (CACT) nine-mile 'Upbeats Walk' from the Club's training Ground in New Eltham to The Valley stadium. They also played against CACT's Down Syndrome team before doing a lap of honour at half time in Charlton Athletic Football Club's match against Port Vale which was streamed live on CharltonTV.

October also saw EitC hold their annual Disability Awards, with Seamus Coleman surprising participants on the evening as the awards returned in-person for the first time in three years. Held at the Isla Gladstone Conservatory, the ceremony looked back on another successful year for EitC's 10 disability teams and brought players and their families together for a night of celebration and inspiration. The Blues captain met with participants for photographs and a chat about all things football before taking to the stage to present the Players' Player of the Year and Manager's Player of the Year Award to each team.

EVERTON IN THE COMMUNITY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT AND STRATEGIC REPORT) (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2023

Health and Wellbeing

Everton in the Community's Health and Wellbeing department has continued to fulfil a vital role supporting the health and wellbeing needs of Merseyside's most vulnerable and hardest to reach population groups.

The charity's health and wellbeing provision aims to positively challenge health inequalities and improve overall quality of life for society's most in-need and at-risk. This work continues to expand its reach and reputation for designing and delivering responsive and impactful public health initiatives that generate significant social return.

Everton in the Community's involvement with the European Alliance for Sport and Mental Health (EASMH) has continued, with EitC's health and wellbeing staff collaborating with fellow sport, physical activity and mental health clinicians, academics, and practitioners from across Europe. Partnership work with the European Football for Development Network (EFDN) has also continued through the year, working closely on 'Welcome through Football', which is a project that uses football as an engagement tool to help break down cultural barriers; creating a safe and welcoming environment for refugees and asylum seekers to play football together. Health and Wellbeing staff have been invited to present their work and findings at various EFDN networks, extending the charities collaboration and partnership work.

EitC's commitment to supporting serving and ex-military personnel has continued, with the programme delivering its 'Laughing away the Blues' comedy night in December 2022 where six veterans from the charity took to the stage to perform stand-up comedy for the first time in front of a packed-out audience at the Royal Court Theatre studio. Each veteran performed a 10-minute set as a culmination of a 12-week programme hosted by EitC's veterans' provision.

Everton Veterans' Hub continued to make a significant difference in the lives of veterans and their families, further cementing its position as a market leader in veteran support community. The charity's Aged Veterans Programme has increased its engagement with socially isolated older veterans by incorporating intergenerational social actions projects to ensure senior veterans can share their life experience with younger generations and vice versa. This has included engaging with the new Digital Skills Lab over a six-week period, as well as receiving support from Clinical Psychologists based in The People's Place, offering both 1-1 support, evaluation on the project, as well as group sessions aimed at supporting their wellbeing.

May 2023 saw the launch of a new programme designed specifically to support women from the military with the transition back to civilian life. Made possible thanks to funding received from the Armed Forces Covenant Fund Trust's Reaching and Supporting Armed Forces Communities programme, 'Stand by Her' is a two-year programme dedicated to engaging female veterans into accessing wraparound support services post military service. The programme will provide women with the opportunity to reconnect with other veterans socially, helping to improve physical health through sport and holistic methods and provide signposting and access to mental, physical, and social health services. Delivered weekly from The People's Place, Stand by Her is a military and gender-specific-needs-led programme and is open to all women who served in the Tri-Service regular and reserve forces across the Liverpool City Region.

EitC's older adult provision has continued to grow in size and reach, with the delivery of a postural stability falls prevention programme to support residents across Knowsley who have experience of falls or are at risk of falls. The programme continued to go grow, with 'Safe and Steady' delivering a series of low-impact physical activity sessions for residents across Knowsley to access to improve their balance, strength, and coordination. The programme also delivers a comprehensive range of evidence-based health and wellbeing support to assist older people to improve health behaviours, mental wellbeing, and overall quality of life. Parkinson's and Stroke recovery walking football has continued to be delivered, enabling people living with a diagnosis of Parkinson's to meet others living with the condition, share experiences and get physically active.

Our 'Pass on the Memories' programme has also continued to grow and deliver vital social and wellbeing support for those living with dementia and their carers. A new dedicated co-ordinator for the programme has also been recruited, with a mental health nurse now being part of EitC full-time staff to lead Pass on the Memories as well as enhance mental health support across the charity.

EVERTON IN THE COMMUNITY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT AND STRATEGIC REPORT) (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2023

The 'Tackling the Blues' provision continued to grow and deliver mental health literacy support for children and young people in schools across Merseyside. As well as continuing this delivery in partnership with Edge Hill University, the Tackling the Blues team also established a new partnership and programme with Movember, delivering the 'Ahead of the Game' programme to schools, community sports clubs, coaches, and parents. The programme will support groups to understand how they can support friends, colleagues, and each other with their mental health, and extend the charity's reach across communities to support children and young people's mental health and wellbeing.

Funding was also received from Beyond to deliver a healthy lifestyles programme to schools and communities, which will be delivered in 2024. May also saw the launch of a support programme for children and young people aged 8-17 who have been bereaved by suicide or self-inflicted death and sees EitC, in partnership with Alfie's Squad and Liverpool Bereavement Service, deliver a wide range of activities such as sports, quiz and movie nights, art sessions and exciting trips, and provide a safe space for those who have experienced suicide bereavement to receive peer-to-peer support in a group of likeminded young people with similar experiences.

Income Generation

The period of July 22 to June 23 was one of significant change for the charity's Income Generation team as the department reorganised from a development structure into a more focused group with the clear objective to generate unrestricted revenues for the foundation.

A change in leadership took place as part of the succession planning when the former Director of Development retired at the end of December and a new external Director of Income Generation was appointed at the start of the same month.

This transition led to a review of current processes, structures, and performance to optimise the resources available in order to deliver results in each financial year, while also ensuring the charity opened the widest possible routes for every type of supporter to engage and raise funds for the charity in the future. Critical to this success was a need to develop a closer day to day working relationship with the commercial operation of the football club and significant progress has been made in this area over the last 12 months across Partnerships, Matchday revenues, integrated communications, and Fan Engagement. This work has led to a stronger platform for future revenues and greater integration as we look to revenue generating opportunities for the final seasons at Goodison Park and the possibilities for the new Everton Stadium.

Digital and Data

We have revamped our digital and data strategy, integrating a new approach to managing donor information through the Club's Salesforce platform. This system allows personalised communication, enabling us to segment supporters into distinct profiles and deliver tailored messages of gratitude and updates. Simultaneously, we have streamlined our website for better engagement, offering a clearer hierarchy of messaging to help supporters easily explore their interests, access news, make donations, and learn about corporate support options.

Corporate Relationships

The charity's portfolio of corporate relationships continued to grow as new partners were added and Official Club Partners extended their commercial relationship from the football club to the charity.

Socios.com supported the launch and work of The People's Place with a £150,000 donation and Christopher Ward delivered a range of initiatives to raise funds. Fanatics continued to support the charity by running the Pennies scheme in both Club shops and via evertondirect.com and hummel supported with funds generated from limited edition ranges of merchandise.

Weightmans's Solicitors kindly continued to support the charity's ambitions with quarterly donations and valuable pro bono support. CAE Technology Services has continued to support our work to eradicate digital poverty and Bruntwood funded our Girls on Side programme for the season. We were pleased to welcome Active Flooring Solutions as a supporter who have made a longer-term commitment to the work of the charity through regular support and one-off initiatives such as hosting a 5-a-side football tournament.

EVERTON IN THE COMMUNITY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT AND STRATEGIC REPORT) (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2023

Causeway continue to support our work across mental health as well as delivering their own work directly in the construction sector using Trevor Steven as an ambassador whilst Love To Shop (formerly Appreciate Group) continued to support the charity and sponsored the first ever Breakthrough Awards which acknowledged participants from Everton in the Community's youth engagement programmes, recognising their achievements and personal growth whilst with the charity.

We continued to work in partnership with all the professional trade associations across the city including the Chamber of Commerce, Professional Liverpool, Downtown in Business, The Liverpool Bid Company, and The Sporting Club and are grateful for their support.

Our Charity of the Year relationship with St John's has continued into a second year and they were joined by Coeus Insurance Services at the start of 2023. In the six months to June, Coeus delivered a highly successful corporate golf day raising more than £25,000 as well as an employee climbing Kilimanjaro on behalf of the charity.

Fundraising

Everton in the Community continued to deliver a number of impactful events through the year including the Goodison Park Sleepout in November 2022 which raised over £30,000 in support of our Home Is Where the Heart Is programme which works to tackle homelessness amongst young people in our city. We delivered a number of charity runs such as Run for the 97, matchday and digital auctions plus community fundraising activities. In June the team delivered a highly successful end of season Play on Pitch experience in association with the Club, which generated over £20,000 in unrestricted funds.

We continued to receive backing from a number of supporters who host 'in aid of' events where EitC is the beneficiary of their fundraising efforts and would like to put on record our thanks for all supporters who choose Everton in the Community as their charity of choice.

As we look forward, fundraising activity will remain an important platform to regularly engage with fans who want to support our work and give something back to the club they love.

Lotteries

This season we continue to offer both a £1 and £2 weekly draw with the focus for future growth in the £2 product in line with other lottery operators. Within the team, our lottery operation was combined with our fundraising responsibilities to create one group of regular fundraising products and income streams. The season ahead offers the opportunity to expand on this solid base to launch new digital products and refresh all our marketing materials to create the most appealing opportunity to play.

Philanthropy

Over the past six months, we dedicated significant efforts to develop and launch our philanthropy proposition. Central to this initiative was leveraging the incredible support from the First STEAM Squad, particularly in funding the creation of the Digital Skills Lab. Collaborating closely with this network, we successfully launched the 1878 Community Club at the close of the 2022/23 season. This exclusive club, limited to a maximum of 1878 members worldwide, involves an annual donation of £1878 to sustain Everton in the Community's core costs and programmes.

Members enjoy a unique package, featuring an exclusive football shirt designed by hummel, participation in at least two networking events annually, and regular impact reports on the donated funds. In the challenging post-pandemic and cost-of-living crisis environment, our focus is to ensure supporters grasp the valuable impact of EitC's work and comprehend how the charity generates revenue to fund its initiatives. We are committed to ongoing innovation, providing diverse engagement options for supporters, such as participating in the People's Lottery, making one-off or monthly donations, enrolling their employer in our Payroll Giving scheme, or corporate leaders joining our mission through Corporate Relationships or Charity of the Year.

EVERTON IN THE COMMUNITY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT AND STRATEGIC REPORT) (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2023

Innovation and Strategy

December 2022 saw Everton in the Community develop an 'Innovation and Strategy' function to support the grant funding and strategic growth of the charity. Incorporated within the department is a new Marketing function which led to the addition of a Marketing Lead and a Middleweight Designer to support charity wide initiatives and income generation activities. The charity's monitoring and evaluation team also sits under this function.

Over this period, over £2m of grant funding has been secured for youth projects being delivered over the next three years. The new function has also overseen the development of an inhouse marketing team that has proven to be more flexible and responsive in meeting the growth of the charity's income generation activities and charity programmes and has also supported the development of the charity's new five-year strategic plan, to be launched in October 2023.

Lifelong Learning

The Education and Employability area was realigned in 2022 to 'Lifelong Learning' to better encompass the whole life course approach to provision taken by Everton in the Community.

Primary Education

The Primary Education team at Everton in the Community deliver a wide range of programmes and interventions to primary-age learners in schools across the Liverpool City Region, with emphases on L4/South Sefton and Speke-Garston. In 2022/2023 work in Speke-Garston was generously supported by the Steve Morgan Foundation, which facilitated primary education's contribution to the EitC Impact Model in this area.

In the course of 2022/23, the Primary Education team turned their focus to the L4 area of Liverpool to enable schools and children who are in a more deprived area the same access to the high-quality provision that the charity delivers. The team supported 50 teachers in their PE journey with a further 133 taking part in a teachers CPD event, delivered 105 PSHE lessons, 147 English lessons and 91 maths lessons. The team also supported all schools engaged with the delivery of sports days and competitions.

The biggest success this year came from the anti-discrimination education offer totalling a number of 33 workshops, with 1025 children participating across a number of topics such as No Room for Racism, Anti-Bullying, and LGBTQ+ awareness.

This season saw the Premier League School's Tournament reach its highest recording of schools attending reaching 50 schools, with over 400 children engaged across both girls and mixed tournaments. Within this, the U11 Mixed finalists who represented Everton at Leeds United's Elland Road stadium were runners up of the whole tournament narrowly missing out to Liverpool in the final. We successfully qualified for the U11 National Girls tournament also at Leeds United, with the first ever partner school as the representatives.

Secondary Education

Premier League Inspires

The PL Inspires programme provides bespoke support through a needs assessment for Key Stage 3 and 4 pupils in addition to sixth form students. Throughout our delivery we adopt the ethos of implementing a culture of change, embedding ourselves in a school and the surrounding community, in order to have maximum impact. Our targeted schools are situated in the most deprived areas in Merseyside, with students achieving below average literacy levels, attainment, and progression routes. The assessment process highlights the social, emotional, behavioural, and academic needs of individuals and peer groups and allows us to create a unique action plan of support, to target the risks. The interventions are implemented and reviewed termly, allowing us to develop and evolve the offer to meet the progressive needs of the students and, the social climate that surrounds them.

Common themes of intervention this year featured tackling issues surrounding EDI including educating students around race equality, LGBTQ+ rights and empowering females to develop their leadership potential. We piloted a literacy programme targeting learners whose reading age had rapidly decreased during the pandemic. Over the course of a single term the participants increased their reading ages by a minimum of eight months, with some seeing improvements of up to sixteen months. The intervention was directly credited in the school's annual report. Two targeted schools who have received our full support, increased their Ofsted rating to 'Good', and thanked EitC for their contribution in helping them increase their rating.

EVERTON IN THE COMMUNITY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT AND STRATEGIC REPORT) (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2023

We delivered to over 120 targeted cohorts, raising the confidence levels of all enrolled. 145 students received 1:1 mentoring support that helped reduce personal and social barriers which affected their education. We held over 27 events that celebrated achievements, created awareness, and brought communities together. 106 students received workplace qualifications to support their progression and in total the EitC Inspires programme worked with, and impacted the educational journeys of over 5,500 participants.

Pathways

The Pathways team has evolved to offer wider sector-based opportunities. In 2022/23 it developed an engagement strategy to align with the local job market and increase the scale of provision which targeted higher educational opportunities, in addition to offering increased workplace experiences for over 300 students.

The Pathways team introduced a competitive internship initiative with large reputable organisations including Weightmans Law and Liverpool Crown Court. 120 students registered their interest and competed at the different competitive and informative stages, learning about the pathways into their chosen career and connecting with professional role models, gaining personalised advice and guidance. Nine students from the most deprived areas in Liverpool were successful in gaining an internship and have since progressed to studying law at university, citing the internship as their motivation.

There has been a focus on inspiring females to consider employment in male dominated sectors, including sport and construction. We delivered targeted pre-employment programmes, workplace visits, and introduced female role models as guest speakers, to positively influence career and subject choices. Students fed back that they felt more informed about the variety of options available to them and, understood they had the transferable skill to aim higher.

A sports programme was introduced which included a sector-based qualification. This was achieved by over 60 pupils, helping them to reach their potential. We also continued to offer an introduction into the World of Work event, for key stage 3 students which developed their core skills and encouraged them to think about careers and the opportunities they have available to them.

National Citizen Service

NCS underwent a rebrand nationally that drastically changed the model of delivery. During its transitional period the team heavily supported the wider community with their delivery commitments, contributing towards various programmes' KPIs and impact reports. The team also used the time to upskill in preparation of the implementation of the new grant by completing mentoring and teaching qualifications.

The new contract will see students 16+, opt to take part in three carefully designed experiences including work readiness where they will develop their CV, interview techniques and applications process and, develop transferable skills and explore higher educational offers. Students will also be invited to take part in social action projects where they will be encouraged to volunteer to give back to their community through a cause that is chosen by the young people as well as led through life skills training which will prepare the students for independent living and educate them on tax and income.

In addition, the NCS programme engaged with over 790 students through skills booster activities and wider delivery, as well as youth voice activities that have helped inform our education offer.

EVERTON IN THE COMMUNITY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT AND STRATEGIC REPORT) (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2023

Employability (Working Well)

Employability provision for adult participants at EitC expanded significantly in the course of the 2022/23 season, with the development and enhancement of the partnership with The Prince's Trust to deliver opportunities to join the health and social care sector through their SCORE programme, the further development of the Working Well employment support offer within EitC, and the establishment of the Blue Base Jobs Fair in concert with a number of external partners.

Working Well offers work coaching and direct employability support to participants struggling to enter or re-enter the labour market. A Monday drop-in session at The People's Hub on Spellow Lane allows the opportunity for participants to gain support with job searching, CV writing, and interview preparation to name but a few aspects of employability support provided by the team.

S.C.O.R.E (Supporting Career Opportunities, Recruitment and Employment) is an Everton in the Community programme which works with young people aged 18-30 from across the Liverpool City Region by providing training, employment support and recruitment into jobs and apprenticeships in the health and social care sector.

The programme is funded by The Prince's Trust and aims to support young people to access opportunities across the broad spectrum of jobs within the sector. Working alongside key partners and employers, this programme equips young people to access jobs in health care and support services but also those that help the industry to operate and function, such as IT, catering, finance, administration, facilities management, or logistics.

In addition to high vacancy rates, both the NHS and social care have an ageing workforce, with an average age of 43 and 44 years of age respectively. Only six percent of the NHS workforce is under 25. Through the course of the last 12 months, a number of candidates were supported into full-time roles in the Health and Social Care sector via SCORE.

The Blue Base Jobs Fair builds on the success of the Blue Base Pantry to give a 'one-stop' approach to employability support alongside the wider support given by the Blue Family programme. The Blue Base Pantry is hosted every Thursday and aims to tackle food insecurity in the Merseyside region by supporting members with a range of quality food in return of a small subscription fee.

Alongside offering supplementary shopping for individuals and families, the pantry also offers services such as benefits advice, welfare guidance, housing support, and now help to secure employment by partnering with Job Centre Plus.

Food Pantry users who may not be Job Centre customers are able to access the Jobs Fair to speak with employers about live vacancies and job queries to support members in their search for employment and to improve their economic status.

The service is free to access for all community pantry members and Everton in the Community programme participants, with the charity's 'Working Well' staff on hand to assist with applications and employment-related queries. The range of employers attending rotates, meaning a variety of opportunities will be available every other week for attendees to access jobs and employment support across a variety of sectors. The Blue Base Jobs Fair has received generous support from Weightmans Law in addition to Football for Change.

EVERTON IN THE COMMUNITY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT AND STRATEGIC REPORT) (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2023

E-STEAM

The priorities for our E-STEAM education programme during the 2022/23 period were to continue to establish the programme and Digital Skills Lab within our wider Everton in the Community programmes. We have seen a greater engagement across delivery with over 3,000 attendees in the Digital Skills Lab since its launch, with the DSL formally opened in November 2022.

Participants aged between 2–92-years-old respectively have actively engaged in coding and digital activities to develop key 21st Century skills such as teamwork, collaboration and problem solving. The E-STEAM team have created bespoke learning packages for participants of all ages and abilities, from our Stay and Play toddler groups to our adults and social isolation-based programmes.

We have seen great successes in engaging neurodiverse participants with highlights in working with our 'Safe Hands' programme to support those young people currently educated at home. The technology available to them within the Digital Skills Lab has provided the perfect platform for their personal and social development. We have further strengthened our delivery team with talented and creative individuals which has allowed us to increase the reach of our delivery further. We have seen groups external to our partner schools engage with delivery both in the Skills Lab, again with neurodiversity being central to the group's needs, and through outreach in the community, predominantly in school-based settings.

In partnership with our Working Well team at Everton in the Community, we have recently launched our 'Digital Drop-In' sessions in response to a Liverpool City Region research report in 2022 that highlighted the L4/Walton area as one of seven areas where there was no community-based facility for people to 'get online'. Through working alongside the LCRC 'Digital Inclusion Network' we have a team of staff and volunteers available to become 'Digital Champions' to provide help, support, and guidance to those who access the drop-in sessions. We have seen varying levels of need, from a digital poverty perspective of not having access to devices and/or data to lacking the skills needed to complete the tasks they would like to do. Users of the drop-in have been able to develop confidence and competence utilising software such as Microsoft Office, online shopping safely, video-calling and employability support.

Neighbourhood

Our Neighbourhood activities play an important role in the way we connect and engage with our local community, including our weekly 'Sit and Knit' gatherings at The People's Hub which welcome a diverse group of participants, irrespective of age, ability, or gender.

Beyond providing a creative outlet for those in the Blue Mile, this inclusive session combats social isolation. The knitting group actively supports community projects, crafting items like poppies for Remembrance Day and items for premature babies at the Women's Hospital.

Our brand-new fitness suite within The People's Place is home to two weekly Yoga sessions, catering to everyone from beginners to experienced practitioners. Led by our expert yoga instructor, these free sessions foster a welcoming and relaxing environment, promoting both mental and physical well-being.

The 'Sweeper Zone' is a project that works with Merseyside Police to allow dozens of Blue Mile children to attend football matches throughout the season. In the 2022/23 season, 190 children attended Everton home matches through this initiative. On matchdays, 10 children engage in a litter pick around Goodison Park, working with the police, and receiving match tickets as a reward. This successful project, spanning over seven seasons, remains popular with participants and residents around Goodison Park.

Our annual Neighbourhood Christmas Grotto at the Blue Base in December 2022, generously funded by first team star Dwight McNeil, brought joy to 140 children from low-income families across the Blue Mile. Blue Santa distributed gifts, and attendees enjoyed an afternoon of festive activities.

EVERTON IN THE COMMUNITY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT AND STRATEGIC REPORT) (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2023

Blue Base Pantry

The Blue Base Pantry was launched in May 2022 to combat the current cost of living crisis. Membership of the Pantry is open to residents of L4/The Blue Mile, families who have children that attend a school within L4/The Blue Mile, and current EitC participants. The Pantry gives residents of L4 access to discounted food and hygiene products for a small weekly fee of £3.50. Members have access to a variety of ambient foods, fresh fruit and vegetables, meat, bakery, and toiletries items. The estimated weekly savings per shop is between £25-30, which can help members budget for other areas of their lives.

The Pantry holds 452 members who between July 2022-June 2023, recorded 7,068 visits, feeding a cumulative total of 18,417 people (which includes those living within the wider households of pantry members). We have become the third largest Your Local Pantry food pantry in the UK in terms of weekly visits.

In May 2023 we were awarded Silver in the national Football Business Awards for Best Corporate Responsibility Scheme.

Blue Family Crisis

During the period July 2022-June 2023 we supported 140 crisis referrals. Referrals were submitted from both internal EitC programmes and external partners. These crisis referrals cover a wide range of needs such as essential household furniture support, baby items (e.g., cots and prams), clothing, mobile phone credits, welfare advice, housing support, fuel vouchers and emergency food parcels. In March 2023, due to the increasing number of complex referrals received, we partnered with Citizens Advice Liverpool to host an Advice Worker on a 12-month secondment at Everton in the Community. This staff member provides welfare support to our staff, volunteers, participants, and crisis referrals.

Citizens Advice Bureau

In March 2023, an Advice Worker joined the charity on a 12-month secondment offering Citizens Advice services to staff, volunteers, EitC participants, pantry members, and Blue Family crisis referrals. This service targets individuals' unique issues and the fundamental causes of poverty, such as not being in receipt of the correct welfare benefits. This has been achieved through taking beneficiaries along a journey to maximise income, reduce debt and secure their housing situations. The Advice Worker hosts regular drop-in sessions, as well as one-to-one appointments to complete casework and investigate the person's needs.

Feedback from staff and colleagues has highlighted the benefits of this service. Staff have commented on how it has freed up their time to enable them to focus more on programme delivery. Further, it has allowed participants to benefit from EitC sessions whilst feeling less anxious about things such as their finances and poor housing conditions.

Between March 2023 - September 2023 this service has:

- Supported 133 unique clients.
- Had a total income gain of £78,665 for clients.
- Managed a total debt of £27,921.17 for clients.

Everton Cares

The Everton Cares programme runs weekly sessions and utilises the COM-B model of behaviour and the five ways to wellbeing to improve participants health and wellbeing. Each week consists of a one-hour educational workshop which included themes of physical activity education, healthy eating, cardiovascular risk factors, sleep hygiene, mental health, and mindfulness and is followed by one hour of physical activity which included a strength-based workout delivered by a physical activity instructor specialising in long-term health conditions from Healthiness Ltd.

The first cohort consisted of 11 participants who had a variety of long-term conditions such as long covid, fibromyalgia, COPD, type 2 diabetes, depression, and anxiety. The age range was between 28-71 years with the average age being 60 years. Further, the attendance across each week was consistent at an average of 82% a week which reflects the positive feedback given by participants.

EVERTON IN THE COMMUNITY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT AND STRATEGIC REPORT) (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2023

Furthermore, three participants have registered to become EitC volunteers with one participant becoming a volunteer on the Everton Cares programme to mentor new participants of future cohorts. This participant was a nurse as a profession and their life changed after having covid and now living with long-covid which led him onto the programme. Due to the success of the programme, he was able to get financial support from Citizens Advice Liverpool, started a new employment opportunity and began volunteering with EitC. Finally, 72% of participants on the first cohort now engage in the Everton Cares graduates programme which is a weekly exercise session for those who have been on the programme and would like to maintain their fitness and socialise with their new friends.

Starting Well

Over this period we delivered two dads' clubs each month, two stay and play sessions per week, a weekly sing and sign course and a monthly educational dad's class in the Women's Hospital. The programme engages with parents through the 1,001 critical days (conception through to age two) offering advice, support, and opportunities to bond with their children in a safe and engaging environment.

Our aim is to raise awareness of the importance of a parent's role in the 1,001 critical days and to help these parents develop a strong foundation for their children's future. The last 12 months saw us work with 113 parents via a combined total of over 1,000 hours of engagement. This was made up of 55 female participants and 55 male participants all with preschool aged children or expecting a child.

Support

The support arm of Everton in the Community offers an array of early intervention and targeted programmes to support young people from across Liverpool City Region with the aim of promoting community cohesion, steering them away from negative influences, and raising aspirations.

41 Goodison

41 Goodison is a unique home-like environment that provides young people with access to a safe place where they can develop life skills and access a range of opportunities. Having that vital 'front door' to knock at enables young people to access a one stop shop of support that helps them stabilise their lives and gives them a sense of belonging. Through our early intervention and targeted support programmes, we work with young people aged 10-19, giving them the opportunity to make significant and long-lasting life changes.

From June 2022 to July 2023, we delivered three bespoke programmes as part of 41 Goodison:

- Stay Onside - A 12-week intervention programme for those at risk of exclusion or have been excluded.
- Safe Hands – For young people who are not accessing mainstream education due to low attendance, school refusal or are Elective Home Education (EHE).
- Break the Line - For young people who are at risk of exploitation or involved in County Lines.

Through these programmes we have engaged 243 young people. Of this, 47% of our young people are female, a 4% increase from last season. We have continued to incorporate sessions that improve physical and mental wellbeing, along with wraparound mentoring and support. This has resulted in 100% of young people reporting improved physical and mental wellbeing whilst on programme/s.

Our survey results have shown that 96% of young people have improved their confidence and self-esteem, whilst our team have also taken a 'wraparound' approach to supporting young people in developing positive interpersonal relationships with family, friends, and partners. 85% say that they have 'improved personal relationships' with family and friends as a result.

We have also had many other notable successes including delivering more than 100 qualifications to young people, residential trips, developing a sensory room at 41 Goodison Road and 90% of young people from our Stay Onside programme engaging back into full time education.

EVERTON IN THE COMMUNITY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT AND STRATEGIC REPORT) (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2023

Home Is Where the Heart Is

Home Is Where the Heart Is is the charity's four-bedroom residential property and outreach service supporting homeless young adults across the city.

Over the course of the 2022/2023 season, nine young adults lived in the house and have each been supported by the team to achieve their goals. 78% of these young adults have now moved on to their own accommodation or have rebuilt relationships with their families meaning they have been able to return home whilst 22% remain living in the house.

Our outreach provision has gone from strength to strength with the team working alongside the City of Liverpool College to support their students with issues surrounding housing and homelessness. During the last 12 months, 18 students were supported, five of which moved into the house. 40% of the college students referred have English as a second language.

In addition, we have worked with Merseyside Police supporting Operation Stonehaven, an initiative set up to tackle County Lines. Our role is to work with the police to identify and safeguard vulnerable young people and adults through preventative engagement. Through this we have provided intense targeted support to four at risk and vulnerable young adults.

The Blue Base

The Blue Base continues to host programmes which support our elderly participants who are living with dementia and/or suffering from social isolation as well as hosting the weekly veterans NAAFI break.

The Blue Base is also home to the charity's weekly Blue Base Pantry which supports participants and families from the local area as well as acting as a warm hub ahead of the pantry where members can come together, keep warm and make new friends within our community.

The fully accessible facility continues to host disabled Season Ticket Members ahead of all home games, allowing them to escape the hustle and bustle of the streets surrounding Goodison Park.

The Blue Base is available for private hire, with all profits generated going back into Everton in the Community.

The People's Place

The People's Place was officially opened on March 7, 2023, opening the doors to the first purpose-built mental health and wellbeing hub attached to a Premier League football club. The People's Place was officially declared open by Evertonian and Mayor of Greater Manchester Andy Burnham as part of a ceremony attended by a variety of stakeholders who all played a part in helping to shape the building ready for community use.

The first phase of the building being open saw the establishment of a range of mental health and wellbeing professionals being based in the building throughout the week, which includes two trainee clinical psychologists, a GP and trainee GP and a Citizens Advice Bureau worker.

Through establishing partnerships with regional healthcare providers, this provision will soon be extended to include a bereavement nurse, children and young persons' counselling and therapy provided through partnership with Young Persons Advisory Service (YPAS). These services and professionals based within The People's Place will allow for continued wraparound support for the wider community, EitC participants and staff, continuing our place-based approach to mental health and wellbeing.

In addition to existing EitC programmes being delivered out of the building, new provision is scheduled to be delivered from the 23/24 period, with funding being received to develop The People's Place into an ADHD support hub for children and young people. In addition to this, we have received funding from AstraZeneca to develop a community breathlessness diagnostic hub, the first of its kind community diagnostic hub for cardiopulmonary. Further partnerships with regional healthcare providers continue to be developed to extend the reach and support provided by The People's Place ensuring everyone across EitC has access to the services provided.

EVERTON IN THE COMMUNITY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT AND STRATEGIC REPORT) (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2023

Volunteering

Everton in the Community volunteers have continued to demonstrate exceptional commitment, actively supporting a range of community activities across Merseyside. Over the 2022/23 season, our volunteers have increased from 170 to 200 individuals who passionately support our daily programmes.

In April 2023, 23 volunteers embarked on a life-changing experience to Nakuru, Kenya. During their visit, they worked in two schools based in local slums. Their work included teaching essential subjects such as Maths and English to children as well as supporting essential construction work to both schools. One of the main outcomes from the trip was providing one school with new sanitary facilities built by the volunteers, thus contributing to a healthy learning, and living environment for the students. Our team were invited to share the impactful work of the charity with the Nakuru Governors and spent Easter weekend giving food parcels to local families.

The creation of 'Digital Skill Champions' brings a new opportunity for volunteers to be involved in, allowing them to support members of the public with their varying digital needs. Bruntwood and Liverpool One became the first corporate volunteers to support the Blue Family Pantry and we continued to work in partnership with external organisations who require volunteering support.

This year has also seen us work towards a renewal of the Investors in Volunteers Accreditation which has involved 47 volunteers and several staff members participated in focus groups and workshops.

Reserves policy

It is the policy of the charity that unrestricted funds which have not been designated for a specific use should be maintained at a level equivalent to three month's expenditure. The Trustees consider that reserves at this level will ensure that, in the event of a significant drop in funding, they will be able to continue the charity's current activities while consideration is given to ways in which additional funds may be raised. This level of reserves has not been fully met during the year, however, the charity is working hard to re-instate this level of reserves.

Financial review

Incoming resources for the year amounted to £4,634,633 (2022 £5,040,490), including capital grants received of £268,115 (2022 £607,067). Expenditure amounted to £5,689,987 (2022 £4,592,491) and gains on investments were £25,889 (2022 loss £133,458).

Overall there was a deficit of £1,029,465 (2022 surplus £314,541) which when deducted from the funds brought forward of £7,181,383 left £6,151,918 to be carried forward. This amount includes restricted funds of £4,033,706 and undesignated free reserves of £753,815.

The cash and bank balances stood at £893,128 (2022 £2,559,292).

EVERTON IN THE COMMUNITY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT AND STRATEGIC REPORT) (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2023

Investments policy

Under the Articles of Association the charity has the power to make any investment the trustees see fit. The Board approved the appointment of Quilter Cheviot as Investment Fund Managers to the charity with discretionary powers to invest funds in line with the Ethical Investment Policy restrictions detailed below:

Fund Managers will have discretion to invest in any assets subject to the following restrictions:

- no more than 5% of the entire portfolio under discretionary management may be invested at any time in any one stock. This rule is to apply on a look-through basis;
- funds are to be placed in regulated assets and markets.

The Trustees attach great importance to avoiding investments that could be seen to be at odds with its values and mission. To that end there shall be no investment in any company which derives more than 10% of its global turnover from those assets which are deemed to be unethical, as agreed with the Investment Manager from time to time.

The exclusions agreed shall apply on a look-through basis. It is recognised that from time to time there may be a technical breach of these exclusions which does not result from an overt investment decision made by the Investment Manager. In such a case, the Investment Manager will be required to act to rectify the position at the earliest opportunity and to report such action to the charity.

The Investment Manager provides custody of assets. the charity has a nominated list of authorised Trustees, at least two of whom are required to sign instructions to the Investment Manager.

The Investment Manager will submit a report to the Trustees each quarter outlining performance, asset allocation, risk profile and position of the portfolio against the Investment Objective.

The Trustees have responsibility for agreeing strategy and monitoring the performance of the investment assets. The Trustees will meet every six months to review the portfolio, including an analysis of return, risk and asset allocation. Performance will be monitored against agreed market benchmark, against the Investment Objective of inflation plus 4% over the long term, and a peer group index.

Risk assessment

The Trustees have assessed the major risks to which the charity is exposed, and are satisfied that systems are in place to mitigate exposure to the major risks.

EVERTON IN THE COMMUNITY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT AND STRATEGIC REPORT) (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2023

Structure, governance and management

The charity is a company limited by guarantee, incorporated on 31 July 2003 and is therefore governed by a Memorandum and Articles of Association which have been subject to revision and were formally adopted in May 2018.

The Trustees, who are also the directors for the purpose of company law, and who served during the year and up to the date of signature of the financial statements were:

Sir J F Jones

Mr Martin Carey

Mrs Susan Russell

Mrs A A Waldron

(Appointed 9 September 2022)

Ms T Gore

(Appointed 9 September 2022)

Mr B Osu

(Appointed 9 September 2022)

Ms Hannah Robinson

(Appointed 9 September 2022)

Ms Carol Rogers

(Appointed 9 September 2022)

Mr G R Walters

(Appointed 9 September 2022)

Ms L Williams

(Appointed 9 September 2022)

Mr A S McTavish

(Resigned 9 September 2022)

Professor C G Mills

(Resigned 9 September 2022)

Mr Paul Bibby

(Resigned 9 September 2022)

Dr M Finn

(Appointed 9 September 2022 and resigned 14 March 2023)

Trustees are drawn from Everton Football Club and from the wider community. Most trustees are already familiar with the practical work of the Charity when appointed, but new trustees are invited and encouraged to attend short training sessions to familiarise themselves with the charity and the context within which it operates. The Chief Executive Officer ensures that the Board of Trustees is kept up to date with any changes in legislation, rules and regulations which may affect the charity.

None of the Trustees has any beneficial interest in the company. All of the Trustees are members of the company and guarantee to contribute £10 in the event of a winding up.

The day to day management of the charity is delegated to the Senior Management Team which comprise:

- Sue Gregory - Chief Executive Officer
- Mike Salla - Deputy Chief Executive Officer
- Linda McMullen - Director of Finance, Governance and Assets
- Lesley Beattie - Director of Development (to December 2022)
- Andrew Duff - Director of Income Generation (from December 2022)
- John McDonald - Director of Innovation and Strategy (from November 2022)
- Lara King - Director of Youth and Sport (from November 2022)
- Mike Finn - Director of Lifelong Learning (from March 2023)

The Board of Trustees meet on a regular basis and are provided with monthly status reports to enable them to monitor the performance of the charity.

The Trustees induction procedure includes training in relation to governance, the role of a Trustee and their responsibilities and any other matters that support their role.

The remuneration of Everton in the Community employees is set by the Board of Trustees, having taken advice from Everton FC HR department and benchmarked against similar roles in the charity sector.

All Trustees give of their time freely and no Trustee remuneration or expenses were paid in the year.

EVERTON IN THE COMMUNITY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT AND STRATEGIC REPORT) (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2023

Auditor

In accordance with the company's articles, a resolution proposing that Xeinadin Audit Limited be reappointed as auditor of the company will be put at a General Meeting.

Disclosure of information to auditor

Each of the Trustees has confirmed that there is no information of which they are aware which is relevant to the audit, but of which the auditor is unaware. They have further confirmed that they have taken appropriate steps to identify such relevant information and to establish that the auditor is aware of such information.

The Trustees' report, including the strategic report, was approved by the Board of Trustees.

Sir J F Jones

Trustee

Dated: 14 March 2024

EVERTON IN THE COMMUNITY

STATEMENT OF TRUSTEES' RESPONSIBILITIES

FOR THE YEAR ENDED 30 JUNE 2023

The Trustees, who are also the directors of Everton In The Community for the purpose of company law, are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (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 incoming resources and application of resources, including the income and expenditure, of the charitable company for that year.

In preparing these financial statements, the Trustees are required to:

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

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Companies Act 2006. They 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.

EVERTON IN THE COMMUNITY

INDEPENDENT AUDITOR'S REPORT

TO THE MEMBERS OF EVERTON IN THE COMMUNITY

Opinion

We have audited the financial statements of Everton In The Community (the 'charity') for the year ended 30 June 2023 which comprise the statement of financial activities, the balance sheet, the statement of cash flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is 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).

In our opinion, the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 30 June 2023 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the *Auditor's responsibilities for the audit of the financial statements* section of our report. We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charity's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the annual report other than the financial statements and our auditor's report thereon. The Trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of our audit:

- the information given in the Trustees' report for the financial year for which the financial statements are prepared, which includes the directors' report and the strategic report prepared for the purposes of company law, is consistent with the financial statements; and
- the strategic report and the directors' report included within the Trustees' report have been prepared in accordance with applicable legal requirements.

EVERTON IN THE COMMUNITY

INDEPENDENT AUDITOR'S REPORT (CONTINUED)

TO THE MEMBERS OF EVERTON IN THE COMMUNITY

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charity and its environment obtained in the course of the audit, we have not identified material misstatements in the strategic report or the directors' report included within the Trustees' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of Trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of Trustees

As explained more fully in the statement of Trustees' responsibilities, the Trustees, who are also the directors of the charity for the purpose of company law, are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error. In preparing the financial statements, the Trustees are responsible for assessing the charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

The extent to which our procedures are capable of detecting irregularities, including fraud, is detailed below.

EVERTON IN THE COMMUNITY

INDEPENDENT AUDITOR'S REPORT (CONTINUED)

TO THE MEMBERS OF EVERTON IN THE COMMUNITY

Extent to which the audit was considered capable of detecting irregularity, including fraud

Our approach to identifying and assessing the risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, was as follows:

- the engagement partner ensured that the engagement team collectively had the appropriate competence, capabilities and skills to identify or recognise non-compliance with applicable laws and regulations;
- we identified the laws and regulations applicable to the charity through discussions with trustees and other management, and from our knowledge and experience of charity sector;
- we focused on specific laws and regulations which we considered may have a direct material effect on the financial statements or the operations of the charity, including the Companies Act 2006, Charities Act 2011, data protection, anti-bribery, employment, food hygiene and health and safety legislation;
- we assessed the extent of compliance with the laws and regulations identified above through making enquiries of management team and inspecting legal correspondence; and identified laws and regulations were communicated within the audit team regularly and the team remained alert to instances of non-compliance throughout the audit.

We assessed the susceptibility of the charity's financial statements to material misstatement, including obtaining an understanding of how fraud might occur, by:

- making enquiries of management team as to where they considered there was susceptibility to fraud, their knowledge of actual, suspected and alleged fraud; and
- considering the internal controls in place to mitigate risks of fraud and non-compliance with laws and regulations.

To address the risk of fraud through management bias and override of controls, we:

- performed analytical procedures to identify any unusual or unexpected relationships;
- tested journal entries to identify unusual transactions;
- assessed whether judgements and assumptions made in determining the accounting estimates were indicative of potential bias; and
- investigated the rationale behind significant or unusual transactions.

In response to the risk of irregularities and non-compliance with laws and regulations, we designed procedures which included, but were not limited to:

- agreeing financial statement disclosures to underlying supporting documentation;
- enquiring of management as to actual and potential litigation and claims; and
- reviewing correspondence with HMRC and relevant regulators.

A further description of our responsibilities is available on the Financial Reporting Council's website at: <https://www.frc.org.uk/auditorsresponsibilities>. This description forms part of our auditor's report.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

EVERTON IN THE COMMUNITY

INDEPENDENT AUDITOR'S REPORT (CONTINUED)

TO THE MEMBERS OF EVERTON IN THE COMMUNITY

Alastair Jeffcott BA FCA (Senior Statutory Auditor)
for and on behalf of Xeinadin Audit Limited

14 March 2024

Chartered Accountants
Statutory Auditor

2 Hilliards Court
Chester Business Park
Chester
Cheshire
CH4 9QP

EVERTON IN THE COMMUNITY

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 30 JUNE 2023

	Notes	Unrestricted funds 2023 £	Restricted funds 2023 £	Total 2023 £	Unrestricted funds 2022 £	Restricted funds 2022 £	Total 2022 £
Income from:							
Donations and legacies	3	922,821	569,007	1,491,828	953,540	1,009,065	1,962,605
<u>Charitable activities</u>							-
Education	4	158,000	728,139	886,139	85,269	222,082	307,351
Health	4	42,161	735,766	777,927	19,634	507,402	527,036
Sport	4	94,453	111,119	205,572	112,063	389,745	501,808
Youth	4	217,350	590,504	807,854	305,863	955,979	1,261,842
Other trading activities	5	427,655	-	427,655	465,726	-	465,726
Investments	6	37,658	-	37,658	14,122	-	14,122
Total income		<u>1,900,098</u>	<u>2,734,535</u>	<u>4,634,633</u>	<u>1,956,217</u>	<u>3,084,273</u>	<u>5,040,490</u>
Expenditure on:							
Raising funds	7	375,797	-	375,797	404,497	-	404,497
Charitable activities	8	1,961,362	3,352,828	5,314,190	1,667,246	2,520,748	4,187,994
Total expenditure		<u>2,337,159</u>	<u>3,352,828</u>	<u>5,689,987</u>	<u>2,071,743</u>	<u>2,520,748</u>	<u>4,592,491</u>
Net gains/(losses) on investments	12	25,889	-	25,889	(133,458)	-	(133,458)
Net income/(expenditure)		<u>(411,172)</u>	<u>(618,293)</u>	<u>(1,029,465)</u>	<u>(248,984)</u>	<u>563,525</u>	<u>314,541</u>
Transfers between funds		<u>(160,822)</u>	<u>160,822</u>	<u>-</u>	<u>29,398</u>	<u>(29,398)</u>	<u>-</u>
Net movement in funds		<u>(571,994)</u>	<u>(457,471)</u>	<u>(1,029,465)</u>	<u>(219,586)</u>	<u>534,127</u>	<u>314,541</u>
Reconciliation of funds:							
Fund balances at 1 July 2022		<u>2,690,206</u>	<u>4,491,177</u>	<u>7,181,383</u>	<u>2,909,792</u>	<u>3,957,050</u>	<u>6,866,842</u>
Fund balances at 30 June 2023		<u><u>2,118,212</u></u>	<u><u>4,033,706</u></u>	<u><u>6,151,918</u></u>	<u><u>2,690,206</u></u>	<u><u>4,491,177</u></u>	<u><u>7,181,383</u></u>

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

EVERTON IN THE COMMUNITY

BALANCE SHEET

AS AT 30 JUNE 2023

	Notes	2023 £	£	2022 £	£
Fixed assets					
Tangible assets	14	5,006,477		3,813,999	
Investments	15	944,673		974,749	
		<u>5,951,150</u>		<u>4,788,748</u>	
Current assets					
Stocks	16	6,690		2,000	
Debtors	17	389,359		520,763	
Cash at bank and in hand		893,128		2,559,292	
		<u>1,289,177</u>		<u>3,082,055</u>	
Creditors: amounts falling due within one year	18	<u>(1,088,409)</u>		<u>(689,420)</u>	
Net current assets			200,768		2,392,635
Total assets less current liabilities			<u>6,151,918</u>		<u>7,181,383</u>
Income funds					
Restricted funds	21	4,033,706		4,491,177	
<u>Unrestricted funds</u>					
Designated funds	22	1,274,554		1,475,246	
General unrestricted funds		843,658		1,214,960	
		<u>2,118,212</u>		<u>2,690,206</u>	
		<u>6,151,918</u>		<u>7,181,383</u>	

The financial statements were approved by the Trustees on 14 March 2024

Sir J F Jones
Trustee

Company Registration No. 04851552

EVERTON IN THE COMMUNITY

STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED 30 JUNE 2023

		2023		2022	
	Notes	£	£	£	£
Cash flows from operating activities					
Cash (absorbed by)/generated from operations	26		(481,283)		558,142
Investing activities					
Purchase of tangible fixed assets		(1,278,504)		(1,206,791)	
Purchase of investments		(96,907)		(722,526)	
Proceeds on disposal of investments		152,872		716,336	
Interest received		37,658		14,122	
Net cash used in investing activities			(1,184,881)		(1,198,859)
Net cash used in financing activities			-		-
Net decrease in cash and cash equivalents			(1,666,164)		(640,717)
Cash and cash equivalents at beginning of year			2,559,292		3,200,009
Cash and cash equivalents at end of year			893,128		2,559,292

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2023

1 Accounting policies

Charity information

Everton In The Community is a private company limited by guarantee incorporated in England and Wales. The registered office is Goodison Park, Goodison Road, Liverpool, Merseyside, L4 4EL.

In the event of a winding up, the liability in respect of the guarantee is limited to £10 per member.

1.1 Accounting convention

The financial statements have been prepared in accordance with the Companies Act 2006 and "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)" (as amended for accounting periods commencing from 1 January 2016). The charity is a Public Benefit Entity as defined by FRS 102.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 Going concern

At the time of approving the financial statements, the Trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the Trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of their charitable objectives.

Designated funds comprise funds which have been set aside at the discretion of the Trustees for specific purposes. The purposes and uses of the designated funds are set out in the notes to the financial statements.

Restricted funds are subject to specific conditions by donors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

1.4 Incoming resources

Income is recognised when the charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Legacies are recognised on receipt or otherwise if the charity has been notified of an impending distribution, the amount is known, and receipt is expected. If the amount is not known, the legacy is treated as a contingent asset.

Donated facilities and donated professional services are recognised in income at their fair value when their economic benefit can be reliably measured and the charity has control over the item. Fair value is determined on the basis of the value of the gift to the charity. A corresponding amount is recognised in expenditure.

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2023

1 Accounting policies

(Continued)

Income from capital grants is recognised when the charity has entitlement to the funds, any performance conditions have been met and the amount can be reliably measured.

Income from charitable activities includes income received under contract or where entitlement to the grant funding is subject to performance conditions. Income is recognised in the Statement of Financial Activities when the related services have been provided, income in advance of those services being provided is deferred.

Income from trading activities, includes income from fundraising events and trading activities to raise funds for the charity. Income is recognised when earned and the charity is entitled to the receipt.

1.5 Resources expended

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, 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 classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges are allocated on the portion of the asset's use.

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.

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

Support costs are those that assist the work of the charity but are not directly attributable to the charitable activities. Support costs include office costs, administrative payroll costs and governance costs which support the charity's activities. Where the support costs cannot be attributable to a direct activity they have been allocated to the costs of raising funds and charitable activities on a pro-rata basis.

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

1.6 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Freehold land and buildings	2% on cost
Leasehold land and buildings	2% on cost
Fixtures and fittings	25% on cost
Motor vehicles	33.33% on cost

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in the statement of financial activities.

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2023

1 Accounting policies

(Continued)

1.7 Fixed asset investments

Fixed asset investments are initially measured at transaction price excluding transaction costs, and are subsequently measured at fair value at each reporting date. Changes in fair value are recognised in net income/(expenditure) for the year. Transaction costs are expensed as incurred.

1.8 Borrowing costs related to fixed assets

Borrowing costs directly attributable to the acquisition, construction or production of qualifying assets, which are assets that necessarily take a substantial period of time to get ready for their intended use or sale, are added to the cost of those assets, until such time as the assets are substantially ready for their intended use or sale.

All other borrowing costs are recognised in net income/(expenditure) in the period in which they are incurred.

1.9 Impairment of fixed assets

At each reporting end date, the charity reviews the carrying amounts of its tangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any).

1.10 Stocks

Stocks are stated at the lower of cost and estimated selling price less costs to complete and sell. Cost comprises direct materials and, where applicable, direct labour costs and those overheads that have been incurred in bringing the stocks to their present location and condition. Items held for distribution at no or nominal consideration are measured the lower of replacement cost and cost.

Net realisable value is the estimated selling price less all estimated costs of completion and costs to be incurred in marketing, selling and distribution.

1.11 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.12 Financial instruments

The charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the charity's balance sheet when the charity becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2023

1 Accounting policies

(Continued)

Basic financial liabilities

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

Derecognition of financial liabilities

Financial liabilities are derecognised when the charity's contractual obligations expire or are discharged or cancelled.

1.13 Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

1.14 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

2 Critical accounting estimates and judgements

In the application of the charity's accounting policies, the Trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated 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 where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) **FOR THE YEAR ENDED 30 JUNE 2023**

3 Donations and legacies

	Unrestricted funds £	Restricted funds £	Total 2023 £	Total 2022 £
Donations and gifts	462,871	300,892	763,763	900,901
Capital grants receivable	-	268,115	268,115	607,067
Donated goods and services from Everton FC	459,950	-	459,950	454,637
	<u>922,821</u>	<u>569,007</u>	<u>1,491,828</u>	<u>1,962,605</u>
For the year ended 30 June 2022	<u>953,540</u>	<u>1,009,065</u>		<u>1,962,605</u>
Grants receivable				
Department for Digital, Culture, Media & Sport	-	-	-	375,000
The Football Foundation	-	259,120	259,120	232,067
Riverside Group	-	8,995	8,995	-
	<u>-</u>	<u>268,115</u>	<u>268,115</u>	<u>607,067</u>

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2023

4 Charitable activities

	Education	Health	Sport	Youth	Total 2023	Total 2022
	£	£	£	£	£	£
Grants	728,139	772,350	111,119	590,504	2,202,112	2,146,288
National Citizen Service	-	-	-	213,394	213,394	301,120
Other income	158,000	5,577	94,453	3,956	261,986	150,629
	<u>886,139</u>	<u>777,927</u>	<u>205,572</u>	<u>807,854</u>	<u>2,677,492</u>	<u>2,598,037</u>
Analysis by fund						
Unrestricted funds	158,000	42,161	94,453	217,350	511,964	
Restricted funds	728,139	735,766	111,119	590,504	2,165,528	
	<u>886,139</u>	<u>777,927</u>	<u>205,572</u>	<u>807,854</u>	<u>2,677,492</u>	
For the year ended 30 June 2022						
Unrestricted funds	85,269	19,634	112,063	305,863		522,829
Restricted funds	222,082	507,402	389,745	955,979		2,075,208
	<u>307,351</u>	<u>527,036</u>	<u>501,808</u>	<u>1,261,842</u>		<u>2,598,037</u>
Performance related grants						
The Premier League	340,667	157,418	91,590	349,642	939,317	960,581
UEFA Foundation	-	44,495	-	-	44,495	17,185
NHS	-	4,953	-	-	4,953	37,395
The Big Lottery	-	79,966	-	-	79,966	60,142
Steve Morgan Foundation	339,472	-	-	156,433	495,905	481,461
Sport Tech	-	-	8,125	-	8,125	32,500
Police & C C	-	-	-	72,175	72,175	250,950
Edge Hill University	-	6,640	-	-	6,640	72,996
Rugby League Carers	-	10,434	-	-	10,434	-
Knowsley B C	-	35,779	-	-	35,779	11,320
Liverpool C C	-	58,658	-	-	58,658	19,552
Liverpool CVS	-	8,326	-	-	8,326	52,806
PSS	-	35,414	-	-	35,414	37,975
Veterans Foundation	-	10,000	-	-	10,000	10,000
AstraZeneca	20,000	210,625	-	-	230,625	-
Alder Hey	-	18,750	-	-	18,750	-
Armed Forces Covenant	-	33,366	-	-	33,366	24,520
Twinning	-	22,115	-	-	22,115	-
The Princes Trust	13,000	-	-	-	13,000	-
Edsential	-	-	8,552	-	8,552	-
LTA Trust	-	-	2,852	-	2,852	-
Community Foundation	2,500	-	-	-	2,500	-
Sport England	-	3,435	-	-	3,435	-
Other	12,500	31,976	-	12,254	56,730	75,668
	<u>728,139</u>	<u>772,350</u>	<u>111,119</u>	<u>590,504</u>	<u>2,202,112</u>	<u>2,146,288</u>

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 30 JUNE 2023

4 Charitable activities (Continued)

5 Income from other trading activities

	Unrestricted funds 2023 £	Unrestricted funds 2022 £
Match day income	8,828	-
Fundraising events	57,845	100,927
Blue Base income	186,301	144,068
Sponsorships income	15,000	40,000
Lotteries	159,681	180,731
Other trading activities	427,655	465,726

6 Income from investments

	Unrestricted funds 2023 £	Unrestricted funds 2022 £
Income from listed investments	14,751	14,122
Interest receivable	22,907	-
	37,658	14,122

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) **FOR THE YEAR ENDED 30 JUNE 2023**

7 Raising funds

	Unrestricted funds 2023 £	Unrestricted funds 2022 £
<u>Fundraising and publicity</u>		
Staging fundraising events	23,585	37,671
Other fundraising costs	6,332	5,625
Staff costs	114,659	167,457
Fundraising and publicity	144,576	210,753
<u>Trading costs</u>		
Cafe and Blue Base costs	72,290	64,924
Staff costs	87,659	70,867
Support costs	64,049	50,020
Trading costs	223,998	185,811
<u>Investment management</u>	7,223	7,933
	375,797	404,497

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) **FOR THE YEAR ENDED 30 JUNE 2023**

8 Charitable activities

	Education	Health	Sport	Youth	Total 2023	Total 2022
	2023 £	2023 £	2023 £	2023 £	£	£
Staff costs	826,826	953,559	246,487	954,707	2,981,579	2,485,119
Programme costs	64,731	196,981	31,595	158,563	451,870	234,383
Motor and travel	4,737	7,356	1,896	11,157	25,146	23,052
Kit and equipment	-	-	-	516	516	9,623
Marketing	5,889	35,664	100	6,444	48,097	24,916
Premises costs	239	34,800	-	12,196	47,235	21,767
Training	474	150	-	6,062	6,686	16,126
Sundry costs	807	9,717	472	10,461	21,457	33,605
	903,703	1,238,227	280,550	1,160,106	3,582,586	2,848,591
Share of support costs (see note 9)	522,993	442,777	121,276	498,284	1,585,330	1,151,113
Share of governance costs (see note 9)	48,263	40,860	11,192	45,959	146,274	188,290
	1,474,959	1,721,864	413,018	1,704,349	5,314,190	4,187,994
Analysis by fund						
Unrestricted funds	589,216	469,038	195,217	707,891	1,961,362	1,667,246
Restricted funds	885,743	1,252,826	217,801	996,458	3,352,828	2,520,748
	1,474,959	1,721,864	413,018	1,704,349	5,314,190	4,187,994

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) **FOR THE YEAR ENDED 30 JUNE 2023**

8 Charitable activities

(Continued)

For the year ended 30 June 2022

	Education	Health	Sport	Youth	Total 2022
	£	£	£	£	£
Staff costs	488,521	449,653	399,297	1,147,648	2,485,119
Programme costs	25,492	52,658	28,956	127,277	234,383
Motor and travel	2,055	4,292	9,905	6,800	23,052
Kit and equipment	-	2,998	4,549	2,076	9,623
Marketing	2,174	19,668	1,078	1,996	24,916
Premises costs	575	1,370	-	19,822	21,767
Training	-	2,927	3,977	9,222	16,126
Sundry costs	7,925	13,750	3,487	8,443	33,605
	<u>526,742</u>	<u>547,316</u>	<u>451,249</u>	<u>1,323,284</u>	<u>2,848,591</u>
Share of support costs (see note 9)	112,349	363,522	196,265	478,977	1,151,113
Share of governance costs (see note 9)	18,377	59,460	32,103	78,350	188,290
	<u>657,468</u>	<u>970,298</u>	<u>679,617</u>	<u>1,880,611</u>	<u>4,187,994</u>
Analysis by fund					
Unrestricted funds	362,720	147,095	289,698	867,733	1,667,246
Restricted funds	294,748	823,203	389,919	1,012,878	2,520,748
	<u>657,468</u>	<u>970,298</u>	<u>679,617</u>	<u>1,880,611</u>	<u>4,187,994</u>

9 Support costs

	Support costs £	Governance costs £	2023 Support costs £	Governance costs £	2022 £
Staff costs	732,359	-	732,359	441,368	441,368
Depreciation	86,026	-	86,026	82,877	82,877
Administration costs	524,229	-	574,247	468,169	468,169
Facilities management	192,671	-	192,671	208,717	208,717
Audit fees	-	6,500	6,500	-	6,000
Accountancy	-	29,544	29,544	-	23,350
Legal and professional	-	110,255	110,258	-	158,943
	<u>1,565,285</u>	<u>146,299</u>	<u>1,731,605</u>	<u>1,201,131</u>	<u>1,389,424</u>
Analysed between					
Trading	64,049	-	64,049	50,020	50,020
Charitable activities	1,521,281	146,274	1,667,555	1,101,093	1,289,383
	<u>1,585,330</u>	<u>146,274</u>	<u>1,731,604</u>	<u>1,151,113</u>	<u>1,369,352</u>

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 30 JUNE 2023

10 Trustees

None of the Trustees (or any persons connected with them) received any remuneration or benefits from the charity during the year.

11 Employees

The average monthly number of employees during the year was:

	2023 Number	2022 Number
Charitable activities	98	109
Fundraising and administration	22	19
Total	120	128

Employment costs

	2023 £	2022 £
Wages and salaries	3,456,351	2,808,116
Social security costs	287,081	240,092
Other pension costs	172,824	116,603
	3,916,256	3,164,811

During the year to 30 June 2023 redundancy and settlement payments were made amounting to £12,463.

The number of employees whose annual remuneration was more than £60,000 is as follows:

	2023 Number	2022 Number
£60,000 - £70,000	2	-
£70,000 - £80,000	1	-

The key management personnel of the charity comprise the Chief Executive Officer, the Deputy Chief Executive Officer, the Director of Finance, Governance and Assets, the Director of Development, the Director of Income Generation, the Director of Innovation and Strategy, the Director of Youth and Sport and the Director of Lifelong Learning.

The total amount of employee benefits received by key management personnel amounted to £405,193 (2022 £301,475).

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) **FOR THE YEAR ENDED 30 JUNE 2023**

12 Net gains/(losses) on investments

	Unrestricted funds 2023 £	Unrestricted funds 2022 £
Revaluation of investments	23,511	(75,850)
Gain/(loss) on sale of investments	2,378	(57,608)
	<u>25,889</u>	<u>(133,458)</u>

13 Taxation

The charity is exempt from taxation on its activities because all its income is applied for charitable purposes.

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2023

14 Tangible fixed assets

	Freehold land and buildings	Leasehold land and buildings	Assets under construction	Fixtures and Motor vehicles fittings	Total
	£	£	£	£	£
Cost					
At 1 July 2022	1,105,488	1,689,156	1,301,375	253,807	4,450,521
Additions	-	1,176,130	-	92,874	1,278,504
Transfer	-	1,301,375	(1,301,375)	-	-
At 30 June 2023	1,105,488	4,166,661	-	346,681	5,729,025
Depreciation and impairment					
At 1 July 2022	103,975	181,644	-	247,814	634,125
Depreciation charged in the year	22,095	47,801	-	16,721	88,423
At 30 June 2023	126,070	229,445	-	264,535	722,548
Carrying amount					
At 30 June 2023	979,418	3,937,216	-	82,146	5,006,477
At 30 June 2022	1,001,513	1,505,115	1,301,375	5,993	3,813,999

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) **FOR THE YEAR ENDED 30 JUNE 2023**

15 Fixed asset investments

	Listed investments £	Cash in portfolio	Total £
Cost or valuation			
At 1 July 2022	893,364	81,385	974,749
Additions	96,907	-	96,907
Valuation changes	23,511	-	23,511
Disposals	(69,763)	(80,731)	(150,494)
	<u> </u>	<u> </u>	<u> </u>
At 30 June 2023	944,019	654	944,673
	<u> </u>	<u> </u>	<u> </u>
Carrying amount			
At 30 June 2023	944,019	654	944,673
	<u> </u>	<u> </u>	<u> </u>
At 30 June 2022	893,364	81,385	974,749
	<u> </u>	<u> </u>	<u> </u>

The historical cost of the investments held at 30 June 2023 was £974,646 (2022 £1,034,061).

16 Stocks

	2023 £	2022 £
Goods for resale	6,690	2,000
	<u> </u>	<u> </u>

17 Debtors

	2023 £	2022 £
Amounts falling due within one year:		
Trade debtors	256,362	162,575
Other debtors	108,043	264,929
Prepayments and accrued income	24,955	93,260
	<u> </u>	<u> </u>
	389,360	520,764
	<u> </u>	<u> </u>

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) **FOR THE YEAR ENDED 30 JUNE 2023**

18 Creditors: amounts falling due within one year

	Notes	2023 £	2022 £
Other taxation and social security		72,965	78,795
Deferred income	19	784,673	466,086
Trade creditors		68,319	61,196
Other creditors		38,121	26,600
Accruals and deferred income		124,331	56,743
		<u>1,088,409</u>	<u>689,420</u>

19 Deferred income

	2023 £	2022 £
Arising from Performance related grants	784,673	466,086
	<u>784,673</u>	<u>466,086</u>

Deferred income is included in the financial statements as follows:

	2023 £	2022 £
Deferred income is included within:		
Current liabilities	784,673	466,086
	<u>784,673</u>	<u>466,086</u>
Movements in the year:		
Deferred income at 1 July 2022	466,086	440,124
Released from previous periods	(466,086)	(440,124)
Resources deferred in the year	784,673	466,086
	<u>784,673</u>	<u>466,086</u>
Deferred income at 30 June 2023	784,673	466,086
	<u>784,673</u>	<u>466,086</u>

20 Retirement benefit schemes

Defined contribution schemes

The charity operates a defined contribution pension scheme for all qualifying employees. The assets of the scheme are held separately from those of the charity in an independently administered fund.

The charge to profit or loss in respect of defined contribution schemes was £172,824 (2022 - £116,603).

Pension contributions outstanding at 30 June 2023 amounted to £30,189 (2022 £21,948).

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2023

21 Restricted funds

The restricted funds of the charity comprise the unexpended balances of donations and grants held on trust subject to specific conditions by donors as to how they may be used.

	Movement in funds				
	Balance at 1 July 2022	Incoming resources	Resources expended	Transfers	Balance at 30 June 2023
	£	£	£	£	£
Community Properties	3,157,627	274,103	-	210,351	3,642,081
Active Blues	-	12,496	(12,496)	-	-
41 Goodison	87,761	223,090	(310,851)	-	-
Blue Family	352,380	28,183	(248,010)	(8,995)	123,558
Clinically Extremely Vulnerable	24,107	40,654	(64,761)	-	-
Disability	106,982	113,619	(217,801)	-	2,800
E-Steam	186,293	95,076	(87,535)	(193,834)	-
Employability	-	93,610	(93,610)	-	-
Everton Veterans Hub	33,131	96,459	(123,655)	-	5,935
Falls Prevention	2,885	35,779	(38,664)	-	-
Girls on side	3,011	10,000	(6,761)	-	6,250
Health Improvement	-	24,644	(119,816)	95,172	-
Home is Where the Heart Is	-	53,660	(53,660)	-	-
Imagine Your Goals	81,418	14,467	(95,885)	-	-
Impact	42,389	48,160	(90,549)	-	-
Kicks	108,913	320,808	(429,721)	-	-
Neighbourhood	24,897	17,624	(42,521)	-	-
New Dads	25,983	35,414	(61,397)	-	-
Off the Ball	5,417	25,125	(30,542)	-	-
Peoples Place	-	360,625	(81,958)	(44,386)	234,281
Primary Stars	117,917	270,326	(388,243)	-	-
Quality Assurance	-	63,168	(63,168)	-	-
Secondary	-	253,189	(253,189)	-	-
Stand Together	43,793	73,960	(117,753)	-	-
Tackling the Blues	86,273	119,017	(205,290)	-	-
Twinning	-	22,115	(3,315)	-	18,800
Youth Support	-	9,164	(118,678)	102,514	-
	<u>4,491,177</u>	<u>2,734,535</u>	<u>(3,352,829)</u>	<u>160,822</u>	<u>4,033,706</u>

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2023

21 Restricted funds

(Continued)

Comparative information in respect of the preceding period is as follow:

	Movement in funds				
	Balance at 1 July 2021	Incoming resources	Resources expended	Transfers	Balance at 30 June 2022
	£	£	£	£	£
Community Properties	2,543,779	643,246	-	(29,398)	3,157,627
Active Blues	-	2,250	(2,250)	-	-
41 Goodison	86,751	354,001	(352,991)	-	87,761
Blue Family	717,521	58,482	224,327	-	352,380
Clinically Extremely Vulnerable	11,219	51,948	(39,060)	-	24,107
Disability	50,170	186,846	(119,086)	-	106,982
Employability	-	27,640	(27,640)	-	-
E-Steam	108,900	85,700	(8,307)	-	186,293
Everton Vets	36,878	54,240	(57,987)	-	33,131
Falls Prevention	-	6,320	3,435	-	2,885
Girls on side	6,167	-	(3,156)	-	3,011
Health Improvement	-	28,456	(28,456)	-	-
Home is Where the Heart Is	-	38,598	(38,598)	-	-
Imagine Your Goals	31,511	100,419	(50,512)	-	81,418
Impact	-	208,711	(166,322)	-	42,389
Inspire	63,359	195,442	(258,801)	-	-
Kicks	138,955	408,047	(269,092)	-	108,913
Neighbourhood	13,966	24,363	(10,397)	-	24,897
New Dads	8,438	37,975	(20,430)	-	25,983
Off the Ball	-	6,375	(958)	-	5,417
Primary Stars	104,033	255,140	(241,256)	-	117,917
Stand Together	18,163	102,395	(76,765)	-	43,793
Steve Morgan Foundation Programmes	23,043	-	(23,043)	-	-
Tackling the Blues	92,282	105,000	(111,009)	-	86,273
Volunteers	-	5,240	(5,240)	-	-
Youth Support	-	13,351	(13,351)	-	-
	<u>3,957,050</u>	<u>3,084,273</u>	<u>(2,520,748)</u>	<u>(29,398)</u>	<u>4,491,177</u>

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2023

21 Restricted funds

(Continued)

Community Properties

This fund represents community properties which have been grant funded. The fund will be reduced each year in line with the related depreciation charge.

Active Blues

Funded through general fundraising and Everton Football Club partners, this project provides football and walking football weekly provision for inactive men aged 35+ who are primarily from North Liverpool.

41 Goodison

Funded by BT and the Premier League, this programme supports young people who are at risk of being looked after and also those who are at risk of offending or have offended.

Blue Family

In March 2020, Everton Football Club and Everton in the Community launched 'Blue Family', a coordinated outreach and engagement campaign to maintain contact with fans and provide vital support and assistance to some of the most vulnerable, socially isolated and at-risk members of the community in the wake of the coronavirus pandemic.

Clinically Extremely Vulnerable

Funded through the Premier League and Children in Need, this programme includes projects that support children, young people and adults with various disabilities including learning, sensory and physical. Provision includes weekly sessions in schools and community settings alongside football teams that train weekly and compete in various regional, national and international tournaments.

Diabetes

Funded by the NHS, this project – in partnership with Edge Hill University – involves screening high-risk groups of people for Type 2 Diabetes followed by offering a health intervention to improve glucose levels and overall wellbeing. This project helps to prevent undiagnosed people developing serious health implications caused by Type 2 Diabetes.

E-Steam

Funded by a range of sources this programme improves digital and maths skills along with problem solving, critical thinking, resilience, and team working. Combining robots and football challenges, the programme aims to enhance the interest of disadvantaged groups of young people in STEAM (Science, Technology, Engineering, Arts and Maths) careers with the aim to bridge the widening STEM skills gap across the Liverpool City Region.

Everton Veterans Hub

Funded by the Big Lottery Fund, this project – in partnership with Edge Hill University – supports military veterans who have returned to civilian life and might be at risk of developing poor physical health and poor mental health. The project supports with health improvement, education and employment.

Falls Prevention

Funded by Knowsley Borough Council, this programme delivers a series of low-impact physical activity sessions for residents across Knowsley who are at risk of falls.

Girls on Side

Funded through general fundraising and Everton Football Club partners, this project provides weekly support through sport and non-sport activities to females who have been diagnosed with various types of mental illness who have been referred to us by Mersey Care.

Health Improvement

Funded by a range of sources including the NHS and local authorities, this project identifies emerging health priorities and works alongside city-region stakeholders to develop campaigns and new projects to address the emerging health needs.

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 30 JUNE 2023

21 Restricted funds

(Continued)

Home is Where the Heart Is

Funded by specific fundraising activities, this programme develops a supported living initiative for homeless young people.

Imagine your Goals

Funded through general fundraising and Everton Football Club partners, this programme supports males and females aged 18+ with various mental health conditions referred from Mersey Care. Weekly sessions take place across Merseyside including football and fitness sessions alongside providing training, volunteering and employment opportunities for participants.

Impact

We secured an Impact Manager Funded by the Premier League to maximise any investment made in to our programmes to deliver the highest social value possible. This role has been vital to understand the key social need themes from our community to ensure we deliver and sustain the right support in the right areas.

Inspire

Funded by the Premier League, this programme aims to deliver targeted support to identified students that need extra support to stay in education or to stop criminal exploitation.

Kicks

Funded through the Premier League, this programme aims to reduce anti-social behaviour within the community by engaging young people in a variety of sports.

Neighbourhood

Funded from specific fundraising and donations, this programme supports local residents and businesses in the Blue Mile surrounding Goodison Park

New Dads

Funded by the NHS, this project – in partnership with PSS and LJMU – supports new dads with the transition into fatherhood to help prevent poor physical health or poor mental health from developing. A strong focus is on improving health outcomes for the whole family.

Off the Ball

Funded by the Big Lottery, this programme brings carers from different generations together - enabling them to 'take their foot off the ball' from their caring role and focus on themselves.

People's Place

The People's Place is purpose-built mental health hub which houses a range of projects to improve the mental health of the local population. The projects within the People's Place bring together physical and mental health to improve the overall wellbeing of people and improve health outcomes.

Primary Stars

This is a national curriculum-linked education programme using the appeal of the Premier League and Everton FC to inspire primary school children to learn, be active and develop important skills.

Stand

Together

Funded by the Premier League, this project supports men and women aged 70+ who have been identified as being socially isolated. Participants attend weekly sessions at the Blue Base alongside regular visits to various Merseyside attractions and landmarks.

Steve Morgan Foundation Programmes

- EiTC and the Steve Morgan Foundation work together on a £4million early intervention programme within Speke-Garston to specifically tackle the barriers facing young people in attaining good education and employment. The five year partnership aims to prevent serious violence, tackle gang culture and protect young people from exploitation. In response to Covid -19 EiTC received a further boost of £1.5million from Steve Morgan Foundation and the Governments Community Match Challenge initiative to support the charity's essential work in supporting the City's most vulnerable people during and post Covid

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2023

21 Restricted funds

(Continued)

Tackling the Blues

Funded by the Premier League, this programme supports children and young people with, or at risk of developing, mental illness. It is a sports and education-based programme delivered in school settings.

Youth Support

Funded by a range of sources this project identifies emerging youth priorities and works alongside city-region stakeholders to develop campaigns and new projects to address the emerging education and health needs.

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2023

22 Unrestricted funds

The unrestricted funds of the charity comprise the unexpended balances of donations and grants which are not subject to specific conditions by donors and grantors as to how they may be used. These include designated funds which have been set aside out of unrestricted funds by the trustees for specific purposes.

	Movement in funds					
	Balance at 1 July 2022	Incoming resources	Resources expended	Transfers	Gains and losses	Balance at 30 June 2023
	£	£	£	£	£	£
Community Properties	1,192,527	-	(27,617)	109,644	-	1,274,554
National Citizen Service	85,033	213,394	(299,516)	1,089	-	-
Health and Wellbeing Projects	95,172	5,577	(6,689)	(94,060)	-	-
Youth Engagement Programmes	102,514	1,248	(1,248)	(102,514)	-	-
General Unrestricted Funds	1,214,960	1,679,879	(2,002,089)	(74,981)	25,889	843,658
	<u>2,690,206</u>	<u>1,900,098</u>	<u>(2,337,159)</u>	<u>(160,822)</u>	<u>25,889</u>	<u>2,118,212</u>

Comparative information in respect of the preceding period is as follows:

	Movement in funds					
	Balance at 1 July 2021	Incoming resources	Resources expended	Transfers	Gains and losses	Balance at 30 June 2022
	£	£	£	£	£	£
Community Properties	1,216,212	-	(26,465)	2,780	-	1,192,527
National Citizen Service	95,206	302,700	(312,873)	-	-	85,033
Health and Wellbeing Projects	97,104	3,134	(5,066)	-	-	95,172
Youth Engagement Programmes	194,969	17,993	(110,448)	-	-	102,514
Apprenticeship Programme	-	54,580	(54,580)	-	-	-
General Unrestricted Funds	1,306,301	1,577,810	(1,562,311)	26,618	(133,458)	1,214,960
	<u>2,909,792</u>	<u>1,956,217</u>	<u>(2,071,743)</u>	<u>29,398</u>	<u>(133,458)</u>	<u>2,690,206</u>

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2023

23 Analysis of net assets between funds

	Unrestricted	Restricted	Total	Unrestricted	Restricted	Total
	2023	2023	2023	2022	2022	2022
	£	£	£	£	£	£
Fund balances at 30 June 2023 are represented by:						
Tangible assets	1,364,396	3,642,081	5,006,477	1,198,523	2,615,476	3,813,999
Investments	944,673	-	944,673	974,749	-	974,749
Current assets/(liabilities)	(190,855)	391,624	200,769	516,935	1,875,701	2,392,636
	<u>2,118,214</u>	<u>4,033,705</u>	<u>6,151,919</u>	<u>2,690,207</u>	<u>4,491,177</u>	<u>7,181,384</u>

24 Related party transactions

Everton in the Community is the charitable arm of Everton Football Club. During the year Everton Football Club donated £360,000 (2022 £360,000) towards the operational costs of the charity. In addition Everton Football Club incurred operating costs amounting to £459,950 (2022 £454,637). These costs are included as donations and support costs.

25 Analysis of changes in net funds

The charity had no material debt during the year.

26 Cash generated from operations

	2023	2022
	£	£
(Deficit)/surplus for the year	(1,029,465)	314,541
Adjustments for:		
Investment income recognised in statement of financial activities	(37,658)	(14,122)
(Gain)/loss on disposal of investments	(2,378)	57,608
Fair value gains and losses on investments	(23,511)	75,850
Depreciation and impairment of tangible fixed assets	86,026	82,877
Movements in working capital:		
(Increase) in stocks	(4,690)	(497)
Decrease/(increase) in debtors	131,405	(6,205)
Increase in creditors	80,402	22,126
Increase in deferred income	318,587	25,962
Cash (absorbed by)/generated from operations	<u>(481,282)</u>	<u>558,140</u>
Per cash flow statement page	<u>(481,283)</u>	<u>558,140</u>

Accounts

Charity registration number 1099366

Company registration number 04851552 (England and Wales)

EVERTON IN THE COMMUNITY
ANNUAL REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2022



McLintocks
Xeinadin Group

EVERTON IN THE COMMUNITY

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	Sir J F Jones Mr Martin Carey Mrs Susan Russell Ms A A Craig Mr M Finn Ms T Gore Mr B Osu Ms Hannah Robinson Ms Carol Rogers Mr G R Walters Ms L Williams	(Appointed 9 September 2022) (Appointed 9 September 2022) (Appointed 9 September 2022) (Appointed 9 September 2022) (Appointed 9 September 2022) (Appointed 9 September 2022) (Appointed 9 September 2022) (Appointed 9 September 2022) (Appointed 9 September 2022) (Appointed 9 September 2022)
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Charity number 1099366

Company number 04851552

Registered office Goodison Park
Goodison Road
Liverpool
Merseyside
L4 4EL

Auditor McLintocks (NW) Limited
2 Hilliards Court
Chester Business Park
Chester
Cheshire
CH4 9PX

Bankers Barclays Bank plc
335-339 Stanley Road
Bootle
Liverpool
Merseyside
L20 3EB

Solicitors Brabners LLP
Horton House
Exchange Flags
Liverpool
Merseyside
L2 3YL

Investment advisors Quilter Cheviot
5 St Pauls Square
Liverpool
Merseyside
L3 9SJ

EVERTON IN THE COMMUNITY

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EVERTON IN THE COMMUNITY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT AND STRATEGIC REPORT) FOR THE YEAR ENDED 30 JUNE 2022

The Trustees present their annual report and financial statements for the year ended 30 June 2022.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the charity's governing document, the Companies Act 2006 and "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)" (as amended for accounting periods commencing from 1 January 2016)

The charity extended the reporting date from 31 May 2018 to 30 June 2019 to fall in line with the reporting date of Everton Football Club. The figures presented in the Financial Statements represent period of 12 months, while the comparative figures for the period ended 30 June 2019 represent 13 months.

Objectives and activities

The charity was incorporated as a company limited by guarantee on 31 July 2003 and registered as a charity on 10 September 2003. It commenced activities on 1 June 2004.

It is governed by its memorandum and articles of association and its objects are:-

- To promote community participation in healthy recreation by providing facilities for the playing of football and other sports capable of improving physical health;
- To provide and assist in providing facilities for sport, recreation or other leisure time occupation of such persons who have need for such facilities by reason of their youth, age, infirmity or disablement, poverty or social and economic circumstances or for the public at large in the interests of social welfare and with the object of improving their conditions of life;
- The relief of sickness and preservation of people with a disability by the provision of facilities for recreation and other leisure time occupation for such persons, in particular but not exclusively by providing opportunities for competitive and non-competitive sport to assist their integration into society;
- To advance the education of children and young people and to provide opportunities for them to develop their full capabilities and enable them to become responsible members of society so that their conditions of life may be improved.

The user groups are local schools, colleges and disability organisations.

The day to day business of the charity is conducted under the control of the Chief Executive Officer, who reports to the Board of Trustees at their regular meetings.

Public benefit

The Trustees are aware of the Charity Commission's guidance in relation to public benefit. It is the opinion of the Trustees, that this report demonstrates how the charity provides public benefit.

The Trustees have paid due regard to guidance issued by the Charity Commission in deciding what activities the charity should undertake.

EVERTON IN THE COMMUNITY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT AND STRATEGIC REPORT) (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2022

Strategic report

The description under the headings "Achievements and performance" and "Financial review" meet the company law requirements for the Trustees to present a strategic report.

Achievements and performance

Overview

July 2021 to June 2022 was yet again another extremely successful year for Everton in the Community – one which saw our charity continue to grow, develop, and adapt to the changing needs of our community.

Working together - as always - with our fans, neighbours, partners, and community groups across the local area, we once again enhanced and evolved our delivery, expanded our workforce and embarked on new partnerships to allow us to support even more people throughout Liverpool 4 and beyond.

As we navigated through the final months of the Covid pandemic and returned to a level of normality, we were faced with many new challenges as a result of the ongoing lockdowns and the emerging cost of living crisis, both of which had a significant impact on the health and wellbeing of our community and brought new areas of need to light - including the widening education inequality gap, digital, uniform and food poverty, and social isolation.

Through these difficult times, the support for Everton in the Community from fans, our partners and the public has been key and their generosity has been vital in allowing us to step up our delivery and reach even more people than ever before.

Among a range of other new programmes and provisions, we expanded our Blue Family campaign to offer further support in areas of need and launched our Blue Base Pantry service, which provides participants and people living in Liverpool 4 with access to discounted food and wrap-around support, such as advice and guidance on benefits, welfare and housing support, access to a registered GP and wellbeing activities.

As we look back proudly on another milestone year for Everton in the Community, we reiterate our heartfelt appreciation of our dedicated team of staff and volunteers, without whom our success and continued growth would not be possible.

Below are selected highlights from across the charity's pillars and key projects from July 2021 to June 2022.

Impact Model

2021/22 saw Everton in the Community's Youth Engagement team continue to support young people in need across the Liverpool City Region and inspire them to a brighter future.

Delivery of our programmes was affected for the first quarter of 2021/22 as we continued to face Covid-19 restrictions and were not able to return to relaxed face-to-face delivery in larger classroom settings until the second half of the season.

The funding landscape changed for the Youth Engagement team with a large percentage of our funding coming from Premier League Community grants and Steve Morgan Foundation and we continued to work closely with Merseyside Police with them providing invaluable support and guidance for 41 Goodison to help us tackle gang culture across Liverpool.

The continued support from Premier League Community grants meant that we were able to build on the impact of our PL funded programmes including PLPS, PL Inspires, PL Kicks and 41 Goodison and we were able to offer targeted delivery and intervention for at-risk individuals within some of these programmes.

We entered into the second year of our partnership with Steve Morgan Foundation and continued to deliver, develop and adapt the Steve Morgan Impact Model across Speke-Garston to inspire young people, reduced the number of 'at risk' young people from disengaging in school, becoming NEET (Not in Education, Employment or Training) or engaging in criminal culture.

EVERTON IN THE COMMUNITY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT AND STRATEGIC REPORT) (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2022

The Steve Morgan Impact Model has been perfectly placed to tackle these problems as well as the rising number of issues caused by the pandemic and we have prevented thousands of young people across Speke and Garston from slipping further behind in their social, emotional and education recovery.

Thanks to additional funding received from Steve Morgan Foundation and the Community Match Challenge in 2020/21, we were able to expand this Impact Model into South Sefton and support more young people in need of our support whilst building a resilient and thriving community.

The strategy behind the Steve Morgan Impact model centres around four interlocking themes that play an important role in the work Everton in the Community does within communities and schools; Community, Education, Support and Pathways.

Community

Kicks

The 2021/22 season has seen our staff deliver some impactful and positive work within our communities. Through the season we have engaged with young people across multiple sites within Merseyside. From these sessions, we have been able to build some excellent relationships with our young people and make a difference in their lives. These positive relationships have allowed us to offer numerous opportunities to young people across the season, including attendances at local, national and even international tournaments.

Highlighting one event is our upcoming trip to Qatar and with 10 of our young people representing 'Team England' at the Street Child World Cup'. Over the spring and summer, our participants have engaged in several events including workshops, training sessions and tournament visits.

We have also developed the staff team and area at Kicks – giving us the opportunity to increase delivery and to a wider audience. The new staff and structure has allowed us to really promote youth within the reporting period. Our youth zones have now extended to Speke/Garston, with over 120 young people attending the Walton (L4) Youth Zone each week. The sessions also allow us the chance to engage with more diverse communities and continue to offer new and exciting opportunities across Kicks.

Kicks has also linked in with 41 Goodison to deliver a 'celebration event'. This ran under our community and support model and as with 41, allowed us to showcase and celebrate the achievements of these young people. Going forward, we will continue to grow these events for them to become bigger and better.

Kicks Targeted

Over the last 12 months, the charity's PL Kicks Targeted programme has continued to run and grow.

The team has delivered targeted workshops and sessions to young people from within the Kicks programme and those referred in by our partner schools. The sessions delivered aim to reduce youth violence and risk-taking behaviour by providing positive alternatives, advice and information, raising aspirations, improving confidence and building positive relationships within a safe environment.

Some of the projects young people have taken part in include animal therapy, intergenerational sessions, social action, football and multi-sports, cookery and independent living, music and qualifications.

A key achievement for the Kicks Targeted programme during the 2021/21 season was that a previous participant was offered full-time employment within the team as a 'Peer Mentor' and is now using her own experiences to help other young people achieve their aspirations.

The Kicks Targeted programme successfully met and exceeded all of the KPI's set by the Premier League by engaging 88 young people during the season including 26 female participants. 39 young people achieved a qualification which meant we exceeded the KPI target in this category by 100%.

EVERTON IN THE COMMUNITY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT AND STRATEGIC REPORT) (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2022

Education

PL Primary Stars

The 2021/22 season saw the Premier League Primary Stars team achieve its highest engagement number of children and teachers involved in the programme. 1,770 children and 63 teachers were supported over four key subjects; English, Maths, PE and PSHE. More than 142 Maths and 135 English lessons were delivered in response to bridging the attainment gap along with 162 PSHE lessons to increase social and emotional development.

Schools were engaged in social action projects, tournaments, events, educational trips and anti-discriminatory workshops. The programme also introduced its 'life-skills' programme aimed at tackling transitional problems and online safety issues.

Children were also given the opportunity to play at a Premier League football stadium as part of a Premier League Schools tournament.

PL Inspires

The PL Inspires programme provides bespoke education and support to Key Stage 3 and 4 young people situated in some of the most deprived areas in the Liverpool City Region. The programme aims to reduce the risks of young people achieving their potential through targeted interventions that increases knowledge and skills, mental health and wellbeing, confidence, self-esteem and educational attainment.

The programme aims to reduce educational inequalities by creating opportunities for young people to develop practical skills as well as being able to manage their personal, social, and emotional problems. Through group work and through intense mentoring, we have reduced barriers to education and helped many young people reach their potential.

This year, following emerging problems created by the pandemic, the programme has increased its work around mental health and inclusion and has incorporated cultural and social awareness sessions to embed an element of cohesion across school and community. Expanded careers guidance and employer engagement have provided opportunities to raise aspirations, whilst targeted interventions have helped young people recover from lost education.

The Inspires programme has continued to support students in all elements of their transition, throughout their academic journey. During the last academic year, we engaged with over 3,000 young people through target group work, awareness events and intense support. On average 70% of students reported an increase in their aspiration levels, improved wellbeing, higher attainment and attendance, and felt better supported and connected.

Pathways

The charity's Pathways programme is designed to connect 'disengaged' young people to the 'world of work' and continues to be offered within secondary schools to both Year 10 and year 11 pupils.

The Pathways programme focusses on specific industry sectors of employment and helps to develop the skills needed to work within the sector. Pupils are challenged to think about the variation of roles within a sector and have experienced site visits and Q&A's with occupational experts. Alongside site visits, large scale events are held at Goodison Park for young people to engage with employers. A 'Women in Construction' event was also held in March 2022 in support of International Women's Day to raise aspirations and to provoke conversation on international themes.

In January 2022, a new 'Employability' programme for post 16s was launched; the SCORE programme (Supporting Career Opportunities, Recruitment and Employment) is delivered in partnership with The Prince's Trust and is funded by the Department of Health and Social Care. The programme will aim to support 150 young people, between the ages of 16 to 30, to secure employment within the Health and Social Care sector.

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TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT AND STRATEGIC REPORT) (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2022

New Futures

The New Futures programme, which was targeted at working with young people aged between 15 and 24 years old reached the end of its contract term during the 2021/22 season with formal delivery ending in May 2022.

The programme was specifically funded to work with young people at risk of/or already categorised as NEET (Not in Education, Employment or Training). The programme suffered significant losses in retention and achievement due to the pandemic, however over the course of the programme, 53% of NEET or at risk of NEET young people were supported into employment.

Everton Apprenticeships and Training

Everton in the Community ended its delivery of Apprenticeship provision in March 2022 as a result of a renewed strategy to deliver accredited qualifications. Over the 2021/22 season, 87% of Business Administration apprentices achieved distinction with 90% of Management apprentices securing a distinction overall. Delivery of Level 2 and Level 3 Mentoring qualifications saw 142 participants undertake the qualification with Everton in the Community.

National Citizen Service

The 2021/22 season saw our NCS programme engage with young people through various projects both in the community and in schools. The summer programme resumed to some normality allowing residentials to take place. The young people were able to design and deliver social action projects collectively delivering 12,720 hours, raising £6,777.37 and supporting 14 different charities across the summer.

Our Skills Booster programme saw us engage with 186 delivering a mixture of PSHE style sessions in schools across Liverpool City Region, with the main aim being to support young people with personal development activities.

The Changemaker program was repurposed to work with young people who had taken part in NCS and those who hadn't. To date, we have worked with 141 young people and are set to work with another 40-90 before the end of the year, those being a mixture of NCS Graduates and students from our college remit. The young people who part of the Changemakers will deliver 30 hours of social action within the local community, one being supporting vulnerable people at Christmas by providing them with care packages.

E-STEAM

Our STEAM (Science, Technology, Engineering, Arts, Maths) education programme has gone from strength to strength over the 21/22 period of delivery. Our priority was to embed STEAM initiatives across our wider provision and to tackle the widening STEM skills gap across our most deprived communities. We have delivered training (alongside partners) to 20 staff from across Everton in the Community to increase their confidence and competency in delivering STEAM education. Our programme engages with all age groups, from early years to adults.

Throughout 2021/22 we have engaged with over 1,200 participants through a range of coding and Lego Education based programmes resulting in significant increases in knowledge, confidence, and competence in digital skills. Over this period, we have strengthened our relationships with employers such as AstraZeneca, Liverpool School of Tropical Medicine and the Royal Institution of Science and are working together on the development of new educational programmes that will inspire young people to engage with STEAM topics.

Work is underway to redevelop an existing site into a Digital Skills Lab which is due to be launched in the autumn of 2022. The lab will provide an inspiring learning environment for schools and community groups to engage and develop interest and skills in STEAM activities, whilst accelerating our work to reduce the widening STEM skills gap

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TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT AND STRATEGIC REPORT) (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2022

Support

41 Goodison

41 Goodison offers young people aged 10-19, from Merseyside the opportunity to make significant and lasting life changes. At 41 Goodison, we currently offer two programmes of support for young people to access; Footsteps 41 and School Support.

- **Footsteps 41**

Through the 2021/22 season, our Footsteps 41 programme has gone from strength to strength. We have been able to develop our programme offers with the addition of new members to our team. Through bringing in new staff, we have been able to offer a more inclusive and engaging programme that meets the needs of a wider audience. An example of this has been through the introduction of our 'female' only cohorts. Out of the 133 individuals we engaged with over the season, 56 (42%) were females. We were also able to deliver a greater range of qualifications as a result of more staff, and so this saw us introduce the ASDAN PSHE award to the programme. Through the season we were able to successfully support 60 young people through at least one qualification.

Our celebration events continued, with the 41 Goodison team holding three separate celebrations during the season. These events allowed staff and young people the chance to celebrate their achievements to parents/guardian and families and reflect upon their progress.

It was also a season to recognise achievement – none more so than being able to present past participant, Matty Eyre with the 'PL Community Captains' award. This was in recognition for the 'positive impact Matty has had on the lives of people connected to the football club and the steps taken in changing his life'. This served as a really powerful platform in showcasing the invaluable work of the programme and the impact it can have.

- **Mentoring for ME**

One of the support programmes delivered within our targeted schools is 'Mentoring for ME'. This programme is aimed at targeting young people who are considered of high risk of being excluded or who are persistently absent from education as well as presenting with behavioural issues and mental health worries.

The school's team have received over 200 referrals from several schools across Merseyside requesting support and working with topics such as anti-social behaviour, family dynamics, attendance, grief and loss, self-harm, worries and anxiety and low resilience levels.

The six-week programme is designed to work with the young person around the issues highlighted with a pathway plan identified in weeks four or five on how the young person will progress onto other support programmes identified within EitC Impact Model to continue to their needs.

The programme has been a huge success for the schools engaged and has been able to empower, educate and support a vast number of young people, directing them onwards to lead positive, healthy and holistic journeys into adulthood.

Home Is Where the Heart Is

The charity's four-bedroomed house, which offers supported accommodation living to young adults facing homelessness, has now been operational since August 2019, accommodating up to four residents at any one time with staffing 24 hours per day.

Over the course of the 2021/22 season, five young adults have lived in and moved out of the house and we currently have three residents living in the house.

80% of the young adults who we have supported in the house have since moved into their own tenancy and 80% of the young adults have gained employment on a full or part-time basis.

EVERTON IN THE COMMUNITY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT AND STRATEGIC REPORT) (CONTINUED)

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In addition to residential placements, the HIWTHI team provide outreach support to young adults aged 16-23 years of age who are at risk of being homeless in the community. Intervention is bespoke and centred around the individual's needs to enable them to identify risks, build confidence, resilience, and emotional coping strategies to identify positive choices to be safe and live independently.

We have set up an outreach support programme in the City of Liverpool College. Working with their safeguarding team, referrals are identified and referred into HIWTHI. We have been dealing with issues around housing, family, mental health, low mood, low self-esteem etc. We currently have one day per week allocated to city of Liverpool College and their students.

The People's Place

The previous 12-months has seen significant progress with the build of The People's Place, with funding secured to complete the build and the build on track to be completed this year. Continued fundraising efforts and funding applications are in progress to ensure that furniture, fittings and innovative technologies will be housed within the facility to allow new, high quality mental health and wellbeing provision for all who access our services. Significant consultation activity has been undertaken to ensure that all provision within The People's Place is co-produced and informed by those who will be using it, as well as allowing for a network of local and regional partners to be established to inform its provision and impact.

Recently, The People's Place steering group consulted with over 40 primary care providers and Voluntary, Community, Faith and Social Enterprise (VCFSE) organisations, focusing questioning around how they would like to work with the facility, what activities and services they feel should be housed with The People's Place and what would success look like. This valuable feedback will be used to design provision within the building, and to ensure impact is captured and disseminated.

Further community and staff consultation exercises are planned in, with a community survey being produced as well as a broader consultation piece being designed with Influential to allow for input from all key stakeholders. These consultation exercises will be continuous once The People's Place is open to make sure we are meeting the needs of all people who access it.

Current expectations are for the build to completed mid-October, with referral pathways being formed with local organisations and care providers, programmes being developed, and funding applied for to ensure that The People's Place is sustainable and providing a number of innovative mental health and wellbeing provisions.

Health and Wellbeing

Everton in the Community's Health and Wellbeing department has continued to fulfil a vital role supporting the health and wellbeing needs of Merseyside's most vulnerable and hardest to reach population groups. The charity's commitment to engage and support those living in the highest levels of deprivation has seen the launch of several new initiatives targeting those living with long-term health conditions, vulnerable older people, carers and military veterans.

The charity's health and wellbeing provision aims to positively challenge health inequalities and improve overall quality of life for society's most in-need and at-risk. This work continues to expand its reach and reputation for designing and delivering responsive and impactful public health initiatives that generate significant social return. Everton in the Community's involvement in the European Alliance for Sport and Mental Health (EASMH), has further cemented the charity's credibility in the sector by collaborating with leading sport, physical activity and mental health clinicians, academics and practitioners from across Europe. EASMH helps raise awareness of the added value sport and physical activity can have for promoting better mental health and wellbeing outcomes. This collaborative partnership has resulted in a ground-breaking research paper being published in the International Review of Psychiatry journal with the charity due to present its evaluation at the European Congress of Psychiatry in Paris next year.

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TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT AND STRATEGIC REPORT) (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2022

Everton in the Community's commitment to supporting serving and ex-military personnel has continued to grow thanks to funding secured through the Armed Forces Covenant Trust Fund, which has seen the launch of 'Laughing Away the Blues' a new comedy-for-wellbeing support programme. This programme harnesses the therapeutic benefits of laughter and comedy to help veterans process their military related experiences to build express their emotions through comedy whilst simultaneously boosting mood and mental health literacy.

Meanwhile, Everton Veterans Hub continues to make a significant difference in the lives of veterans and their families, further cementing its position as a market leader in veteran support community. This has been demonstrated with the programme being shortlisted for the 'Health and Wellbeing Project' award at the English Veterans Awards for a second consecutive year. The charity's Aged Veterans Programme has increased its engagement with socially isolated older veterans by incorporating intergenerational social actions projects to ensure senior veterans can share their life experience with younger generations and vice versa.

The past 12 months has seen Everton in the Community develop several new programmes supporting those living with long-term health conditions. These programmes build upon the great work already being delivered supporting those recovering from cancer treatment with the charity's 'Kick Cancer' physical activity rehabilitation programme. Thanks to funding received from Parkinson's UK, our walking football programme has expanded with the launch of a dedicated programme for people living with Parkinson's Disease which enables people living with a diagnosis of Parkinson's to meet others living with the condition, share experiences and get physically active. This programme has been so successful it has led to the charity developing an additional activity programme for individuals recovering from a stroke. This represents a significant area of growth for Everton in the Community's Health and Wellbeing department and is one in which further expansion to engage people living with other neurological conditions will continue.

Everton in the Community's refugee and asylum seeker support programme 'Welcome through Football' has continued to provide life-enhancing opportunities through its weekly football training sessions, education workshops, tournaments and social enrichment events. Participants were given the opportunity to represent the Club at the Amnesty International 'Football Welcomes' competition hosted at St. Georges Park, the home of England's national teams. In addition, participants were also given the opportunity to be guests of honour to watch a live Everton Premier League match in a hospitality box, as well as playing on the pitch at Goodison Park in an end-of-season tournament.

Further developments have seen an innovative partnership developed with Rosetta Stone, one of the world's leading language learning providers. This has enabled our Welcome through Football participants to access free 12-month licenses to improve their English language and feel more confident and connected to others within their communities. This added value has helped the charity generate a total of £1,159,000 worth of social benefit to its participants and wider health economy, (Real Worth SROI analysis, 2022).

Everton in the Community's older adult provision has continued to grow in size and reach with funding secured from the Big Lottery and the Queen's Platinum Jubilee Fund to launch an intergenerational carers support programme. 'Off the Ball' provides a safe place for young, older and former carers to connect, share experiences and engage in respite activities to prevent burn out and boost their overall health and wellbeing.

In addition to this, the charity secured a two-year commissioned tender to deliver a new postural stability falls prevention programme to support residents across Knowsley who have experience of falls or are at risk of falls. One in three people aged 65+ experience a fall at least once a year, rising to one in two among those aged 80 years and older based on research from The Royal Society for the Prevention of Accidents. 'Safe and Steady' delivers a series of low-impact physical activity sessions for residents across Knowsley to access to improve their balance, strength and coordination. The programme also delivers a comprehensive range of evidence-based health and wellbeing support to assist older people to improve health behaviours, mental wellbeing and overall quality of life.

Premier League funding has also helped to ensure that our Stand Together programme has been able to continue providing vital wellbeing support and further expand its provision supporting socially isolated older people in residential settings as well as carers of loved ones living with Dementia.

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FOR THE YEAR ENDED 30 JUNE 2022

Neighbourhood

The 2021/22 season has been a strong period of growth for the charity's Neighbourhood team with new programmes developed and introduced to meet the growing needs of the Liverpool 4 community.

they were at risk of developing Type 2 Diabetes. The team delivered healthy lifestyle workshops to schools, participants and local neighbours and also attended various charity sessions, drop-ins and events to test a variety of people. In addition to this, we also ran a 12-week project to engage with people who presented a real risk of developing Type 2 Diabetes and worked to improve their mental and physical wellbeing as well as developing their knowledge and understanding.

In November 2021 we introduced Starting Well, a project specifically for new and expectant fathers that consists of a monthly walking group, a monthly dad's group and a weekly Stay and Play session at the Blue Base for parents to bring children aged three and under to play, interact and develop. In addition to this, we have also delivered workshops with the Women's Hospital to make new and expectant fathers aware of the challenges that childbirth and being a new father can bring as well as advice and guidance on how to deal with these challenges.

In summer 2021, we received funding to deliver HAF (Holiday, Activities and Food) camps during school holidays for children who receive free school meals. Each school break has seen staff deliver fun activities, sports and arts and crafts to local school children as well as educating them on healthy eating and provided them with a healthy meal and snacks. To date we have hosted six sessions at EitC sites with more planned for the future.

The Neighbourhood team continued to support the Blue Family initiative by making daily check-in calls to those in need as well as collecting food donations from local businesses and shops to be distributed to those in need of our support.

With the relaxing of Covid restrictions, many of our Neighbourhood projects such as Sit and Knit and a weekly yoga class were able to return to face-to-face delivery at Everton in the Community sites.

At Christmas time we received toy donations from Alpha Taxis and HisChurch and were able to provide dozens of presents to local families over Christmas as well as engaging with Little Looks nursery during the festive period with weekly sessions culminating in a Christmas-themed activity session.

The 21/22 season also saw the Neighbourhood team take part in several days of action across the Blue Mile, working alongside local stakeholders such as Merseyside Police, Merseyside Fire and Rescue, Liverpool City Council and local councillors. In our role we spoke to local residents, making them aware of what was being done in the area to keep them safe and how they could report any issues they have.

The Neighbourhood team also continued its matchday presence during the season. Working with Merseyside Police, we had a team of litter pickers present at all 19 league games who were made up of Blue Mile school children or youth groups. The junior litter pickers would spend time before the game collecting litter from streets surrounding the stadium alongside the police before receiving a match ticket.

Our Blue Buddy scheme continued to grow with a team of volunteers making weekly calls to people who were socially isolated due to Covid, illness or injury and regularly engaged with them through phone calls to provide them with a source of companionship during a hard time.

Disability

Disability football teams

With Covid restrictions lifted, the charity's 11 disability football teams for various ages and both genders were able to return to weekly coaching and training sessions as well as monthly competitive fixtures and games in the 2021/22 season.

Because of lack of disability female football development nationwide, we received permission from the Football Association to put enter female teams in a male pan-disability league. The ladies performed well throughout the season with one of our teams winning their league.

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Other highlights for our disability teams during the season included the Down syndrome team winning their end of season cup competition against Liverpool on penalties, the under-16 pan-disability team winning the Greater Manchester Ability Counts League and the under-13 pan- disability team winning the Warrington pan-disability league.

Funding from Club sponsor hummel enabled the charity to put 20 of our disabled participants through the Football Association 'Introduction into Football' course with our disability staff spending time mentoring these individuals. Six of the participants who completed the course have since been taken on as casual members of staff, helping to diversify the Everton in the Community workforce.

Special Educational Needs school's project

With the relaxation of Covid restrictions we were again able to engage with our Special Educational Needs school's project. Working with 12 schools across Merseyside from September to July, we liaised with special school staff and delivered a bespoke and varied physical activity curriculum to meet the individual needs of the disabled children.

Throughout the year, the charity's disability staff engaged with over 350 disabled children to improve their physical literacy building blocks as well as delivering sports festivals each term to provide the children with competitive and social interaction opportunities.

Holiday activity delivery

The 2021/22 season saw us renew our Short Breaks contract with Halton Borough Council until April 2024 and our disability staff set up fun and engaging activities such as bowling, outward bounds activities and youth club days during half-term periods and Easter holidays for local disabled children and young people.

Thanks to Holiday Activity Funding from Edsential and Halton Council, we were able to deliver physical and enrichment activities and a nutritious meal at Ashley Special School in Widnes and Woodchurch High school in Wirral.

Alder Hey Children's Hospital

Everton in the Community staff have supported sick and disabled children within Alder Hey Children's Hospital for more than 13 years, helping to provide them with a distraction from long-term hospital care and putting smiles on faces.

During the pandemic, charity staff were not allowed into the hospital to deliver face-to-face sessions but have continued to deliver online sessions using iPads and during the 2021/22 season we engaged with 39 children. We are hoping to return to the hospital for face-to-face sessions after the summer of 2022.

Equality, diversity and inclusion

Everton in the Community staff have continued to deliver equality, diversity and inclusion work across the Club and charity, taking an active role in working groups supporting different protective characteristics supporting the Club's 'All Together Now' campaign.

There is a key calendar of dates around various equality diversity and inclusion themes that community staff celebrate alongside participants, fans and Club staff. One of the highlights from this calendar during the 2021/22 season included a signing video to celebrate World Down syndrome day incorporating Down syndrome participants from our disability team, special school pupils and the inclusive hub.

Other highlights through the year include supporting International Women's Day, LGBT month, World Mental Health Day, the rainbow laces campaign, Chinese New Year and World Autism Day.

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TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT AND STRATEGIC REPORT) (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2022

Volunteering

After the enforced halt of the majority of volunteering activities in 2020/21 due to Covid restrictions, our focus shifted to increasing the number of volunteers actively working across the charity's extensive programmes. We started 2021 with 120 volunteers who had decided to return to volunteering after the pandemic, leaving us thin on the ground across the board in comparison to previous years.

In July 2021 we completed a survey with 113 volunteers to capture their feedback regarding volunteering during the pandemic whilst allowing them the opportunity to outline any concerns they had before returning to Everton in the Community. The response was overwhelmingly positive with the Volunteering team being rated as 9.5 out of 10.

2022 brought a change in Volunteer Manager in April and our emphasis changed to increasing volunteering numbers to support our growing demand. Our February cohort recruited an additional 25 volunteers into the charity with our overall aim being to end 2022 with 50 new volunteers on our team.

The opening of the 'Blue Pantry' in June 2022 brings a new opportunity for the volunteers to be involved in, as well as supporting our regular Fundraising, Health and Wellbeing and Youth Engagement activities. Our community volunteers have worked with external organisations to support their efforts over the last year including testing a new system for evacuating large ships with Seahaven as well as raising vital funds for the Ukraine Crisis fund. Lastly, they played a key role in the successful delivery of the EFDN Conference in May 2022.

As we move into the 2022/23 season, the charity's Volunteer department will start the Investors in Volunteers Accreditation process which will involve a review of all existing processes as well as an opportunity for feedback from a large majority of volunteers and staff. Additionally, the postponed Kenya trip is due to take place in 2023 and the volunteers attending will be fundraising and preparing for the trip of a lifetime.

The Blue Base

The Blue Base continued to offer programmes which support our elderly participants who are living with dementia and/or suffering from social isolation during the 2021/22 season as well as continuing to host disabled Season Ticket Members ahead of all home games, allowing them to escape the hustle and bustle of the surrounding streets around Goodison Park.

The Blue Base is also available for private hire, with all profits generated going back into Everton in the Community.

Development

We entered the new 2021/22 season still within the midst of pandemic restrictions which provided the charity's Development arm with an opportunity to review the infrastructure of some departments and provide insight into areas of potential growth for income generation and brand enhancement for Everton in the Community.

The requirement for digital engagement of donor supporters, lottery members and charity stakeholders informed the income generation strategy as we emerged post pandemic. A key focus and specific insight required to look at what current data we have to be able to utilise and build on our ambitions for the strategy.

A succession plan was also implemented as the Director of Development advised of retirement planning, providing a year-long handover to ensure continuity of future ambitions.

The Development team changed in personnel to build the income generation strategy and to provide enhanced communication outputs from our youth voice.

For increased brand awareness, during the 2021/22 season the Development team successfully delivered EFDN's annual conference at Goodison Park, showcasing the Everton in the Community campus and the work we do in our community to other foundations across Europe.

EVERTON IN THE COMMUNITY

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Particular highlights during the two-day long conference included escorting 170 delegates from foundations across Europe through our campus and showcasing our key assets – The People's Hub and the soon to be Digital Lab, The People's Place site, Everton Free School and the Blue Base. The feedback received from EFDN staff and delegates was outstanding as we continue to be a valued member of the network.

Income Generation - High net worth, legacy and data strategies

Our first cohort of philanthropists (First STEAM squad) continued to grow to support the build of the Digital Skills Lab, to date donating more than £200,000. The lab is due to launch in Autumn 2022 and will see the cohort visit our campus for the grand opening. The Development team now has a full Stewardship programme in place for all Major Donors inclusive of the First STEAM squad.

The team have been driving forward the Development arm's data integration and strategy project. The charity has ambitious future growth plans and utilising data will play an important role in underpinning these plans. At present, charity data is fragmented and managed separately from the data held by the Club. As a result, the practical uses for data collected by the charity are limited when compared with data held by the Club. This project will work to integrate charity data into the Club's single supporter view, which will help to support the growth ambitions of the charity – this project has the potential to transform the way we acquire and retain donors.

The charity's Legacy proposition is continuing to take shape. The legacy strategy consists of both short term and medium-longer terms tactics that will drive awareness of the proposition and ultimately nurture our target audience to pledge to leave a legacy gift. Following the Covid pandemic and the raging cost of living crisis, achieving financial sustainability remains a key focus. Like many charities we are looking to invest in infrastructure and digital and accelerating the adoption of technology particularly post a near-total halting of face-to-face fundraising, the past couple of years has highlighted more than ever the need to explore new methods of giving. Launching a formal legacy proposition will further help to support our growth ambitions.

During the 2021/22 season processes have been put in place to ensure the Development team and the programme leads/managers work productively together, through regular meetings and sharing insight, further understanding each other's areas of work to successfully secure and retain investment and highlight any shortfalls of funding in a timely manner. This has proven particularly useful when discussing ambition for projects and further innovation success for the charity.

Philanthropy growth for major donors and creating the legacy proposition is a very slow burn but the team are now back to regularly attending networking events through membership organisations to continue to grow professional network opportunities in the Liverpool City Region and beyond.

To support our vision, the team have regularly attended online and in person third sector training to ensure we are at the forefront of industry knowledge, to network with industry experts, business partners, peers and clients as well as generating new ideas/ fresh perspectives.

Corporate Partnerships Development

The charity's corporate partnership portfolio grew during the 2021/22 season with the addition of Weightmans Solicitors and CAE Technology, joining Causeway, Appreciate Group, Relish, Telefonica Tech, Chamber of Commerce, Professional Liverpool, Creative Hut, Everycloud and DarkTrace.

Weightmans Solicitors kindly donated £15,000 towards the Digital Lab along with valuable pro bono support on the Goodison Legacy Project.

CAE Technology Services joined forces to support the charity's ambition to eradicate digital poverty. To date they have donated over £20,000 enabling EitC to provide iPads and laptops to support the most vulnerable across the city along. CAE has pledged its support in the form of a long-term partnership and will work with EitC to develop a digital training programme.

The E-STEAM corporate consortium continues to support the development of the charity's wider STEAM ambition building on the £35,000 investment from Appreciate Group for the Everton Sphero robots. To date, more than 1,200 participants across 26 schools have engaged through this innovative way of learning.

EVERTON IN THE COMMUNITY

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Causeway, EitC's largest partner to date continues to support the charity, working in partnership to raise awareness of mental health within the construction sector.

Causeway, supported by the Health and Wellbeing and Development teams has produced a survey which has been distributed across relevant sites to evaluate the stigma associated around mental health in the sector. Once this has been collated, the results will be issued and amplified through charity channels.

The Volunteering and Development teams have worked together to develop a corporate volunteering proposition which will offer our corporate partners and give their workforce the opportunity to support our work through a number of different opportunities including programme alignment and social action programmes.

The end of the season culminated in all corporate partners receiving an award for their commitment during the season. This was presented by Everton in the Community CEO Sue Gregory in recognition of their generosity, time and support.

Our Charity of the Year proposition has recently undergone a review and we have a focus on growth in this area. The first company to sign up for the proposition is St John's Market. Whilst there are most definitely fundraising opportunities to be had from their 100+ staff with a current target of £15,000, we have also been offered use of the huge media wall to push charity messaging and also window wrap some of the vacant units with key information and signposting to our sites.

Lotteries Development

During 2021/22 season we made the decision to review the lottery systems that have been in place since the early 1990s and because of the pandemic and our inability to operate remotely, we undertook a review to engage with a new External Lottery Manager. After rigorous research and review of five possibilities, we decided to move the £1 Lotto Super Draw product from Tower Lotteries to the provider of The People's Lottery – Sterling. We have worked with them consistently over many years and they created an enhanced product and commission sharing option which outbid all other providers.

This season also saw the closure of our cash collections due to pandemic restrictions on face to face working and physical handling of cash.

The majority of the season was spent focused on the detail of transferring the existing lottery membership of the Lotto Super Draw to our new product with Sterling. The decision was taken that it was not going to be, in the short term, financially viable to continue with our affiliate program. To fulfil legal obligations, we had to contact each affiliate partner to explain our decision and then officially end the contracts.

The team informed our own loyal members about our plans and introduced the new lottery product. Again, legally we were required to contact members by letter with the right to cancel advising we would appreciate their continued support by playing our brand-new lottery. Initially, we lost a minimal amount of members and we began a period of transferring our member data to Sterling so they could start entering them onto their lottery system. We did this every week for eight weeks leading up to the first draw made by Sterling which required a large cleansing of data and quite an onerous task.

As with all change there is risk; the updated administration system utilised and administered by Sterling is state of the art and will eventually remove the necessity of onerous administration tasks and data input by the Lottery team. However, the move necessitates some of the existing members who currently pay by standing order to move over to direct debit instruction (some 980 members) and we run the risk of their cancellation. We are currently in the process of monitoring take up with a follow up retention call from the Lottery team.

There were numerous small challenges to overcome around the data cleanse and reconciliation of accounts, but in late April 2022, the Lottery team conducted the last ever draw at Everton and one week later, Sterling held the first draw for all of our ex-Lotto Super Draw members.

EVERTON IN THE COMMUNITY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT AND STRATEGIC REPORT) (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2022

With two products administered by Sterling – a £1 offering and a £2 offering - it was necessary to look at differentiators to enhance the £2 product and encourage sign up of new members in this area. Marketing and messaging were key and a robust marketing outline has been created to ensure we begin to push out our new offer. We have positioned these two products under one name, The People's Lottery. Appearance on the website provides a simple option to play The People's Lottery at either £1 or £2 per week.

The enhancement of the £2 product is via a monthly draw, held on the last Saturday of each month. Members who pay £2 per week are all entered into this draw. Prizes consist of Everton hospitality, signed shirts, match tickets, £100 shopping voucher etc to incentivise people to pay £2 per week.

With less onerous administration and clear marketing strategies, we are ready to build the lottery again to pre pandemic levels. We currently have 1,910 entries on our £2 per week lottery and 1,607 entries on our £1 per week lottery, totalling 3,517 entries on a weekly basis playing The People's Lottery. A solid base to build upon over the coming season. With a much-reduced headcount in the Lottery team, an increased focus on marketing campaigns to push lottery membership and an enhanced member retention programme, we are ambitious for focused net growth in the new season.

Fundraising

The season was again challenging for fundraising activity due to Covid restrictions preventing many of the challenge events and the frustrating lack of resource within the department. Two recruitment initiatives went live during the season with no candidates of note.

Whilst fundraising targets were not met, an approximate amount of £250,000+ was still raised via various initiatives from charity fun runs, fashion shows, matchworn shirt auctions and a further round of sales of the commemorative bricks which will form the pathway to The People's Place. With help from all team members, the wider EitC community and the volunteers, the Fundraising department was still able to function but a focus for the new season will be resource with a review of skillsets required for the digital era we find ourselves competing in.

Communications

The 2021/22 season was another busy yet successful period for Everton in the Community's Communications department, with continued improvements to the website - including the introduction of a new fundraising calendar – and further significant growth across all the charity's social media channels.

The Communications team was expanded to include a Communications and Youth Voice Assistant role, which has allowed for increased communications support across the charity, as well as improved internal communications between delivery staff and the communications team and an enhanced focus on highlighting our 'youth voice'.

Increased communications and PR support for all pillars of the charity, in line with the continued expansion of its programmes and provision, generated positive media coverage in a wide range of outlets including local, regional and national print, broadcast and online media, consumer media and monthly long-lead titles, Everton fan sites, Liverpool City Region business platforms, bespoke charity media relevant to each of the charity's key themes and sport media.

Total viewing figures across online, broadcast and print media reached approximately 361 million, with key coverage including regional and national TV segments, an internationally broadcast documentary, thought leadership articles in business and charity media, and a variety of local and national news outlets – increasing the profile of the charity and its provision while enhancing its reputation and providing increased visibility for its corporate partners.

Continued growth across the charity's owned channels saw website page views rise 228% on the previous season, with the total number of users up 266% and a 257% rise in new users. The number of sessions - the period of time a user is actively engaged with the website – also rose by 265%.

EVERTON IN THE COMMUNITY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT AND STRATEGIC REPORT) (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2022

Similarly, Everton in the Community's social media channels continued to grow, with total followers across all platforms increasing by 35%. Our Facebook page saw a 28% rise in engagement, with LinkedIn, Twitter and Instagram achieving significant follower growth of +34%, +11% and +25% respectively.

An overview of key PR highlights throughout 2021/22 includes:

- Everton Free School appointed a new principal, which was covered by charity and business media.
- A new ESTEAM programme was launched, achieving coverage in local online and print outlets.
- Everton in the Community was shortlisted for 15 awards across the Football Business Awards, Sports Business Awards, Northwest Football Awards, Charity Today Awards and Corporate Engagement Awards, with the nominations covered by FC Business, Liverpool Chamber, The Guide Liverpool and Charity Today
- The charity's annual If You Know Your History run returned in person, with coverage from Liverpool Echo, Royal Blue Mersey, Professional Liverpool, MSN and Sky Sports News along with a number of regional publications.
- Charity directors featured in a variety of thought leadership articles including Charity Times, Liverpool Chamber of Commerce, Liverpool Business News, Communicate magazine and North West Business Insider.
- First team player Andros Townsend spoke to Premier League Inspires participants on equality for Black History Month with the story featured by premierleague.com, PLP, The Voice and The Athletic.
- The annual Goodison Sleepout returned, with club Ambassador Ian Snodin in attendance alongside UFC Fighter Molly McCann. The event was covered on Liverpool Echo (online and print), BBC Radio Merseyside, Radio City, Capital FM, and the Guide Liverpool among others. The sleepout also featured in BT Sport's documentary film, Meatball Molly, which was aired globally
- Everton was named the third most charitable football club in England in an article in the Liverpool Echo (online and print) which spoke about the work of EitC and also plugged the Santa Dash, encouraging Evertonians to take part to raise money for the charity
- Everton in the Community's Veterans Hub took part in Camelot and the National Lottery's Christmas campaign, which saw EitC's oldest veteran, Tom Beavers, surprised by local EuroMillions winners. The campaign was picked up by multiple local, regional and national media outlets including BBC News, the Independent, ITV News, The Mirror, Evening Standard, Belfast Telegraph, MSN and The Sunday Times
- Everton Free School Principal, Steve Baker was recognised by Her Majesty The Queen with an OBE for services to education. Steve was part of The Queen's Birthday Honours list back in 2020 but, due to the pandemic, his award was delayed. He was finally able to accept his honour from HRH The Princess Royal at Windsor Castle and the story was covered with an in-depth interview on BBC Radio Merseyside
- Everton in the Community hosted an event at The Hub to celebrate 15 years of the Premier League Kicks programme, with the event featuring nationally on multiple media channels including premierleague.com and Sky Sports News
- Disability Manager, Steve Johnson, featured in Pick Me Up magazine to tell his unique story and how it led him to the work he does with EitC. Steve also featured on Neville Southall's new podcast to talk about EitC's disability programmes
- An update on the progress of the People's Place was issued to coincide with EitC's 34th birthday and was covered by numerous outlets including BBC North West Tonight, BBC Radio Merseyside, ToffeeWeb and The Guide Liverpool
- EitC's Premier League Primary Stars programme was featured nationally on Match of the Day's community segment
- Tackling the Blues was involved in the 'Little Amal' puppet event in partnership with Tate Liverpool and Royal Albert Dock as part of World Refugee Week – children from the programme took part in an art session and photo opp with the puppet at the Albert Dock. Extensive coverage achieved including multiple Liverpool Echo articles and ITV Granada Reports
- The launch of the new Blue Base Pantry gained widespread media interest, including a feature in Liverpool Echo and a film for The Guardian online.

EVERTON IN THE COMMUNITY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT AND STRATEGIC REPORT) (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2022

Financial review

Incoming resources for the year amounted to £5,040,490 (2021 £5,275,360). Overall income exceeded expenditure by £314,541 (2021 £963,734), including capital grants received of £607,067 (2021 £375,000) and loss on investments on £133,458 (2021 £95,959 gain). Unexpended grants and restricted donations and legacies amounted to £4,491,177 (2021 £3,957,050) and general reserves amounted to £2,690,206 (2021 £2,909,792). Of the general reserves £1,475,246 (2021 £1,603,491) had been designated for specific purposes. Unrestricted free reserves amounted to £1,208,964 (2021 £1,274,150).

The cash and bank balances stood at £2,559,292 (2021 £3,200,009).

It is the policy of the charity that unrestricted funds which have not been designated for a specific use should be maintained at a level equivalent to between three and six month's expenditure. The Trustees consider that reserves at this level will ensure that, in the event of a significant drop in funding, they will be able to continue the charity's current activities while consideration is given to ways in which additional funds may be raised. This level of reserves has been maintained throughout the year.

Investments policy

Under the Articles of Association the charity has the power to make any investment the trustees see fit. The Board approved the appointment of Quilter Cheviot as Investment Fund Managers to the charity with discretionary powers to invest funds in line with the Ethical Investment Policy restrictions detailed below:

Fund Managers will have discretion to invest in any assets subject to the following restrictions:

- no more than 5% of the entire portfolio under discretionary management may be invested at any time in any one stock. This rule is to apply on a look-through basis;
- funds are to be placed in regulated assets and markets.

The Trustees attach great importance to avoiding investments that could be seen to be at odds with its values and mission. To that end there shall be no investment in any company which derives more than 10% of its global turnover from those assets which are deemed to be unethical, as agreed with the Investment Manager from time to time.

The exclusions agreed shall apply on a look-through basis. It is recognised that from time to time there may be a technical breach of these exclusions which does not result from an overt investment decision made by the Investment Manager. In such a case, the Investment Manager will be required to act to rectify the position at the earliest opportunity and to report such action to the charity.

The Investment Manager provides custody of assets. the charity has a nominated list of authorised Trustees, at least two of whom are required to sign instructions to the Investment Manager.

The Investment Manager will submit a report to the Trustees each quarter outlining performance, asset allocation, risk profile and position of the portfolio against the Investment Objective.

The Trustees have responsibility for agreeing strategy and monitoring the performance of the investment assets. The Trustees will meet every six months to review the portfolio, including an analysis of return, risk and asset allocation. Performance will be monitored against agreed market benchmark, against the Investment Objective of inflation plus 4% over the long term, and a peer group index.

Risk assessment

The Trustees have assessed the major risks to which the charity is exposed, and are satisfied that systems are in place to mitigate exposure to the major risks.

EVERTON IN THE COMMUNITY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT AND STRATEGIC REPORT) (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2022

Structure, governance and management

The charity is a company limited by guarantee, incorporated on 31 July 2003 and is therefore governed by a Memorandum and Articles of Association which have been subject to revision and were formally adopted in May 2018.

The Trustees, who are also the directors for the purpose of company law, and who served during the year and up to the date of signature of the financial statements were:

Sir J F Jones

Mr A S McTavish (Retired 9 September 2022)

Professor C G Mills (Retired 9 September 2022)

Mr Paul Bibby (Retired 9 September 2022)

Mr Martin Carey

Mrs Susan Russell

Ms AA Craig (Appointed 9 September 2022)

Mr M Finn (Appointed 9 September 2022)

Ms T Gore (Appointed 9 September 2022)

Mr B Osu (Appointed 9 September 2022)

Ms Hannah Robinson (Appointed 9 September 2022)

Ms Carol Rogers (Appointed 9 September 2022)

Mr G R Walters (Appointed 9 September 2022)

Ms L Williams (Appointed 9 September 2022)

Trustees are drawn from Everton Football Club and from the wider community. Most trustees are already familiar with the practical work of the Charity when appointed, but new trustees are invited and encouraged to attend short training sessions to familiarise themselves with the charity and the context within which it operates. The Chief Executive Officer ensures that the Board of Trustees is kept up to date with any changes in legislation, rules and regulations which may affect the charity.

None of the Trustees has any beneficial interest in the company. All of the Trustees are members of the company and guarantee to contribute £10 in the event of a winding up.

The day to day management of the charity is delegated to the Senior Management Team which comprise:

- Richard Cronin - Chief Executive Officer
- Sue Gregory - Director of Youth Engagement, Employability and Sports Development
- Mike Salla - Director of Health and Sport
- Linda McMullen - Director of Finance Resources and Operations
- Lesley Beattie - Director of Development

The Board of Trustees meet on a regular basis and are provided with monthly status reports to enable them to monitor the performance of the charity.

The Trustees induction procedure includes training in relation to governance, the role of a Trustee and their responsibilities and any other matters that support their role.

The remuneration of Everton in the Community employees is set by the Board of Trustees, having taken advice from Everton FC HR department and benchmarked against similar roles in the charity sector.

All Trustees give of their time freely and no Trustee remuneration or expenses were paid in the year.

EVERTON IN THE COMMUNITY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT AND STRATEGIC REPORT) (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2022

Auditor

In accordance with the company's articles, a resolution proposing that McLintocks (NW) Limited be reappointed as auditor of the company will be put at a General Meeting.

Disclosure of information to auditor

Each of the Trustees has confirmed that there is no information of which they are aware which is relevant to the audit, but of which the auditor is unaware. They have further confirmed that they have taken appropriate steps to identify such relevant information and to establish that the auditor is aware of such information.

The Trustees' report, including the strategic report, was approved by the Board of Trustees.

Sir J F Jones

Trustee

Dated: 7 March 2023

EVERTON IN THE COMMUNITY

STATEMENT OF TRUSTEES' RESPONSIBILITIES

FOR THE YEAR ENDED 30 JUNE 2022

The Trustees, who are also the directors of Everton In The Community for the purpose of company law, are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (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 incoming resources and application of resources, including the income and expenditure, of the charitable company for that year.

In preparing these financial statements, the Trustees are required to:

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

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Companies Act 2006. They 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.

EVERTON IN THE COMMUNITY

INDEPENDENT AUDITOR'S REPORT

TO THE MEMBERS OF EVERTON IN THE COMMUNITY

Opinion

We have audited the financial statements of Everton In The Community (the 'charity') for the year ended 30 June 2022 which comprise the statement of financial activities, the balance sheet, the statement of cash flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is 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).

In our opinion, the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 30 June 2022 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the *Auditor's responsibilities for the audit of the financial statements* section of our report. We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charity's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the annual report other than the financial statements and our auditor's report thereon. The Trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of our audit:

- the information given in the Trustees' report for the financial year for which the financial statements are prepared, which includes the directors' report and the strategic report prepared for the purposes of company law, is consistent with the financial statements; and
- the strategic report and the directors' report included within the Trustees' report have been prepared in accordance with applicable legal requirements.

EVERTON IN THE COMMUNITY

INDEPENDENT AUDITOR'S REPORT (CONTINUED)

TO THE MEMBERS OF EVERTON IN THE COMMUNITY

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charity and its environment obtained in the course of the audit, we have not identified material misstatements in the strategic report or the directors' report included within the Trustees' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of Trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of Trustees

As explained more fully in the statement of Trustees' responsibilities, the Trustees, who are also the directors of the charity for the purpose of company law, are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error. In preparing the financial statements, the Trustees are responsible for assessing the charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

The extent to which our procedures are capable of detecting irregularities, including fraud, is detailed below.

EVERTON IN THE COMMUNITY

INDEPENDENT AUDITOR'S REPORT (CONTINUED)

TO THE MEMBERS OF EVERTON IN THE COMMUNITY

Extent to which the audit was considered capable of detecting irregularity, including fraud

Our approach to identifying and assessing the risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, was as follows:

- the engagement partner ensured that the engagement team collectively had the appropriate competence, capabilities and skills to identify or recognise non-compliance with applicable laws and regulations;
- we identified the laws and regulations applicable to the charity through discussions with trustees and other management, and from our knowledge and experience of charity sector;
- we focused on specific laws and regulations which we considered may have a direct material effect on the financial statements or the operations of the charity, including the Companies Act 2006, Charities Act 2011, data protection, anti-bribery, employment, food hygiene and health and safety legislation;
- we assessed the extent of compliance with the laws and regulations identified above through making enquiries of management team and inspecting legal correspondence; and identified laws and regulations were communicated within the audit team regularly and the team remained alert to instances of non-compliance throughout the audit.

We assessed the susceptibility of the charity's financial statements to material misstatement, including obtaining an understanding of how fraud might occur, by:

- making enquiries of management team as to where they considered there was susceptibility to fraud, their knowledge of actual, suspected and alleged fraud; and
- considering the internal controls in place to mitigate risks of fraud and non-compliance with laws and regulations.

To address the risk of fraud through management bias and override of controls, we:

- performed analytical procedures to identify any unusual or unexpected relationships;
- tested journal entries to identify unusual transactions;
- assessed whether judgements and assumptions made in determining the accounting estimates were indicative of potential bias; and
- investigated the rationale behind significant or unusual transactions.

In response to the risk of irregularities and non-compliance with laws and regulations, we designed procedures which included, but were not limited to:

- agreeing financial statement disclosures to underlying supporting documentation;
- enquiring of management as to actual and potential litigation and claims; and
- reviewing correspondence with HMRC and relevant regulators.

A further description of our responsibilities is available on the Financial Reporting Council's website at: <https://www.frc.org.uk/auditorsresponsibilities>. This description forms part of our auditor's report.

EVERTON IN THE COMMUNITY

INDEPENDENT AUDITOR'S REPORT (CONTINUED) TO THE MEMBERS OF EVERTON IN THE COMMUNITY

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

**Helen Furlong FCCA (Senior Statutory Auditor)
for and on behalf of McLintocks (NW) Limited**

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**Accountants
Statutory Auditor**

2 Hilliards Court
Chester Business Park
Chester
Cheshire
CH4 9PX

EVERTON IN THE COMMUNITY

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 30 JUNE 2022

		Unrestricted funds 2022 £	Restricted funds 2022 £	Total 2022 £	Unrestricted funds 2021 £	Restricted funds 2021 £	Total 2021 £
	Notes						
Income from:							
Donations and legacies	3	953,540	1,009,065	1,962,605	897,887	857,666	1,755,553
<u>Charitable activities</u>							
Employ	4	85,269	222,082	307,351	109,285	362,746	472,031
Health	4	19,634	507,402	527,036	21,069	616,000	637,069
Sport	4	112,063	389,745	501,808	87,512	441,534	529,046
Youth	4	305,863	955,979	1,261,842	322,838	1,142,711	1,465,549
Other trading activities	5	465,726	-	465,726	405,304	-	405,304
Investments	6	14,122	-	14,122	10,808	-	10,808
Total income		<u>1,956,217</u>	<u>3,084,273</u>	<u>5,040,490</u>	<u>1,854,703</u>	<u>3,420,657</u>	<u>5,275,360</u>
Expenditure on:							
Raising funds	7	<u>404,497</u>	<u>-</u>	<u>404,497</u>	<u>340,401</u>	<u>-</u>	<u>340,401</u>
Charitable activities	8	<u>1,667,246</u>	<u>2,520,748</u>	<u>4,187,994</u>	<u>1,584,290</u>	<u>2,482,894</u>	<u>4,067,184</u>
Total expenditure		<u>2,071,743</u>	<u>2,520,748</u>	<u>4,592,491</u>	<u>1,924,691</u>	<u>2,482,894</u>	<u>4,407,585</u>
Net gains/(losses) on investments	12	<u>(133,458)</u>	<u>-</u>	<u>(133,458)</u>	<u>95,959</u>	<u>-</u>	<u>95,959</u>
Net (outgoing)/incoming resources before transfers		<u>(248,984)</u>	<u>563,525</u>	<u>314,541</u>	<u>25,971</u>	<u>937,763</u>	<u>963,734</u>
Gross transfers between funds		<u>29,398</u>	<u>(29,398)</u>	<u>-</u>	<u>29,398</u>	<u>(29,398)</u>	<u>-</u>
Net movement in funds		<u>(219,586)</u>	<u>534,127</u>	<u>314,541</u>	<u>55,369</u>	<u>908,365</u>	<u>963,734</u>
Fund balances at 1 July 2021		<u>2,909,792</u>	<u>3,957,050</u>	<u>6,866,842</u>	<u>2,854,423</u>	<u>3,048,685</u>	<u>5,903,108</u>
Fund balances at 30 June 2022		<u><u>2,690,206</u></u>	<u><u>4,491,177</u></u>	<u><u>7,181,383</u></u>	<u><u>2,909,792</u></u>	<u><u>3,957,050</u></u>	<u><u>6,866,842</u></u>

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006.

EVERTON IN THE COMMUNITY

BALANCE SHEET

AS AT 30 JUNE 2022

	Notes	2022 £	£	2021 £	£
Fixed assets					
Tangible assets	13	3,813,999		2,690,085	
Investments	14	974,749		1,102,017	
		<u>4,788,748</u>		<u>3,792,102</u>	
Current assets					
Stocks	16	2,000		1,503	
Debtors	17	520,763		514,559	
Cash at bank and in hand		2,559,292		3,200,009	
		<u>3,082,055</u>		<u>3,716,071</u>	
Creditors: amounts falling due within one year	18	<u>(689,420)</u>		<u>(641,331)</u>	
Net current assets		2,392,635		3,074,740	
Total assets less current liabilities		<u>7,181,383</u>		<u>6,866,842</u>	
Income funds					
Restricted funds	21	4,491,177		3,957,050	
<u>Unrestricted funds</u>					
Designated funds	22	1,475,246		1,603,491	
General unrestricted funds		<u>1,214,960</u>		<u>1,306,301</u>	
		<u>2,690,206</u>		<u>2,909,792</u>	
		<u>7,181,383</u>		<u>6,866,842</u>	

The financial statements were approved by the Trustees on 7 March 2023

Sir J F Jones
Trustee

Company Registration No. 04851552

EVERTON IN THE COMMUNITY

STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED 30 JUNE 2022

	Notes	2022 £	£	2021 £	£
Cash flows from operating activities					
Cash generated from operations	25		558,142		1,694,685
Investing activities					
Purchase of tangible fixed assets		(1,206,791)		(67,187)	
Purchase of investments		(722,526)		(800,245)	
Proceeds on disposal of investments		716,336		293,521	
Interest received		14,122		10,808	
Net cash used in investing activities			(1,198,859)		(563,103)
Net cash used in financing activities			-		-
Net (decrease)/increase in cash and cash equivalents			(640,717)		1,131,582
Cash and cash equivalents at beginning of year			3,200,009		2,068,427
Cash and cash equivalents at end of year			2,559,292		3,200,009

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2022

1 Accounting policies

Charity information

Everton In The Community is a private company limited by guarantee incorporated in England and Wales. The registered office is Goodison Park, Goodison Road, Liverpool, Merseyside, L4 4EL.

In the event of a winding up, the liability in respect of the guarantee is limited to £10 per member.

1.1 Accounting convention

The financial statements have been prepared in accordance with the Companies Act 2006 and "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)" (as amended for accounting periods commencing from 1 January 2016). The charity is a Public Benefit Entity as defined by FRS 102.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 Going concern

At the time of approving the financial statements, the Trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the Trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of their charitable objectives.

Designated funds comprise funds which have been set aside at the discretion of the Trustees for specific purposes. The purposes and uses of the designated funds are set out in the notes to the financial statements.

Restricted funds are subject to specific conditions by donors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

1.4 Incoming resources

Income is recognised when the charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Legacies are recognised on receipt or otherwise if the charity has been notified of an impending distribution, the amount is known, and receipt is expected. If the amount is not known, the legacy is treated as a contingent asset.

Donated facilities and donated professional services are recognised in income at their fair value when their economic benefit can be reliably measured and the charity has control over the item. Fair value is determined on the basis of the value of the gift to the charity. A corresponding amount is recognised in expenditure.

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2022

1 Accounting policies

(Continued)

Income from capital grants is recognised when the charity has entitlement to the funds, any performance conditions have been met and the amount can be reliably measured.

Income from charitable activities includes income received under contract or where entitlement to the grant funding is subject to performance conditions. Income is recognised in the Statement of Financial Activities when the related services have been provided, income in advance of those services being provided is deferred.

Income from trading activities, includes income from fundraising events and trading activities to raise funds for the charity. Income is recognised when earned and the charity is entitled to the receipt.

1.5 Resources expended

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, 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 classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges are allocated on the portion of the asset's use.

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.

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

Support costs are those that assist the work of the charity but are not directly attributable to the charitable activities. Support costs include office costs, administrative payroll costs and governance costs which support the charity's activities. Where the support costs cannot be attributable to a direct activity they have been allocated to the costs of raising funds and charitable activities on a pro-rata basis.

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

1.6 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Freehold land and buildings	2% on cost
Leasehold land and buildings	2% on cost
Fixtures and fittings	25% on cost
Motor vehicles	33.33% on cost

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in the statement of financial activities.

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2022

1 Accounting policies

(Continued)

1.7 Fixed asset investments

Fixed asset investments are initially measured at transaction price excluding transaction costs, and are subsequently measured at fair value at each reporting date. Changes in fair value are recognised in net income/(expenditure) for the year. Transaction costs are expensed as incurred.

1.8 Impairment of fixed assets

At each reporting end date, the charity reviews the carrying amounts of its tangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any).

1.9 Stocks

Stocks are stated at the lower of cost and estimated selling price less costs to complete and sell. Cost comprises direct materials and, where applicable, direct labour costs and those overheads that have been incurred in bringing the stocks to their present location and condition. Items held for distribution at no or nominal consideration are measured the lower of replacement cost and cost.

Net realisable value is the estimated selling price less all estimated costs of completion and costs to be incurred in marketing, selling and distribution.

1.10 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.11 Financial instruments

The charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the charity's balance sheet when the charity becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2022

1 Accounting policies

(Continued)

Basic financial liabilities

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

Derecognition of financial liabilities

Financial liabilities are derecognised when the charity's contractual obligations expire or are discharged or cancelled.

1.12 Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

1.13 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

2 Critical accounting estimates and judgements

In the application of the charity's accounting policies, the Trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated 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 where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) **FOR THE YEAR ENDED 30 JUNE 2022**

3 Donations and legacies

	Unrestricted funds £	Restricted funds £	Total 2022 £	Total 2021 £
Donations and gifts	498,903	401,998	900,901	895,120
Capital grants receivable	-	607,067	607,067	375,000
Donated goods and services from Everton FC	454,637	-	454,637	485,433
	<u>953,540</u>	<u>1,009,065</u>	<u>1,962,605</u>	<u>1,755,553</u>
For the year ended 30 June 2021	<u>897,887</u>	<u>857,666</u>		<u>1,755,553</u>
 Grants receivable				
Department for Digital, Culture, Media & Sport	-	375,000	375,000	375,000
The Football Foundation	-	232,067	232,067	-
	<u>-</u>	<u>607,067</u>	<u>607,067</u>	<u>375,000</u>

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2022

4 Charitable activities

	Employ	Health	Sport	Youth	Total 2022	Total 2021
	£	£	£	£	£	£
Grants	276,662	523,902	389,745	955,979	2,146,288	2,676,831
National Citizen Service	-	-	-	301,120	301,120	275,290
Other income	30,689	3,134	112,063	4,743	150,629	151,574
	<u>307,351</u>	<u>527,036</u>	<u>501,808</u>	<u>1,261,842</u>	<u>2,598,037</u>	<u>3,103,695</u>
Analysis by fund						
Unrestricted funds	85,269	19,634	112,063	305,863	522,829	
Restricted funds	222,082	507,402	389,745	955,979	2,075,208	
	<u>307,351</u>	<u>527,036</u>	<u>501,808</u>	<u>1,261,842</u>	<u>2,598,037</u>	
For the year ended 30 June 2021						
Unrestricted funds	109,285	21,069	87,512	322,838		540,704
Restricted funds	362,746	616,000	441,534	1,142,711		2,562,991
	<u>472,031</u>	<u>637,069</u>	<u>529,046</u>	<u>1,465,549</u>		<u>3,103,695</u>
Performance related grants						
The Premier League	74,001	166,500	239,542	480,538	960,581	904,297
UEFA Foundation	-	17,185	-	-	17,185	8,900
NHS	-	37,395	-	-	37,395	12,465
The Big Lottery	-	60,142	-	-	60,142	43,827
Steve Morgan						
Foundation	148,080	-	115,140	218,241	481,461	1,217,436
Sport Tech	-	-	32,500	-	32,500	32,500
Police & Crime						
Commissioners	-	-	-	250,950	250,950	140,002
Edge Hill University	-	72,996	-	-	72,996	66,364
ECOS & EFDN	-	1,237	-	-	1,237	21,552
Knowsley Borough						
Council	-	11,320	-	-	11,320	-
Liverpool City Council	-	19,552	-	-	19,552	-
Liverpool CVS	-	52,806	-	-	52,806	-
PSS	-	37,975	-	-	37,975	-
Veterans Foundation	-	10,000	-	-	10,000	5,835
BBC Children in Need	-	-	2,563	-	2,563	30,688
Champs Public Health	-	2,370	-	-	2,370	18,965
Armed Forces Covenant	-	24,520	-	-	24,520	26,250
The Charity Trust	-	-	-	6,250	6,250	31,250
ESFA	54,581	-	-	-	54,581	95,340
Other	-	9,904	-	-	9,904	21,160
	<u>276,662</u>	<u>523,902</u>	<u>389,745</u>	<u>955,979</u>	<u>2,146,288</u>	<u>2,676,831</u>

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 30 JUNE 2022

5 Other trading activities

	Unrestricted funds 2022 £	Unrestricted funds 2021 £
Match day income	-	4,964
Fundraising events	100,927	138,858
Cafe and Blue Base income	144,068	2,850
Sponsorships income	220,731	258,632
Other trading activities	465,726	405,304

6 Investments

	Unrestricted funds 2022 £	Unrestricted funds 2021 £
Income from listed investments	14,122	10,808

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) **FOR THE YEAR ENDED 30 JUNE 2022**

7 Raising funds

	Unrestricted funds 2022 £	Unrestricted funds 2021 £
<u>Fundraising and publicity</u>		
Staging fundraising events	37,671	22,513
Other fundraising costs	5,625	7,483
Staff costs	167,457	211,132
Fundraising and publicity	210,753	241,128
<u>Trading costs</u>		
Cafe and Blue Base costs	64,924	4,454
Staff costs	70,867	70,664
Support costs	50,020	20,071
Trading costs	185,811	95,189
<u>Investment management</u>	7,933	4,084
	<u>404,497</u>	<u>340,401</u>

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) **FOR THE YEAR ENDED 30 JUNE 2022**

8 Charitable activities

	Employ	Health	Sport	Youth	Total 2022	Total 2021
	2022	2022	2022	2022		
	£	£	£	£	£	£
Staff costs	488,521	449,653	399,297	1,147,648	2,485,119	2,246,501
Programme costs	25,492	52,658	28,956	127,277	234,383	545,120
Motor and travel	2,055	4,292	9,905	6,800	23,052	10,065
Kit and equipment	-	2,998	4,549	2,076	9,623	7,111
Marketing	2,174	19,668	1,078	1,996	24,916	970
Premises costs	575	1,370	-	19,822	21,767	15,692
Training	-	2,927	3,977	9,222	16,126	5,254
Sundry costs	7,925	13,750	3,487	8,443	33,605	6,126
	<u>526,742</u>	<u>547,316</u>	<u>451,249</u>	<u>1,323,284</u>	<u>2,848,591</u>	<u>2,836,839</u>
Share of support costs (see note 9)	112,349	363,522	196,265	478,977	1,151,113	1,029,766
Share of governance costs (see note 9)	18,377	59,460	32,103	78,350	188,290	200,579
	<u>657,468</u>	<u>970,298</u>	<u>679,617</u>	<u>1,880,611</u>	<u>4,187,994</u>	<u>4,067,184</u>
Analysis by fund						
Unrestricted funds	362,720	147,095	289,698	867,733	1,667,246	1,584,290
Restricted funds	294,748	823,203	389,919	1,012,878	2,520,748	2,482,894
	<u>657,468</u>	<u>970,298</u>	<u>679,617</u>	<u>1,880,611</u>	<u>4,187,994</u>	<u>4,067,184</u>

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) **FOR THE YEAR ENDED 30 JUNE 2022**

8 Charitable activities

(Continued)

For the year ended 30 June 2021

	Employ	Health	Sport	Youth	Total 2021
	£	£	£	£	£
Staff costs	311,660	404,661	314,374	1,215,806	2,246,501
Programme costs	28,204	322,442	6,563	187,911	545,120
Motor and travel	912	2,753	3,233	3,167	10,065
Kit and equipment	-	1,314	2,442	3,355	7,111
Marketing	106	-	100	764	970
Premises costs	-	-	-	15,692	15,692
Training	420	2,354	490	1,990	5,254
Sundry costs	1,329	1,103	259	3,435	6,126
	<u>342,631</u>	<u>734,627</u>	<u>327,461</u>	<u>1,432,120</u>	<u>2,836,839</u>
Share of support costs (see note 9)	100,506	325,202	175,576	428,482	1,029,766
Share of governance costs (see note 9)	19,576	63,341	34,198	83,464	200,579
	<u>462,713</u>	<u>1,123,170</u>	<u>537,235</u>	<u>1,944,066</u>	<u>4,067,184</u>
Analysis by fund					
Unrestricted funds	163,325	375,941	243,394	801,630	1,584,290
Restricted funds	299,388	747,229	293,841	1,142,436	2,482,894
	<u>462,713</u>	<u>1,123,170</u>	<u>537,235</u>	<u>1,944,066</u>	<u>4,067,184</u>

9 Support costs

	Support costs	Governance costs	2022 Support costs	Governance costs	2021
	£	£	£	£	£
Staff costs	441,368	-	441,368	310,606	310,606
Depreciation	82,877	-	82,877	97,338	97,338
Administration costs	418,151	-	468,169	521,393	521,393
Facilities management	208,717	-	208,717	100,429	100,429
Audit fees	-	6,000	6,000	-	6,500
Accountancy	-	23,350	23,350	-	25,450
Legal and professional	-	158,940	158,943	-	168,629
	<u>1,181,113</u>	<u>188,290</u>	<u>1,389,424</u>	<u>1,029,766</u>	<u>1,230,345</u>
Analysed between					
Trading	50,020	-	50,020	20,071	20,071
Charitable activities	1,101,093	188,290	1,289,383	1,009,695	1,210,274
	<u>1,151,113</u>	<u>188,290</u>	<u>1,339,403</u>	<u>1,029,766</u>	<u>1,230,345</u>

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 30 JUNE 2022

10 Trustees

None of the Trustees (or any persons connected with them) received any remuneration or benefits from the charity during the year.

11 Employees

The average monthly number of employees during the year was:

	2022 Number	2021 Number
Charitable activities	109	91
Fundraising and administration	19	17
Total	128	108

Employment costs

	2022 £	2021 £
Wages and salaries	2,808,116	2,531,548
Social security costs	240,092	211,733
Other pension costs	116,603	95,622
	3,164,811	2,838,903

The number of employees whose annual remuneration was more than £60,000 is as follows:

	2022 Number	2021 Number
£60,000 - £70,000	-	1

The key management personnel of the charity comprise the Chief Executive Officer, the Director of Health and Sport, the Director of Youth Engagement, Employability and Sports Development, the Director of Finance Resources and Operations and the Director of Development and the Executive Director.

The total amount of employee benefits received by key management personnel amounted to £301,475 (2021 £254,231).

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) **FOR THE YEAR ENDED 30 JUNE 2022**

12 Net gains/(losses) on investments

	Unrestricted funds 2022 £	Unrestricted funds 2021 £
Revaluation of investments	(75,850)	83,015
Gain/(loss) on sale of investments	(57,608)	12,944
	<u>(133,458)</u>	<u>95,959</u>

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2022

13 Tangible fixed assets

	Freehold land and buildings	Leasehold land and buildings	Assets under construction	Fixtures and Motor vehicles fittings	Total
	£	£	£	£	£
Cost					
At 1 July 2021	1,102,708	1,689,156	98,223	252,948	3,243,730
Additions	2,780	-	1,203,152	859	1,206,791
At 30 June 2022	1,105,488	1,689,156	1,301,375	253,807	4,450,521
Depreciation and impairment					
At 1 July 2021	81,880	150,273	-	220,800	553,645
Depreciation charged in the year	22,095	33,768	-	27,014	82,877
At 30 June 2022	103,975	184,041	-	247,814	636,522
Carrying amount					
At 30 June 2022	1,001,513	1,505,115	1,301,375	5,993	3,813,999
At 30 June 2021	1,020,828	1,538,883	98,223	32,148	2,690,085

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) **FOR THE YEAR ENDED 30 JUNE 2022**

14 Fixed asset investments

	Listed investments £	Cash in portfolio	Total £
Cost or valuation			
At 1 July 2021	1,026,811	75,206	1,102,017
Additions	722,526	6,179	728,705
Valuation changes	(75,850)	-	(75,850)
Disposals	(780,123)	-	(780,123)
At 30 June 2022	893,364	81,385	974,749
Carrying amount			
At 30 June 2022	893,364	81,385	974,749
At 30 June 2021	1,026,811	75,206	1,102,017

The historical cost of the investments held at 30 June 2022 was £952,677 (2021 £943,449).

15 Financial instruments

	2022 £	2021 £
Carrying amount of financial assets		
Instruments measured at fair value through profit or loss	893,364	1,026,811

16 Stocks

	2022 £	2021 £
Goods for resale	2,000	1,503

17 Debtors

	2022 £	2021 £
Amounts falling due within one year:		
Trade debtors	162,575	112,057
Other debtors	264,929	358,373
Prepayments and accrued income	93,260	44,129
	520,764	514,559

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) **FOR THE YEAR ENDED 30 JUNE 2022**

18 Creditors: amounts falling due within one year

	Notes	2022 £	2021 £
Other taxation and social security		78,795	58,750
Deferred income	19	466,086	440,124
Trade creditors		61,196	41,844
Other creditors		26,600	20,932
Accruals and deferred income		56,743	79,681
		<u>689,420</u>	<u>641,331</u>

19 Deferred income

	2022 £	2021 £
Arising from Performance related grants	<u>466,086</u>	<u>440,124</u>

Deferred income is included in the financial statements as follows:

	2022 £	2021 £
Deferred income is included within:		
Current liabilities	<u>466,086</u>	<u>440,124</u>
Movements in the year:		
Deferred income at 1 July 2021	440,124	362,011
Released from previous periods	1,989,228	2,776,704
Resources deferred in the year	<u>(1,963,266)</u>	<u>(2,698,591)</u>
Deferred income at 30 June 2022	<u>466,086</u>	<u>440,124</u>

20 Retirement benefit schemes

Defined contribution schemes

The charity operates a defined contribution pension scheme for all qualifying employees. The assets of the scheme are held separately from those of the charity in an independently administered fund.

The charge to profit or loss in respect of defined contribution schemes was £116,603 (2021 - £95,622).

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2022

21 Restricted funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations and grants held on trust for specific purposes:

	Movement in funds				
	Balance at 1 July 2021	Incoming resources	Resources expended	Transfers	Balance at 30 June 2022
	£	£	£	£	£
Community Properties	2,543,779	643,246	-	(29,398)	3,157,627
Active Blues	-	2,250	(2,250)	-	-
41 Goodison	86,751	354,001	(352,991)	-	87,761
Blue Family	551,676	172,775	(372,071)	-	352,380
Diabetes	11,219	51,948	(39,060)	-	24,107
Disability	117,930	137,715	(148,663)	-	106,982
E-Steam	108,900	85,700	(8,307)	-	186,293
Employability	-	27,640	(27,640)	-	-
Everton Veterans Hub	36,878	54,240	(57,987)	-	33,131
Falls Prevention	-	6,320	(3,435)	-	2,885
Girls on side	6,167	-	(3,156)	-	3,011
Health Improvement	-	28,456	(28,456)	-	-
Home is Where the Heart Is	-	38,598	(38,598)	-	-
Imagine Your Goals	31,511	100,419	(50,512)	-	81,418
Impact	-	208,711	(166,322)	-	42,389
Inspire	63,359	195,442	(258,801)	-	-
Kicks	138,955	388,530	(418,572)	-	108,913
Neighbourhood	13,966	62,806	(51,875)	-	24,897
New Dads	8,438	37,975	(20,430)	-	8,438
Off the Ball	-	6,375	(958)	-	5,417
Primary Stars	104,033	255,140	(241,256)	-	117,917
Stand Together	18,163	102,395	(76,765)	-	43,793
Steve Morgan Foundation Programmes	23,043	-	(23,043)	-	-
Tackling the Blues	92,282	105,000	(111,009)	-	86,273
Volunteers	-	5,240	(5,240)	-	-
Youth support	-	13,351	(13,351)	-	-
	<u>3,957,050</u>	<u>3,084,273</u>	<u>(2,520,748)</u>	<u>(29,398)</u>	<u>4,491,177</u>

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) **FOR THE YEAR ENDED 30 JUNE 2022**

21 Restricted funds

(Continued)

Comparative information in respect of the preceding period is as follow:

	Movement in funds				
	Balance at 1 July 2020	Incoming resources	Resources expended	Transfers	Balance at 30 June 2021
	£	£	£	£	£
Community Properties	1,967,724	605,453	-	(29,398)	2,543,779
Active Blues	3,829	-	(3,829)	-	-
41 Goodison	65,899	150,411	(129,559)	-	86,751
Blue Family	717,521	58,482	224,327	-	551,676
Diabetes	-	12,465	1,246	-	11,219
Disability	50,170	186,846	(119,086)	-	117,930
E-Steam	-	121,000	(12,100)	-	108,900
Everton Vets	10,023	79,336	(52,481)	-	36,878
Girls on side	5,112	1,000	55	-	6,167
Health Improvement	-	44,229	(44,229)	-	-
Home is Where the Heart Is	150,155	-	(150,155)	-	-
Imagine Your Goals	32,032	23,340	(23,861)	-	31,511
Impact	-	160,505	(160,505)	-	-
Inspire	-	362,746	(299,387)	-	63,359
Kicks	-	408,047	(269,092)	-	138,955
Neighbourhood	-	24,363	(10,397)	-	13,966
New Dads	-	9,375	(937)	-	8,438
Primary Stars	-	278,788	(174,755)	-	104,033
Stand Together	-	52,601	(34,438)	-	18,163
Steve Morgan Foundation Programmes	-	716,670	(693,627)	-	23,043
Tackling the Blues	46,220	100,000	(53,938)	-	92,282
Youth Support	-	25,000	(25,000)	-	-
	<u>3,048,685</u>	<u>3,420,657</u>	<u>(2,482,894)</u>	<u>(29,398)</u>	<u>3,957,050</u>

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2022

21 Restricted funds

(Continued)

Community Properties

This fund represents community properties which have been grant funded. The fund will be reduced each year in line with the related depreciation charge.

Active Blues

Funded through general fundraising and Everton Football Club partners, this project provides football and walking football weekly provision for inactive men aged 35+ who are primarily from North Liverpool.

41 Goodison

Funded by BT and the Premier League, this programme supports young people who are at risk of being looked after and also those who are at risk of offending or have offended.

Blue Family

In March 2020, Everton Football Club and Everton in the Community launched 'Blue Family', a coordinated outreach and engagement campaign to maintain contact with fans and provide vital support and assistance to some of the most vulnerable, socially isolated and at-risk members of the community in the wake of the coronavirus pandemic.

Diabetes

Funded by the NHS, this project – in partnership with Edge Hill University – involves screening high-risk groups of people for Type 2 Diabetes followed by offering a health intervention to improve glucose levels and overall wellbeing. This project helps to prevent undiagnosed people developing serious health implications caused by Type 2 Diabetes.

Disability

Funded through the Premier League and Children in Need, this programme includes projects that support children, young people and adults with various disabilities including learning, sensory and physical. Provision includes weekly sessions in schools and community settings alongside football teams that train weekly and compete in various regional, national and international tournaments.

E-Steem

Funded by a range of sources this programme improves digital and maths skills along with problem solving, critical thinking, resilience, and team working. Combining robots and football challenges, the programme aims to enhance the interest of disadvantaged groups of young people in STEAM (Science, Technology, Engineering, Arts and Maths) careers with the aim to bridge the widening STEM skills gap across the Liverpool City Region.

Everton Veterans Hub

Funded by the Big Lottery Fund, this project – in partnership with Edge Hill University – supports military veterans who have returned to civilian life and might be at risk of developing poor physical health and poor mental health. The project supports with health improvement, education and employment.

Falls Prevention

Funded by Knowsley Borough Council, this programme delivers a series of low-impact physical activity sessions for residents across Knowsley who are at risk of falls.

Girls on Side

Funded through general fundraising and Everton Football Club partners, this project provides weekly support through sport and non-sport activities to females who have been diagnosed with various types of mental illness who have been referred to us by Mersey Care.

Health Improvement

Funded by a range of sources including the NHS and local authorities, this project identifies emerging health priorities and works alongside city-region stakeholders to develop campaigns and new projects to address the emerging health needs.

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2022

21 Restricted funds

(Continued)

Home is Where the Heart Is

Funded by specific fundraising activities, this programme develops a supported living initiative for homeless young people.

Imagine your Goals

Funded through general fundraising and Everton Football Club partners, this programme supports males and females aged 18+ with various mental health conditions referred from Mersey Care. Weekly sessions take place across Merseyside including football and fitness sessions alongside providing training, volunteering and employment opportunities for participants.

Impact

We secured an Impact Manager Funded by the Premier League to maximise any investment made in to our programmes to deliver the highest social value possible. This role has been vital to understand the key social need themes from our community to ensure we deliver and sustain the right support in the right areas.

Inspire

Funded by the Premier League, this programme aims to deliver targeted support to identified students that need extra support to stay in education or to stop criminal exploitation.

Kicks

Funded through the Premier League, this programme aims to reduce anti-social behaviour within the community by engaging young people in a variety of sports.

Neighbourhood

Funded from specific fundraising and donations, this programme supports local residents and businesses in the Blue Mile surrounding Goodison Park

New Dads

Funded by the NHS, this project – in partnership with PSS and LJMU – supports new dads with the transition into fatherhood to help prevent poor physical health or poor mental health from developing. A strong focus is on improving health outcomes for the whole family.

Off the Ball

Funded by the Big Lottery, this programme brings carers from different generations together - enabling them to 'take their foot off the ball' from their caring role and focus on themselves.

Primary Stars

This is a national curriculum-linked education programme using the appeal of the Premier League and Everton FC to inspire primary school children to learn, be active and develop important skills.

Stand

Together

Funded by the Premier League, this project supports men and women aged 70+ who have been identified as being socially isolated. Participants attend weekly sessions at the Blue Base alongside regular visits to various Merseyside attractions and landmarks.

Steve Morgan Foundation Programmes

- EiTC and the Steve Morgan Foundation work together on a £4million early intervention programme within Speke-Garston to specifically tackle the barriers facing young people in attaining good education and employment. The five year partnership aims to prevent serious violence, tackle gang culture and protect young people from exploitation. In response to Covid -19 EiTC received a further boost of £1.5million from Steve Morgan Foundation and the Governments Community Match Challenge initiative to support the charity's essential work in supporting the City's most vulnerable people during and post Covid

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) **FOR THE YEAR ENDED 30 JUNE 2022**

21 Restricted funds

(Continued)

Tackling the Blues

Funded by the Premier League, this programme supports children and young people with, or at risk of developing, mental illness. It is a sports and education-based programme delivered in school settings.

Youth Support

Funded by a range of sources this project identifies emerging youth priorities and works alongside city-region stakeholders to develop campaigns and new projects to address the emerging education and health needs.

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) **FOR THE YEAR ENDED 30 JUNE 2022**

22 Unrestricted funds

The income funds of the charity include the following designated funds which have been set aside out of unrestricted funds by the trustees for specific purposes:

	Balance at 1 July 2021	Incoming resources	Movement in funds			Balance at 30 June 2022
	£	£	Resources expended	Transfers	Revaluations, gains and losses	£
Community Properties	1,216,212	-	(26,465)	2,780	-	1,192,527
National Citizen Service	95,206	302,700	(312,873)	-	-	85,033
Health and Wellbeing Projects	97,104	3,134	(5,066)	-	-	95,172
Youth Engagement Programmes	194,969	17,993	(110,448)	-	-	102,514
Apprenticeship Programme	-	54,580	(54,580)	-	-	-
General Unrestricted Funds	1,306,301	1,577,810	(1,562,311)	26,618	(133,458)	1,214,960
	<u>2,909,792</u>	<u>1,956,217</u>	<u>(2,071,743)</u>	<u>29,398</u>	<u>(133,458)</u>	<u>2,690,206</u>

Comparative information in respect of the preceding period is as follows:

	Balance at 1 July 2020	Incoming resources	Movement in funds			Balance at 30 June 2021
	£	£	Resources expended	Transfers	Revaluations, gains and losses	£
Community Properties	1,242,622	-	(26,410)	-	-	1,216,212
National Citizen Service	137,641	275,646	(318,081)	-	-	95,206
Health and Wellbeing Projects	104,231	2,570	(9,697)	-	-	97,104
Youth Engagement Programmes	265,357	-	(70,388)	-	-	194,969
Apprenticeship Programme	-	95,340	(95,340)	-	-	-
General Unrestricted Funds	957,010	1,481,147	(1,404,775)	29,398	95,959	1,306,301
	<u>2,854,423</u>	<u>1,854,703</u>	<u>(1,924,691)</u>	<u>29,398</u>	<u>95,959</u>	<u>2,909,792</u>

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) **FOR THE YEAR ENDED 30 JUNE 2022**

23 Analysis of net assets between funds

	Unrestricted 2022 £	Restricted 2022 £	Total 2022 £	Unrestricted 2021 £	Restricted 2021 £	Total 2021 £
Fund balances at 30 June 2022 are represented by:						
Tangible assets	1,198,523	2,615,476	3,813,999	1,248,363	1,441,722	2,690,085
Investments	974,749	-	974,749	1,102,017	-	1,102,017
Current assets/(liabilities)	516,935	1,875,701	2,392,636	559,412	2,515,328	3,074,740
	<u>2,690,207</u>	<u>4,491,177</u>	<u>7,181,384</u>	<u>2,909,792</u>	<u>3,957,050</u>	<u>6,866,842</u>

24 Related party transactions

Everton in the Community is the charitable arm of Everton Football Club. During the year Everton Football Club donated £360,000 (2021 £360,000) towards the operational costs of the charity. In addition Everton Football Club incurred operating costs amounting to £454,637 (2021 £485,433). These costs are included as donations and support costs.

25 Cash generated from operations

	2022 £	2021 £
Surplus for the year	314,541	963,734
Adjustments for:		
Investment income recognised in statement of financial activities	(14,122)	(10,808)
Loss/(gain) on disposal of investments	57,608	(12,944)
Fair value gains and losses on investments	75,850	(83,015)
Depreciation and impairment of tangible fixed assets	82,877	97,338
Movements in working capital:		
(Increase)/decrease in stocks	(497)	1,467
(Increase)/decrease in debtors	(6,204)	656,322
Increase in creditors	22,127	4,477
Increase in deferred income	25,962	78,113
Cash generated from operations	<u>558,142</u>	<u>1,694,684</u>
Per cash flow statement page	<u>558,141</u>	<u>1,694,684</u>

26 Analysis of changes in net funds

The charity had no debt during the year.

Accounts

Charity Registration No. 1099366

Company Registration No. 04851552 (England and Wales)

EVERTON IN THE COMMUNITY
ANNUAL REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2021



Everton
in the Community

EVERTON IN THE COMMUNITY

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees

Sir J F Jones
Mr A S McTavish
Professor C G Mills
Mr Paul Bibby
Mr Martin Carey
Mrs Susan Russell

Charity number

1099366

Company number

04851552

Registered office

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Auditor

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EVERTON IN THE COMMUNITY

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EVERTON IN THE COMMUNITY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT AND STRATEGIC REPORT) FOR THE YEAR ENDED 30 JUNE 2021

The Trustees present their annual report and financial statements for the year ended 30 June 2021.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the charity's governing document, the Companies Act 2006 and "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)" (as amended for accounting periods commencing from 1 January 2016)

The charity extended the reporting date from 31 May 2018 to 30 June 2019 to fall in line with the reporting date of Everton Football Club. The figures presented in the Financial Statements represent period of 12 months, while the comparative figures for the period ended 30 June 2019 represent 13 months.

Objectives and activities

The charity was incorporated as a company limited by guarantee on 31 July 2003 and registered as a charity on 10 September 2003. It commenced activities on 1 June 2004.

It is governed by its memorandum and articles of association and its objects are:-

- To promote community participation in healthy recreation by providing facilities for the playing of football and other sports capable of improving physical health;
- To provide and assist in providing facilities for sport, recreation or other leisure time occupation of such persons who have need for such facilities by reason of their youth, age, infirmity or disablement, poverty or social and economic circumstances or for the public at large in the interests of social welfare and with the object of improving their conditions of life;
- The relief of sickness and preservation of people with a disability by the provision of facilities for recreation and other leisure time occupation for such persons, in particular but not exclusively by providing opportunities for competitive and non-competitive sport to assist their integration into society;
- To advance the education of children and young people and to provide opportunities for them to develop their full capabilities and enable them to become responsible members of society so that their conditions of life may be improved.

The user groups are local schools, colleges and disability organisations.

The day to day business of the charity is conducted under the control of the Chief Executive Officer, who reports to the Board of Trustees at their regular meetings.

Public benefit

The Trustees are aware of the Charity Commission's guidance in relation to public benefit. It is the opinion of the Trustees, that this report demonstrates how the charity provides public benefit.

The Trustees have paid due regard to guidance issued by the Charity Commission in deciding what activities the charity should undertake.

EVERTON IN THE COMMUNITY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT AND STRATEGIC REPORT) (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2021

Strategic report

The description under the headings "Achievements and performance" and "Financial review" meet the company law requirements for the Trustees to present a strategic report.

Achievements and performance

Overview

The year July 2020 to June 2021 has been another period of growth and development for Everton in the Community. In line with our five-year growth strategy, we have continued to work hand-in-hand with our fans, neighbours, partners and local community groups, developed new partnerships, grown our workforce and transformed and evolved our delivery to best support our participants and the local community during the coronavirus pandemic.

And whilst the pandemic continued to put a stop to the majority of our face-to-face delivery, our staff and volunteers continued to deliver each of our 40+ social projects to participants across the Liverpool City Region, albeit in a newly adapted virtual format, as well as increased outreach through welfare check-in calls, socially distanced doorstep drop-offs and a limited amount of face-to-face delivery for some of our most vulnerable participants.

Our Blue Family campaign, delivered in collaboration with Everton Football Club, continued to provide life-saving support to fans, participants and those most in need across the region. We reacted quickly and strongly in identifying other social needs that have arisen as a result of the pandemic and immediately set about putting funding in place to support initiatives and/or projects to specifically tackle these needs, such as the widening education inequality gap, digital poverty, uniform poverty and social isolation.

The last 12 months has seen Everton in the Community receive overwhelming support from fans, old and new partners and the general public, all of which has helped us to reach out to more people than ever before and allow us to act quickly and efficiently when we see a need in the local community.

We reflect with pride on the continued success of the work undertaken day in and day out by our staff in delivering our social programmes and thank them for their continued dedication and commitment.

Below are selected highlights from across the charity's pillars and key projects from July 2020 to June 2021.

Youth Engagement

2019/20 saw Everton in the Community's Youth Engagement team expand its Impact model into more areas across Liverpool City Region. Building on the impact from the Home Office Early Intervention Youth Fund and Premier League Community grants, the charity secured further monies from the Merseyside Police Violence Reduction Partnership to prevent serious violence and tackle gang culture across Liverpool.

This additional funding has allowed the team to develop the Impact model within South Sefton, Knowsley, North Liverpool, Speke-Garston and Wirral, with the initiative continuing to work to inspire young people and reduce the number of 'at risk' young people from disengaging in school, becoming NEET (Not in Education, Employment or Training) or engaging in criminal culture.

The strategy behind the Impact model centres around four interlocking themes that play an important role in the work Everton in the Community does within communities and schools; Community, Education, Support and Pathways.

Community

The last 12 months saw our Everton PL Kicks specifically target young people aged 8-18 from North Liverpool, Sefton, Birkenhead, Knowsley, Speke and Halton through community activities, after school, half term activities and weekend sessions. Young people who attend our sessions report improved physical and mental wellbeing as well as being provided with opportunities to take part in competitive sport and physical activities and develop their skills and knowledge.

EVERTON IN THE COMMUNITY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT AND STRATEGIC REPORT) (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2021

Our PL Kicks team works with the young people to deliver workshops, qualifications and provide them with access to a wide variety of activities linked to area needs through physical and virtual sessions.

Managing physical delivery during national and local lockdowns has been difficult, especially with staff and participant isolation bubbles also causing disruption. The changing rules around the delivery numbers has meant that a considerable proportion of our regular young people had to take it in turns to participate. Therefore, we focused on ensuring participants are safe, engaged and have essentials at home and through our Blue Family campaign, were able to deliver more than 3,200 food parcels and 4,200 hot meals to our young people and their families as well as offering increased support through welfare calls and mentoring.

The coming year will see a group of young males from Liverpool 4 represent England in the Street Child World Cup and the Everton PL Kicks staff are supporting these individuals with a range of activities and workshops to best prepare them to compete

Education

Everton in the Community's work with primary and secondary schools means the charity can not only deliver its own awareness educational programmes, but it can also build relationships with young people through their education journey to provide a more in-depth level of support, advice and mentoring. This includes an enterprise programme, sports activities, vocational pathways and bespoke educational projects that includes PHSE activities.

Primary School Delivery

The 2020/21 season saw the Premier League Primary Stars team continue to deliver its full programme to partner schools throughout the pandemic. Staff team delivered virtual events and education activations across the academic year engaging with more than 1,500 young people as well as continued supporting teachers in PE lessons across the city, with 49 teachers gaining valuable knowledge and skills in Physical Education delivery. The recruitment of qualified teachers has allowed the PLPS team to provide 96 Maths and 132 English lessons to bridge the gap whilst still delivering 186 PSHE lessons. Alongside this, partner schools took part in social action projects throughout the year to better their communities.

Secondary School Delivery

PL Inspires Project

Students associated with the PL Inspires programme have various external, environmental, and personal risk factors that can prevent them from achieving their full potential and so we work with these students in small groups with bespoke holistic programmes to engage and support them back into education whilst raising their individual personal and educational aspirations.

Our Impact Model supports young people with the transition to secondary school and supports a student's journey right through the Key Stages and Post-16, using mentoring as a key engagement tool when working with those with complex needs.

Delivery during the challenging 2020/21 season has involved cohort work with students across Merseyside taking part in empowering social action projects with the aim of improving their school sites for students to enjoy, as well as our recently launched E-STEAM project which has given students the chance to discover experiences and opportunities they may not have otherwise been exposed to. We have also piloted small cohorts focusing on topics such as 'mental health and drama' for students who have been particularly affected by the coronavirus pandemic, helping them to overcome their struggles and issues in a diverse and creative way.

New Futures Programme

Our New Futures programme works with young people aged 15+ who are classed as being NEET and/or those individuals who leave school with no progression and are now formally NEET.

EVERTON IN THE COMMUNITY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT AND STRATEGIC REPORT) (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2021

The main aim of the programme is to support re-engagement in school for 'at risk' NEETs and encourage involvement in the charity's Pathways programme and introduce young people to vocational qualifications such as customer services and Sport Leaders. The programme also helps young people to identify progression opportunities into further education, apprenticeships, or the world of work.

The last year has seen us work with 58 individuals who have gained progression into further education, employment or training. Predominantly the 'at-risk' NEETs are often in Year 11 and are referred to us via their schools and/or our internal programmes such as PL Inspires and PL Kicks. This cross-collaboration between programmes results in the best possible support for our young participants.

National Citizen Service

The 2020/21 season saw our NCS programme engage with young people through various projects both in the community and in schools. The Summer programme was repurposed and repackaged to 'Keep Doing Good' to support young people to design and deliver social action projects in their community with the focus being on supporting communities as the city came out of lockdown. The summer delivery was a resounding success with over 150 young people collectively delivering 4,500 hours of social action in their local communities as well as gaining qualifications in emergency first aid and Sports Leaders 'Go Lead'.

A new strand of NCS was piloted in the Autumn term with us delivering PSHE style sessions in schools across Liverpool City Region, with the main aim being to support young people with personal development activities that they would have missed out on due to lockdown, and all activities were designed to supplement the school curriculum. Our Autumn half term provision was again non-residential, but we were able to engage 45 young people and provide them with outward bound activities as part of our offer and each young person completed 30 hours of social action.

E-STEAM

Recognising the need to address the growing skills gap between young people and STEM-related further education and employment opportunities, we launched 'E-STEAM', an educational programme that uses creative and practical activities in addition to educational interventions to create excitement and inspire aspirations to pursue potential STEM career options.

E-STEAM was launched in the latter stages of the 2020/21 season and with the support of key partner organisations, we were able to engage more than 420 young people through the programme, bringing technology to communities through robotics with the aim of developing digital skills and competence through the use of Sphero and Lego Education products such as Spike Prime and Essential.

We are already seeing that E-STEAM is changing the way our young people view STEM based subjects. We are able to provide opportunities and experiences to challenge the perception that STEM subjects are purely for academics by using practical, hands-on activities to develop problem solving, teamwork and communication - ensuring we are helping young people to be ready for the challenges of everyday life.

Everton Apprenticeships

Everton In the Community's Apprenticeship team has adapted its delivery model and made its offer more accessible during the pandemic by switching to remote delivery on Microsoft Teams, with all apprentices receiving full training and support from charity staff, including cyber awareness training.

As a result, the team have managed to fully maintain its delivery and gain achievements on all the qualifications we currently deliver such as ILM Level 3 and 5 in Management and Business Admin Level 3. We are also now working with City and Guilds, ILM and TQUK as end point assessment organisations to expand our delivery offer.

EVERTON IN THE COMMUNITY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT AND STRATEGIC REPORT) (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2021

There are currently 22 apprentices enrolled on our programme from Liverpool & Aintree NHS Trust and Liverpool Heart and Chest Hospital NHS Trust who are working towards achieving qualifications in Level 3 Business Administration and Level 5 Management with a 100% pass rate. In the 2020/21 season, as many as 87% of Business Administration apprentices achieved distinction, with 90% of Management apprentices also securing a distinction.

During this time, we have also introduced a new Level 2 award in Effective Mentoring, this qualification has been rolled out to clubs via the Premier League Charitable Foundation and to date we have successfully delivered to 55 participants as well as introducing a Level 3 certificate in Mentoring which is being piloted to seven participants at an external club.

Pathways

The charity's Pathways programme is designed to help young people build skills for the future within the construction, sports, media, education and hospitality sectors and engages with 'disengaged' young people between the ages of 12 and 24 years of age.

The past year has seen Pathways provide more than 500 students with an exclusive insight into the world of work and a chance to interact directly with potential employers across a variety of sectors. Our mass participation events during collapsed curriculum days have seen staff engage with full year groups, delivering workshops on mental health, careers and wellbeing with feedback received from schools being that students' attendance and performance both improved during our delivery.

Support

The 2020/21 season saw Everton in the Community's Support team provide targeted support to over 200 young people who are displaying key risk factors within the 'Impact Model'. Partner schools will identify persistently absent students, those who have been displaying risky behaviours, those who have witnessed domestic violence and/or those who have known family/peer links to serious organised crime, and the charity's staff will work with these young people in small cohorts to ensure that quality work is completed with maximum impact.

Home Is Where The Heart Is

The charity's four-bedroomed house, which offers semi-independent living to young people facing homelessness, has now been operational for two years, accommodating up to four residents at any one time with a live-in house parent.

Home Is Where the Heart Is continued to operate at full capacity throughout the pandemic, supporting young adults to develop the skills they need to live independently and has seen great outcomes during this time, including residents moving into their own tenancies, gaining full time employment and achieving qualifications.

The pandemic meant that our outreach service was drawn to a halt, but the Support team continued to provide help and assistance to young adults in need through phone contact and video calls. One notable outcome was a member of the team supporting a male into rehabilitation to beat a cocaine addiction, he is now in his own tenancy and celebrating one-year free from drugs.

41 Goodison - Footsteps 41

Staff have continued to consistently deliver the Footsteps 41 programme through the 20/21 season despite the challenges presented by the pandemic. Sessions have been different to normal delivery, with many having to be on site, to fall in line with Government guidelines and staff have had to be creative and ensure sessions have been engaging as well as educational. Workshops have primarily focused on personal, social and development sessions (anger management, healthy relationships, Black Lives Matters and managing feelings) and we have also ensured that health and fitness remains a core part of our programme as we follow a 'healthy body, healthy mind' approach with our young people.

EVERTON IN THE COMMUNITY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT AND STRATEGIC REPORT) (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2021

Health and Sport

Everton in the Community's Health and Sport pillars have a focus on tackling health inequalities across the life-course, spanning from conception through to the current oldest participant aged 104 years-old. There are a total of 35 projects operating under these pillars with each project serving a different population group, such as people living with dementia or military veterans; each population group has been identified as they are at an increased risk of experiencing a poorer quality of life and worse health outcomes than the general population.

Across the areas, significant funding from the Community Match Challenge Fund allowed for important provision to be delivered to support our local communities through the challenges of the pandemic and associated lockdown restrictions. The target was to reach 1,320 people and this was greatly surpassed with a total of 5,494 people engaged and supported.

A second year's funding was secured to sustain the services of our own EitC GP, Dr Chris Pritchard, who has proved to be a valuable asset supporting participants and staff by providing a professional GP service in our community setting. New funding has also been secured to appoint a GP Trainee to further improve this professional offering and support individuals who would not normally engage with a GP in a medical setting. All areas operated well both financially and with meeting project targets during the 2020/21 season, which is very commendable considering the ongoing challenges presented by the pandemic. Furthermore, new funding was secured to create additional projects in the areas of diabetes prevention, supporting new fathers and supporting older military veterans.

Tackling the Blues, in partnership with Edge Hill University, has been scaled up and now includes art provision thanks to the new partnership with TATE Liverpool. The programme has reached over 1,500 children and young people who have been identified with poor mental health and are now supported on an ongoing weekly basis.

Our ongoing partnership with Edge Hill University has continued to be very beneficial with securing funding and as a result a PhD student and four MSc students are now available to us to help demonstrate the impact of our Health and Sport areas. A number of Open Access Journals will also be produced to further enhance our credibility.

The People's Place

The previous 12-months has seen significant funds secured to help move closer to the target of £2.2m to complete the build of The People's Place. Funding from the Community Match Challenge Fund, the proceeds of the Howard's Way Film and the new Causeway partnership alongside ongoing conventional fundraising efforts has seen the total raised reach £1.7m. Unfortunately, substantial fundraising activities (i.e. Gala Dinners, 5km challenges) have been cancelled due to lockdown restrictions and several capital grant programmes have also been paused or removed.

EitC were commissioned to deliver a suicide prevention programme across Cheshire and Merseyside, with a particular focus on middle-aged men - the most at risk of suicide - and this work has created a network of over 30 organisations that will form a referral directory for The People's Place to further enhance the offering that the facility will provide.

Interest in The People's Place has continued, and the planned purpose-built mental health hub has been promoted in numerous national and international conferences and received interest from various high-profile individuals and networks including Roman Kemp, Dr Alex George, CHAMPS (Cheshire and Merseyside Public Health Collaborative and Westminster). As a result of the pandemic, the risk factors for poor mental health and suicide have been amplified, meaning the need for The People's Place is greater than ever.

Planning permission has been secured and a full tender process has taken place and contractors appointed. Work has now begun to build this mental health facility with the intention to have The People's Place build complete for the new football season in 2022.

EVERTON IN THE COMMUNITY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT AND STRATEGIC REPORT) (CONTINUED)

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Health and Wellbeing

Despite the myriad of challenges, the Covid-19 pandemic has presented during the past 12 months, Everton in the Community's Health and Wellbeing department has continued to fulfil a vital role supporting the health and wellbeing needs of Merseyside's most vulnerable and hardest to reach.

The charity's commitment to support those most affected by the pandemic has seen the launch of a number of new Covid-response initiatives including 'Out of the Blue', an online mental health education course ran in partnership with mental health practice IStraker Consultants, enabling members of the community to access expert advice and guidance from trained mental health professionals.

Through its diverse range of impactful community programmes, EitC's health and wellbeing provision continues to help positively challenge health inequalities and improve overall quality of life for society's most in-need and at-risk. This work continues to expand its reach and reputation locally and increasingly on a regional and national level. To this end, Everton in the Community was invited to spearhead a new Alliance for Sport and Mental Health, which launched in January this year, alongside partners from across Europe. The project, funded by the European Union, promotes collaboration between mental health professionals and the sports and physical activity sector to raise awareness of the added value sport and physical activity can have for promoting better mental health and wellbeing outcomes.

In April this year, EitC's face-to-face delivery recommenced to coincide with the launch of a number of new programmes including 'Royal Blues' - a targeted programme supporting middle aged military veterans at risk of social isolation - thanks to £30,000 of funding secured from the Armed Forces Covenant Trust. The department has also developed a female specific refugee and asylum seeker provision through the 'Welcome through Football' programme to ensure women and girls have the same access to engage in education and football. EitC's 'Kick Cancer' programme has made significant reinforcements upskilling staff to further expand their expertise in the delivery of high-quality, safe and appropriate physical activity prescription for those living with a cancer diagnosis.

The department's 'Walking Football' programme has also made strides in expanding the range of opportunities provided for more people to remain physically active in later life. With funding secured from the Football Foundation, this has seen the development of a new pre and post retirement programme 'Keep Your Boots On' being launched, ensuring those already retired or soon to be, can remain physically and socially connected with other likeminded people. Further developments within the programme have centred on plans to develop a walking football offer for people living with Dementia and Parkinson's. Premier League funding has also helped to ensure that our Stand Together programme has been able to continue providing vital wellbeing support and further expand its provision supporting socially isolated older people in residential settings as well as carers of loved ones living with Dementia.

EitC's Veterans Hub (EVH) continues to make a significant difference in the lives of veterans and their families, further cementing its position as a market leader in veteran support community. This has been demonstrated with EVH and its programme lead, Dave Curtis, being shortlisted for 'Health and wellbeing project' and 'Inspiration of the year' at the English Veterans Awards, with Dave taking home the Silver Award on the night. EitC's commitment to supporting serving and ex-military personnel has also been recognised with the awarding of the prestigious Armed Forces Covenant Silver Award.

Neighbourhood

The past 12 months has seen the Neighbourhood programme continue its excellent work in supporting local residents and businesses in the Blue Mile surrounding Goodison Park.

The programme has continued to deliver 11 projects supporting individuals across the entire life-course from 'Stay and Play' toddler groups to 'Blue Buddy' check-in calls and intergenerational sessions in local care homes, with a focus on reducing social isolation and providing a platform for meaningful friendships to be developed.

EVERTON IN THE COMMUNITY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT AND STRATEGIC REPORT) (CONTINUED)

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The Neighbourhood programme has been at the core of the Club and charity's collaborative Blue Family delivery and has provided further support with the launch of its half-term holiday camps for young people from crisis families reliant on Free School Meals during the 13 weeks where schools are closed each year. The camps offer young people the chance to learn how to cook, participate in enrichment sessions and gain access to alternative sports.

To further support with the effects of the pandemic in local care homes, the Neighbourhood team created an intergenerational project with young people in the area and local care homes, providing pen pal letters, creative poetry and virtual cheerleading sessions. The scheme has since been expanded to link into the Reading Buddies programme, with virtual reading sessions taking place between care homes and schools.

During the 2020/21 season, the Neighbourhood programme has continued to provide housing and resettlement support for local neighbours through its Red Cross Refugee and Asylum Seeker programme, supporting up to 20 families per week. This programme links to the Riverside housing drop-in service which they run to enable resettlement, as well as English sessions, employability workshops and also family support through Sefton Baby Baskets.

Through the development of new relationships with local organisations, the Neighbourhood programme has secured significant in-kind donations to support the Blue Family campaign, as well as other funding to ensure that all 11 programmes are sustained for the fifth most deprived community in the UK. Funding pots secured include monies from Merseyside Police to support half term activity for young people, £5,000 from Loan Sharks to tackle illegal money lending within the Blue Mile, £10,000 in memory of a local Police Officer to continue our crime awareness work within Kirkdale with hard-to-reach young people and £2,000 from Alpha Taxis for our Reading Buddies project along with 100 books donated by Agent Marketing.

Alongside this, Everton Women's partner LIL-Lets again funded a further 12 months of knitting equipment for our charity's 'Sit and Knit' group, as well as the provision of maternity pads for the Liverpool Women's Hospital. The sale of hats and cardigans knitted by the 'Sit and Knit' group has so far generated £26,000 for the neonatal ward at the hospital. During 2020/21, our women knitted over 3,000 items for the babies on the hospital's neonatal ward.

And further partnerships have been developed, with funding secured for a holiday activity programme, Starting Well Programme and Diabetes Awareness Programme to be rolled out across Liverpool 4 from 2021/22 onwards.

Disability

The challenges presented by the coronavirus pandemic have been difficult for the charity's disability programme with staff being unable to deliver any face-to-face sessions and having to find different and innovative ways to keep in touch with participants through regular phone calls and online training sessions.

However, despite these challenges, the Disability team were still able to bring new funding into the charity through a partnership with Everton Football Club's new technical kit provider Hummel as well as funding for additional holiday activity sessions from Edsential. Additional funding was also secured through the Government and Steve Morgan Foundation-backed 'Community Match Challenge Fund' to provide extra support for disabled people who were isolating during the pandemic.

Due to restrictions in place around social distancing and delivery and ongoing lockdowns, we have engaged with less participants than in previous years but despite this, we have continued to find different ways to stay connected with many of them and provide them with a vital, and sometimes lifesaving, service.

EVERTON IN THE COMMUNITY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT AND STRATEGIC REPORT) (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2021

Disability football teams

The start of the 2020/21 season saw a handful of players from our disability teams selected by Everton Football Club and its technical kit provider hummel to front its third kit campaign in celebration of the 20th anniversary of Everton in the Community's disability programme. This was the first time that any club had launched a new kit using just its disabled teams and the kit quickly became the fastest selling third kit in Everton's history as well as attracting national and international acclaim for our commitment to showcasing equality and diversity. As part of the new relationship with hummel, they donated £20,000 to the disability programme for 20 participants to take part in the FA-delivered 'Introduction into Football' qualification with the long-term objective of the charity employing some of these individuals as paid members of staff at a later date.

During the 2020/21 season, our weekly training sessions for our 11 disability teams had to be put on hold and brought to an online format but we ensured that we maintained that regular contact through weekly check-in calls, and funding from the Community Match Challenge Fund meant that we were able to provide additional support for more than 120 of our disability players with regular food parcels, mental health support and essential utility top-ups. We also worked to introduce weekly online sessions in addition to the coaching sessions in a further effort to reduce social isolation amongst the teams with activities including quizzes and football skills challenges.

In November 2020, we worked to ensure that we could still celebrate the successes of our players and teams from the 2019/20 season. Thanks to sponsorship provided by SportTech, we were still able to deliver the annual Disability Awards, albeit in an online format, with more than 100 players and their families tuning into the event safely from the comfort of their own homes to recognise the individual and collective achievements of the 11 disability teams.

In May 2021 we were able to restart our face-to-face weekly coaching delivery at Archbishop Beck school for all 11 of our disability teams which was a momentous occasion for all involved after having been separated for more than 12 months.

Special Education Needs Schools

In early March 2020, with the looming onset of the pandemic, we drew halt to our weekly face-to-face delivery in Special Education Needs (SEN) schools due to a number of the children being classed as clinically vulnerable. However, some of our SEN schools were still in operation for children who had to continue to go into school during this time due to circumstances at home, and the charity's disability team provided teaching staff with simple educational videos for their pupils as well as session plans so teachers could continue delivery of physical activity sessions and ensure their school routine was not facing further disruption.

Thanks to our Blue Family initiative we were also able to support pupils and their families with weekly food parcels, mental health support as well as financial assistance with utility bills.

When some restrictions were eased from late 2020, we were able to re-commence weekly delivery of physical activity sessions in a small number of our SEN schools, with this increasing as the academic year continued and by July 2021, we were back delivering in eight SEN schools across the region and engaged with more than 280 disabled children during this time.

Holiday Activity Delivery

The restrictions in place because of the pandemic meant that we were unable to deliver our usual holiday activity sessions for local disabled children throughout all of 2020 and into the first part of 2021, but we were able to re-commence this from May and engaged with more than 55 disabled children through two holiday sessions which were funded by Edsential and Halton Borough Council.

The Government-backed funding we received from Edsential is to deliver physical activity and enrichment opportunities for disabled children aged 12-16-years-olds who are currently in receipt of Free School Meals.

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TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT AND STRATEGIC REPORT) (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2021

Alder Hey Children's Hospital

For more than 12 years, our disability team have been delivering daily play therapy sessions to sick and disabled children on the wards of Alder Hey Children's Hospital, but Covid restrictions meant that we were unable to have face-to-face contact and so we instead worked with the children via an electronic tablet and delivered weekly online sessions. Throughout the 2020/21 season, we worked with more than 100 sick and disabled children who were in the hospital receiving care.

Equality, Diversity and Inclusion

Everton Football Club and Everton in the Community are committed to promoting equality and diversity across all areas and work hard to ensure that it is embedded and celebrated in as many ways as possible. The 2020/21 season has seen the introduction of a number of working groups made up from designated leads across the Club and charity which focus on disability, women and girls, LGBTQ and race and ethnicity; these groups meet quarterly to support the Club's and EitC's aims of becoming more inclusive.

The working groups have compiled a calendar of key dates which will be celebrated throughout the year including Black History Month, International Women's Day and LGBTQ month among many others, and have also introduced training for Club and charity staff on key topics such as supporting people with autism and learning disabilities and deaf awareness sessions.

A working document has been put together to ensure the charity's Premier League-funded projects are more representative of their local community and staff, through which protective characteristics such as disability, race and ethnicity, and gender and under-represented groups within the staff workforce will also be addressed over the next one to two years.

Blue Family

In March 2020, Everton Football Club and Everton in the Community launched 'Blue Family', a coordinated outreach and engagement campaign to maintain contact with fans and provide vital support and assistance to some of the most vulnerable, socially isolated and at-risk members of the community in the wake of the coronavirus pandemic.

Blue Family continued throughout the 2020/21 season and was supported by a core group of staff who were seconded from their roles to maintain and grow the provision and by June 2021, Blue Family had provided essential aid and support to more than 29,000 families and individuals living across Liverpool City Region.

Outreach provision included, but was not limited to, essential food parcel distribution, financial assistance with prescriptions, mobile phone credit and utilities, mental health support and advice and essential household equipment.

The support of Blue Family was available to anyone in need regardless of whether they had any prior connection with Everton Football Club and/or Everton in the Community, and hundreds of the 4,000+ referrals received were from the families of pupils who attend the charity's partner schools and existing and former participants.

Everton in the Community's Neighbourhood team continued to be on hand to support the 10,000+ residents living within the immediate vicinity of Goodison Park – one of the most socially deprived wards in England. The team provided housing and money management support as well as advice on benefits and Universal Credit, in addition to support for local refugees and asylum seekers through the charity's ongoing relationship with British Red Cross.

The Neighbourhood team secured external funding to raise awareness of the dangers of loan sharks and will provide further support to local low-income families who have perhaps been tempted by the quick fix provided by illegal money lending during the pandemic.

Our Youth Engagement team continued to maintain contact with the young people on its programmes and increased its wrap-around support package, including intense mentoring, bespoke support and necessities for its more vulnerable participants and families, as well as preparing tools and resources to support rising anxiety concerns and possible bereavement support that might be needed now and in the future.

EVERTON IN THE COMMUNITY

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The charity has also worked to provide additional support for the families of its young participants as well as ensuring that the appropriate support and assistance is in place for vulnerable families of its 60 partner schools across the Liverpool City Region. As all delivery takes place in areas of mass deprivation across Liverpool City Region, Everton in the Community increased its outreach work to provide further support to families who have been identified as a top priority and may be struggling due to loss of income.

Volunteering

Whilst Covid-19 brought halt to much of Everton in the Community's traditional face-to-face delivery, the charity's volunteers still played an important part in supporting the 'Blue Family' campaign which was set up to provide vital aid and assistance to the most vulnerable individuals and families across Liverpool.

A large pool of volunteers helped to deliver essential food shops and fuel top ups to those living in crisis, as well as supporting the charity's Blue Buddy scheme which provided regular phone calls to people who were socially isolated or lonely. In addition, our volunteers helped to create and deliver innovative ways to maintain regular contact with our existing participants. For example, the creation of the Blue Base Buzz - a weekly podcast to engage with our Pass on the Memories participants - and the delivery of online yoga sessions to maintain the fitness of participants currently enrolled on our plethora of health and wellbeing programmes. Lastly, in partnership with Docobo Ltd. our community volunteers delivered over 400 pieces of vital COVID testing kit to various destinations across Liverpool.

And in June 2021, Everton in the Community was honored to announce that the charity had received The Queen's Award for Voluntary Service (QAVS) in recognition of the role and impact that its volunteers have across Liverpool and beyond. Equivalent to an MBE, QAVS are the highest awards given to local voluntary groups in the UK and are awarded for life. In addition to receiving The Queen's Award for Voluntary Service, Everton in the Community also received a special designation in recognition of the support provided to its local community in response to the coronavirus pandemic.

The Blue Base

When we were able, The Blue Base continued to offer programmes which support our elderly participants who are living with dementia and/or suffering from social isolation. Prior to the suspension of all football fixtures, the venue also continued to host disabled Season Ticket Members ahead of all home games, allowing them to escape the hustle and bustle of the surrounding streets around Goodison Park. Although suspended at present, The Blue Base is also available for private hire, with all profits generated going back into Everton in the Community.

Development

The 2020/21 season saw Everton in the Community's Development arm create a digital focus with the purpose of engaging with donors, corporate partners and funders. As a result, collaborations with other partners and charities flourished as we worked to develop regular contact as well increasing funding growth and opportunities during the continued Covid-19 lockdown and restrictions. These collaborations also served to enhance our social impact.

Whilst Covid-19 severely curtailed many areas of income generation for the second successive season for both our Fundraising and Lotteries department, we saw strong growth in our portfolio of Corporate Partnerships which totalled 11 by the end of the 2020/21 season – a record number of charity partners to date. The complexity in working with this group of stakeholders necessitated the creation of a clear stewardship programme, enhanced communication and PR input as well as insight evaluation.

EVERTON IN THE COMMUNITY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT AND STRATEGIC REPORT) (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2021

The communication to Season Ticket Holders to refund their 2019/20 Season Ticket cost was met with a genuine willingness of supporters to reach out in support of the Club and charity's collaborative Blue Family initiative to help those most vulnerable and disadvantaged, resulting in almost £400,000 worth of donations which was then matched by Majority Shareholder Mr Moshiri and Club Chairman Bill Kenwright. All fans who had donated were personally thanked in the form of phone calls from staff at Everton in the Community, with each individual asked if they would like to receive more regular updates from the charity and with this information, we were able to grow our database significantly to ensure future communication with this loyal fanbase.

The development of relationships between Everton in the Community and Everton Football Club Partners also flourished during the 2020/21 season with Cazoo, hummel, Davanti and Fanatics all contributing funding for a range of programmes, including the 'Goals For Good' campaign to support equality and diversity within our Disability Programme during its 20th year and funding the uniform poverty initiative. With the creation of clear evaluations on the reach of their impact, we look forward to their support will continuing in 2021/22 season.

The pandemic honed our skills in the digital arena, and it became apparent that this was to be a key area of innovation for both society and our charity. The Youth Engagement team created the E-STEAM programme, which was supported by the Development team who then created a stakeholder forum for companies who were already delivering in STEAM-related sectors to engage with the charity. As a result, six businesses came together to provide funding, kit and knowledge to help Everton in the Community become the first football charitable arm to go live with a mobile STEM education programme.

The success of the E-STEAM programme meant we were able to grow our ambition surrounding STEM to include the requirement for a Digital Skills Base. The charity's Development team has worked closely throughout the season with a philanthropic major donor who gives his time and expertise to reach other like-minded and socially conscious Evertonians to pledge funding to enable the kit-out of this innovation centre. As such, the concept of the 'First STEAM Squad' was created with a target of £250,000 set - to date, £144,000 has already been received with members of the First STEAM Squad meeting bi-monthly for updates on the E-STEAM initiative and the progress of the Digital Skills Base.

This cohort of philanthropists will now become the foundation of our major donor strategy.

Everton Lotteries

The 2020/21 season was like no other in the history of Everton Lotteries, with the coronavirus pandemic changing all previous plans and strategy. The team had to quickly evolve to be able to maintain the lottery efficiently and effectively, as cash collections and membership sign-ups - which are usually a face-to-face operation - were halted due to the pandemic.

The department faced further challenges during the summer - including remote system access, inability to collect entry fees, and issues with signing and issuing winners cheques - however the team adapted to solve issues as they came along and were ultimately able to keep the Lottery running. This is a particularly impressive given that a number of other football clubs had to suspend their draws due to their over-reliance on cash collections and their inability to run the draws off-site.

A new Everton Lotteries Committee was created to ensure a high level of governance and reporting was in place, along with the introduction of monthly committee meetings, and during the 2020/21 season there was a full review and update of the Licence Conditions, Codes of Practice, policy documentation and a new constitution for Everton Lotteries. An important recommendation made by the committee was to seek an alternative to running our own lottery, the Lotto Super Draw, in-house, as the impact caused by Government lockdowns had highlighted a high level of risk and the draw was also reliant on a very antiquated system. A research piece was undertaken to look for a new External Lottery Management company (ELM) that could take over the running of the £1 lottery, and the decision was taken to proceed with Sterling, who already manage our £2 product, The People's Lottery. The new product will be launched in early 2022.

The affiliate arm of Everton Lotteries is one area we were able to grow during 2020/21, and over the course of 12 months, we added Vauxhall Motors FC, The Vibe and North Wales Super Kids as affiliate partners. This programme will remain an important part of our overall strategy moving forwards.

EVERTON IN THE COMMUNITY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT AND STRATEGIC REPORT) (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2021

Whilst the pandemic provided some very difficult challenges, Everton Lotteries have survived and enhanced their offer with a robust and clear governance structure that is ready to build on and flourish in 2021/22 season.

Fundraising

All activities in relation to fundraising are carried out in line with guidance from the Fundraising Regulator and sit inside the Code of Fundraising Practice. All staff who are involved in fundraising are trained in line with the code. Specific training is given around vulnerable people who might be adversely affected by fundraising activities. No compliance issues with the code were identified.

During the 2020/21 season, Everton in the Community's Fundraising department continued to offer rewarding and inspiring opportunities for supporters to engage with the charity despite the challenges presented by the pandemic.

Below is a summary of fundraising achievements during these 12 months:

- The virtual concept of the 5k 'If You Know Your History' run was launched, collaborating with BTR Liverpool. A total number of 496 people took part from eight different countries worldwide.
- A Comedy Bingo virtual event aimed at families and our older programme participants took place on Friday 26 March, with the evening bringing lots of fun and entertainment straight into participants living rooms along with the opportunity to win some great prizes.
- A virtual Mother's Day event was hosted, which was the first time the charity had set out to engage with an all-female audience - all guests received a Mother's Day bundle which included locally produced gifts as well as access to a Zoom call on Mother's Day with guest speakers covering content such as yoga and meditation, nutrition and skincare.
- In celebration of Christmas, we hosted a virtual Grotto and, with the help of Blue Santa, pre-recorded 200 personalised messages which were distributed to young Evertonians all around the world on Christmas Eve.
- Sadly Covid-19 had a devastating impact on families who support Everton in the Community and we saw a huge rise in people donating directly to the charity, with 76 families choosing to donate in memory of their loved ones.
- 11 cyclists took part in a 24-hour cycle challenge in memory of their friend who was sadly killed in a road traffic accident.
- A portfolio was developed of local and national businesses who have chosen to support Everton in the Community as their 'Charity of the Year' and the Fundraising team has worked hard on creating bespoke opportunities for companies to engage with us and feel empowered to fundraise for us.
- Phases two and three of Spellow Brick Lane were promoted with the bricks continuing to be popular amongst the fanbase with a total of 855 bricks being sold to date.
- We continued to build on our Free Wills offering with monthly online meetings taking place with paralegals to explore ways in which they can assist us in developing this in-demand service and have since established an online registration form which received than 175 online referrals during the season.
- We continued to provide support and assistance for fundraisers who were taking on their own personal challenges and events in aid of EitC including a 100-mile walk, online raffles, haircuts, runs and much more.
- We engaged with more than 200 fundraisers and donors through calls, texts and emails to ensure they continued to feel connected to Everton in the Community during uncertain times.
- We worked collaboratively with Everton Football Club to help create and sell a range of bespoke items in aid of Blue Family including a limited-edition 'Spirit of the Blues' vinyl and a children's story book.
- Online auctions continued to prove popular with supporters having the opportunity to bid for exclusive pieces of merchandise.
- We collaborated with Everton Disabled Supporters Association to host an online raffle helping them to raise funds for their cause.
- We developed a relationship with Matchworn Shirts who auctioned off all matchworn shirts from the FA Cup Quarter Final v Manchester City in aid of Everton in the Community.

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TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT AND STRATEGIC REPORT) (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2021

- We continued to engage with fundraisers and donors and introduced a fundraising newsletter which included success stories, alternative ways to support the charity and upcoming events.
- Throughout the season, the Fundraising team attended regular online training sessions through the Institute of Fundraising to develop their knowledge of the sector.

Corporate Partnerships

The 2020/21 season saw the charity's Corporate Partnerships team develop and implement a stewardship programme to ensure regular and focused contact with Everton in the Community's growing portfolio of corporate partners, and these new processes offer a number of benefits including:

- Formulated account management to ensure optimum level of service.
- Scoped out partnership entry levels and a robust stewardship plans which utilises the breadth of Everton in the Community assets to offer a unified approach and clear corporate donor journey.
- A tangible Charity of the Year partnership offering along with its own brand and supporting materials for the corporate to use to engage and enthuse its staff.

We have recognised that a Customer Relationship Management (CRM) system is critical to the corporate partner journey and so have worked closely with the Club's Insight and IT team during the last 12 months to build a user friendly and comprehensive corporate database to record, monitor and report.

The development and introduction of a new Everton in the Community website now provides us with the opportunity to showcase our corporate partners and we have worked closely with the charity's Communications team during this time to develop a more engaging and visual offering to best highlight our corporate partnership and Charity of the Year packages and benefits.

The charity's new Corporate Partnership Manager led on bids and funding applications from various sources in the latter half of 2020 and implemented and managed a funding tracking dashboard. 10 funding bids were drafted to raise funds for the Blue Family initiative with a 40% success rate and there is now a continuing 'research and seek' system in place to review relevant funding opportunities.

In addition to this work, we have also created bespoke pitches and proposal for securing new corporate supporters and by the end of the 2020/21 season, Everton in the Community had five corporate Partners, three Supporters, one Friend and four Charity of the Year partnerships and had introduced a business plan for 2021/22 to retain and uplift the charity's existing partners as well as increase the current portfolio.

Key highlights for the Corporate Partnerships team during this time period include:

- Activation of Causeway corporate relationship including leading on a research piece, Charity of the Year partnership and behind-the-scenes work on a national cycle challenge with a fundraising target of £1million.
- Supported on pioneering E-STEAM ambition with stakeholders.
- Led on development of major donor programme, 'First STEAM Squad', with supportive stewardship programme and calendar of events.

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TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT AND STRATEGIC REPORT) (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2021

Media & PR

The 2020/21 season was a busy yet successful period for Everton in the Community's Communications department with the development and implementation of a new and improved website, significant growth across all four of the charity's social media platforms, increased communications and PR support across all pillars as well as a growth in external coverage achieved in a wide range of local, regional, national and international outlets and an increased focus on stakeholder communications.

Despite the obvious restrictions, Everton in the Community's media channels have continued to excel in parallel to the rest of the charity. A huge driving force behind its growth was the introduction of a dedicated Everton in the Community website, providing a 'one stop shop' for the latest news, dedicated landing pages for all programmes, and an efficient and easy way for supporters to donate to the charity.

The new website has enabled the charity to gain a combined reach of 68,000 unique individuals across its social channels with 76,000 impressions, whilst the charity's social media channels increased its following by a further 13,000 users, with its content reaching over 14million users. Thanks to our Facebook fundraising platform, £2,468 was also raised by supporters for Everton in the Community.

A monthly Everton in the Community newsletter was introduced for all stakeholders, containing news and updates of key achievements and progress across the charity each month. The quarterly briefings with key stakeholders moved to an online format due to the coronavirus pandemic, with a higher attendance rate than ever before due to the accessibility of the events.

Media articles and press releases placed throughout the season were read by more than 208million people worldwide, through a wide range of online, broadcast and print news outlets. Coverage included full and double-page spreads in national media for our Blue Family campaign, thought leadership pieces placed in charity and business media, and increased profile and reputation for the charity's work as a whole, as well as increased visibility and awareness for its corporate partner relationships.

An overview of key PR highlights throughout the 2020/21 is as follows:

- The charity worked with the Premier League editorial team to tell the story of a 41 Goodison participant who has turned his life around with the help and support of Everton in the Community and its Blue Family campaign.
- The charity's Blue Family campaign was referenced in an article in the ft.com about the impact that coronavirus has had in North Liverpool, with Richard Kenyon interviewed about how Everton in the Community has worked to provide emergency relief to families across Liverpool City Region.
- Players from the charity's disability programme were chosen to be the face of the Club's 2020/21 third kit campaign with a wide array of coverage praising the launch for its inclusivity and diversity. Coverage was secured in outlets including Liverpool Echo, FC Business, ITV News, Sky Sports News, 90min.com and The Kitman.
- A young Evertonian called Isaac raised more than £7,000 for local charities including Everton in the Community through various fundraising challenges during lockdown. News of Isaac's admirable fundraising was picked up by the Liverpool Echo and Radio Merseyside.
- The Club's Principal Partner Cazoo pledged its support to Everton in the Community in September and created the 'Goals For Good' initiative, donating £1,000 to the charity for every Premier League goal scored during 2020/21. Coverage of the announcement was secured in Liverpool Echo, Professional Liverpool, Explore Liverpool and The Guide as well as Everton fan sites.
- It was announced that Everton in the Community had secured significant funding from the Steve Morgan Foundation in November 2020 to roll out its Impact Model in Speke-Garston. Coverage was achieved across a wide range of local and regional charity, business and consumer media.
- With the United Kingdom going back into lockdown in January 2021, Everton in the Community announced that Blue Family will remain operating as long as there is a need within the local community with this news picked up by local consumer media and charity trade press.
- Richard Kenyon spoke to Press Association about the charity's Covid response and Blue Family work with his interview being carried in more than 100 regional titles across the UK and Sky News.
- Sunday Times Northern Editor spoke with Carlo Ancelotti and Dominic Calvert-Lewin about their involvement with Blue Family, resulting in coverage on page 10 of the paper and online. This story was also repeated on page six of the Daily Express the following day.

EVERTON IN THE COMMUNITY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT AND STRATEGIC REPORT) (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2021

- Everton In the Community kicked off a six-week mini-series with BBC Radio Merseyside, scratching below the surface of Blue Family and January's speakers included Sue Gregory and Richard Kenyon.
- Premier League Productions spoke to Tom Davies about his involvement with Everton in the Community during his time at the Club for a special feature that was shared with all international broadcasters.
- Everton in the Community worked with the Daily Mirror on a special two-page feature about its Blue Family initiative, featuring interviews with Richard Kenyon and Tom Davies.
- Richard Kenyon spoke to Business Insider for a special feature on the Club and charity's Covid response and the impact Everton in the Community has had in the community during the pandemic.
- Everton in the Community announced the launch of its new website and new regular giving campaign, Together We Can, with pick-up secured in a number of local business titles including Business Up North, Bdaily News and Explore Liverpool.
- Following on from the charity's April stakeholder webinar, Everton in the Community announced that it had supported 30,000 individuals through Blue Family and also evaluated its previous 12 months with pick-up from charity and business outlets including Liverpool Business News, Bdaily News and Charity Today.
- Seamus Coleman spoke to Premier League Productions about his unique relationship with Everton in the Community and his pride in seeing the growth of the charity over his time at the Club.
- Everton in the Community worked with Civil Society magazine to provide comment from Director of Development Lesley Beattie about the charity's Covid response and how collaborative working with new partners has enabled the charity to support more people than ever before.
- The charity announced the launch of its new 'E-STEAM' programme with a wide range of coverage secured in local, business, charity and education trade media.
- Charity CEO Richard Kenyon spoke to FC Business for a double page spread on Everton in the Community's Blue Family initiative and outlined the charity's future ambitions around The People's Place and E-STEAM.
- In the first week of June, Everton in the Community was awarded The Queen's Award for Voluntary Service in recognition of its volunteering programme. The press release was picked up by Liverpool Echo (online and print), Confidential Liverpool, Granada Reports and Charity Today and more.
- It was announced that the charity has secured government funding to deliver a new programme alongside PSS supporting new dads. The press release was picked up by North West Connected, Charity Today and Business Up North.

Financial review

Incoming resources for the year amounted to £5,275,360 (2020 £5,841,023). Overall income exceeded expenditure by £963,734 (2020 £1,207,454), including capital grants received of £375,000 (2020 Nil) and gains on investments on £95,959 (2020 loss £676). Unexpended grants and restricted donations and legacies amounted to £3,957,050 (2020 £3,048,685) and general reserves amounted to £2,909,792 (2020 £2,854,423). Of the general reserves £1,603,491 (2020 £1,749,851) had been designated for specific purposes. Unrestricted free reserves amounted to £1,274,150 (2020 £1,169,552).

The cash and bank balances stood at £3,200,009 (2020 £2,068,427).

It is the policy of the charity that unrestricted funds which have not been designated for a specific use should be maintained at a level equivalent to between three and six month's expenditure. The Trustees consider that reserves at this level will ensure that, in the event of a significant drop in funding, they will be able to continue the charity's current activities while consideration is given to ways in which additional funds may be raised. This level of reserves has been maintained throughout the year.

EVERTON IN THE COMMUNITY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT AND STRATEGIC REPORT) (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2021

Investments policy

Under the Articles of Association the charity has the power to make any investment the trustees see fit. The Board approved the appointment of Quilter Cheviot as Investment Fund Managers to the charity with discretionary powers to invest funds in line with the Ethical Investment Policy restrictions detailed below:

Fund Managers will have discretion to invest in any assets subject to the following restrictions:

- no more than 5% of the entire portfolio under discretionary management may be invested at any time in any one stock. This rule is to apply on a look-through basis;
- funds are to be placed in regulated assets and markets.

The Trustees attach great importance to avoiding investments that could be seen to be at odds with its values and mission. To that end there shall be no investment in any company which derives more than 10% of its global turnover from those assets which are deemed to be unethical, as agreed with the Investment Manager from time to time.

The exclusions agreed shall apply on a look-through basis. It is recognised that from time to time there may be a technical breach of these exclusions which does not result from an overt investment decision made by the Investment Manager. In such a case, the Investment Manager will be required to act to rectify the position at the earliest opportunity and to report such action to the charity.

The Investment Manager provides custody of assets. the charity has a nominated list of authorised Trustees, at least two of whom are required to sign instructions to the Investment Manager.

The Investment Manager will submit a report to the Trustees each quarter outlining performance, asset allocation, risk profile and position of the portfolio against the Investment Objective.

The Trustees have responsibility for agreeing strategy and monitoring the performance of the investment assets. The Trustees will meet every six months to review the portfolio, including an analysis of return, risk and asset allocation. Performance will be monitored against agreed market benchmark, against the Investment Objective of inflation plus 4% over the long term, and a peer group index.

Risk assessment

The Trustees have assessed the major risks to which the charity is exposed, and are satisfied that systems are in place to mitigate exposure to the major risks.

EVERTON IN THE COMMUNITY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT AND STRATEGIC REPORT) (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2021

Structure, governance and management

The charity is a company limited by guarantee, incorporated on 31 July 2003 and is therefore governed by a Memorandum and Articles of Association which have been subject to revision and were formally adopted in May 2018.

The Trustees, who are also the directors for the purpose of company law, and who served during the year and up to the date of signature of the financial statements were:

Sir J F Jones

Mr A S McTavish

Professor C G Mills

Mr Paul Bibby

Mr Martin Carey

Mrs Susan Russell

Trustees are drawn from Everton Football Club and from the wider community. Most trustees are already familiar with the practical work of the Charity when appointed, but new trustees are invited and encouraged to attend short training sessions to familiarise themselves with the charity and the context within which it operates. The Chief Executive Officer ensures that the Board of Trustees is kept up to date with any changes in legislation, rules and regulations which may affect the charity.

None of the Trustees has any beneficial interest in the company. All of the Trustees are members of the company and guarantee to contribute £10 in the event of a winding up.

The day to day management of the charity is delegated to the Senior Management Team which comprise:

- Richard Kenyon - Chief Executive Officer
- Sue Gregory - Director of Youth Engagement, Employability and Sports Development
- Mike Salla - Director of Health and Sport
- Linda McMullen - Director of Finance Resources and Operations
- Lesley Beattie - Director of Development

The Board of Trustees meet on a regular basis and are provided with monthly status reports to enable them to monitor the performance of the charity.

The Trustees induction procedure includes training in relation to governance, the role of a Trustee and their responsibilities and any other matters that support their role.

The remuneration of Everton in the Community employees is set by the Board of Trustees, having taken advice from Everton FC HR department and benchmarked against similar roles in the charity sector.

All Trustees give of their time freely and no Trustee remuneration or expenses were paid in the year.

EVERTON IN THE COMMUNITY

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT AND STRATEGIC REPORT) (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2021

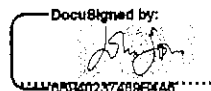
Auditor

In accordance with the company's articles, a resolution proposing that McLintocks (NW) Limited be reappointed as auditor of the company will be put at a General Meeting.

Disclosure of information to auditor

Each of the Trustees has confirmed that there is no information of which they are aware which is relevant to the audit, but of which the auditor is unaware. They have further confirmed that they have taken appropriate steps to identify such relevant information and to establish that the auditor is aware of such information.

The Trustees' report, including the strategic report, was approved by the Board of Trustees.

DocuSigned by:

.....

Sir J F Jones

Trustee 18 January 2022 | 3:41:26 PM PST

Dated:

EVERTON IN THE COMMUNITY

STATEMENT OF TRUSTEES' RESPONSIBILITIES FOR THE YEAR ENDED 30 JUNE 2021

The Trustees, who are also the directors of Everton In The Community for the purpose of company law, are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (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 incoming resources and application of resources, including the income and expenditure, of the charitable company for that year.

In preparing these financial statements, the Trustees are required to:

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

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Companies Act 2006. They 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.

EVERTON IN THE COMMUNITY

INDEPENDENT AUDITOR'S REPORT

TO THE TRUSTEES OF EVERTON IN THE COMMUNITY

Opinion

We have audited the financial statements of Everton In The Community (the 'charity') for the year ended 30 June 2021 which comprise the statement of financial activities, the balance sheet, the statement of cash flows and the notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 30 June 2021 and of its incoming resources and application of resources, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the *Auditor's responsibilities for the audit of the financial statements* section of our report. We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charity's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the annual report other than the financial statements and our auditor's report thereon. The Trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of our audit:

- the information given in the Trustees' report, which includes the directors' report and the strategic report prepared for the purposes of company law, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the strategic report and the directors' report included within the Trustees' report have been prepared in accordance with applicable legal requirements.

EVERTON IN THE COMMUNITY

INDEPENDENT AUDITOR'S REPORT (CONTINUED)

TO THE TRUSTEES OF EVERTON IN THE COMMUNITY

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charity and its environment obtained in the course of the audit, we have not identified material misstatements in the strategic report or the directors' report included within the Trustees' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of Trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of Trustees

As explained more fully in the statement of Trustees' responsibilities, the Trustees, who are also the directors of the charity for the purpose of company law, are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error. In preparing the financial statements, the Trustees are responsible for assessing the charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud, is detailed below.

EVERTON IN THE COMMUNITY

INDEPENDENT AUDITOR'S REPORT (CONTINUED)

TO THE TRUSTEES OF EVERTON IN THE COMMUNITY

Extent to which the audit was considered capable of detecting irregularity, including fraud

Our approach to identifying and assessing the risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, was as follows:

- the engagement partner ensured that the engagement team collectively had the appropriate competence, capabilities and skills to identify or recognise non-compliance with applicable laws and regulations;
- we identified the laws and regulations applicable to the charity through discussions with trustees and other management, and from our knowledge and experience of charity sector;
- we focused on specific laws and regulations which we considered may have a direct material effect on the financial statements or the operations of the charity, including the Companies Act 2006, Charities Act 2011, data protection, anti-bribery, employment, food hygiene and health and safety legislation;
- we assessed the extent of compliance with the laws and regulations identified above through making enquiries of management team and inspecting legal correspondence; and identified laws and regulations were communicated with the audit team regularly and the team remained alert to instances of non-compliance throughout the audit.

We assessed the susceptibility of the charity's financial statements to material misstatement, including obtaining an understanding of how fraud might occur, by:

- making enquiries of management team as to where they considered there was susceptibility to fraud, their knowledge of actual, suspected and alleged fraud; and
- considering the internal controls in place to mitigate risks of fraud and non-compliance with laws and regulations.

To address the risk of fraud through management bias and override of controls, we:

- performed analytical procedures to identify any unusual or unexpected relationships;
- tested journal entries to identify unusual transactions;
- assessed whether judgements and assumptions made in determining the accounting estimates were indicative of potential bias; and
- investigated the rationale behind significant or unusual transactions.

In response to the risk of irregularities and non-compliance with laws and regulations, we designed procedures which included, but were not limited to:

- agreeing financial statement disclosures to underlying supporting documentation;
- enquiring of management as to actual and potential litigation and claims; and
- reviewing correspondence with HMRC and relevant regulators.

A further description of our responsibilities is available on the Financial Reporting Council's website at: <https://www.frc.org.uk/auditorsresponsibilities>. This description forms part of our auditor's report.

EVERTON IN THE COMMUNITY

INDEPENDENT AUDITOR'S REPORT (CONTINUED)

TO THE TRUSTEES OF EVERTON IN THE COMMUNITY

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.



Michael Caputo FCA (Senior Statutory Auditor)
for and on behalf of McLintocks (NW) Limited

Chartered Accountants
Statutory Auditor

18 Jan 2022

2 Hilliards Court
Chester Business Park
Chester
Cheshire
CH4 9PX

EVERTON IN THE COMMUNITY

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 30 JUNE 2021

	Notes	Unrestricted funds 2021 £	Restricted funds 2021 £	Total Unrestricted funds 2021 £	Unrestricted funds 2020 £	Restricted funds 2020 £	Total 2020 £
Income from:							
Donations and legacies	3	897,887	857,666	1,755,553	1,144,996	1,323,316	2,468,312
Charitable activities							
Employ	4	109,285	362,746	472,031	130,996	253,745	384,741
Health	4	21,069	616,000	637,069	50,651	338,274	388,925
Sport	4	87,512	441,534	529,046	135,973	483,442	619,415
Youth	4	322,838	1,142,711	1,465,549	626,493	993,275	1,619,768
Other trading activities	5	405,304	-	405,304	357,404	-	357,404
Investments	6	10,808	-	10,808	2,458	-	2,458
Total Income		1,854,703	3,420,657	5,275,360	2,448,971	3,392,052	5,841,023
Expenditure on:							
Raising funds	7	340,401	-	340,401	521,701	-	521,701
Charitable activities	8	1,584,290	2,482,894	4,067,184	1,610,563	2,500,629	4,111,192
Total resources expended		1,924,691	2,482,894	4,407,585	2,132,264	2,500,629	4,632,893
Net gains/(losses) on investments	12	95,959	-	95,959	(676)	-	(676)
Net Incoming resources before transfers		25,971	937,763	963,734	316,031	891,423	1,207,454
Gross transfers between funds		29,398	(29,398)	-	29,398	(29,398)	-
Net movement in funds		55,369	908,365	963,734	345,429	862,025	1,207,454
Fund balances at 1 July 2020		2,854,423	3,048,685	5,903,108	2,508,994	2,186,660	4,695,654
Fund balances at 30 June 2021		2,909,792	3,957,050	6,866,842	2,854,423	3,048,685	5,903,108

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

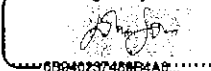
The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006.

EVERTON IN THE COMMUNITY**BALANCE SHEET****AS AT 30 JUNE 2021**

	Notes	2021 £	£	2020 £	£
Fixed assets					
Tangible assets	13	2,690,085		2,720,236	
Investments	14	1,102,017		499,334	
		<u>3,792,102</u>		<u>3,219,570</u>	
Current assets					
Stocks	16	1,503		2,970	
Debtors	17	514,559		1,170,881	
Cash at bank and in hand		3,200,009		2,068,427	
		<u>3,716,071</u>		<u>3,242,278</u>	
Creditors: amounts falling due within one year	18	(641,331)		(558,740)	
Net current assets			3,074,740		2,683,538
Total assets less current liabilities			<u>6,866,842</u>		<u>5,903,108</u>
Income funds					
Restricted funds	21	3,957,050		3,048,685	
<u>Unrestricted funds</u>					
Designated funds	22	1,603,491		1,749,851	
General unrestricted funds		1,306,301		1,104,572	
		<u>2,909,792</u>		<u>2,854,423</u>	
		<u>6,866,842</u>		<u>5,903,108</u>	

The financial statements were approved by the Trustees on 18 January 2022 3:41:26 PM PST

DocuSigned by:



Sir J F Jones

Trustee

Company Registration No. 04851552

EVERTON IN THE COMMUNITY**STATEMENT OF CASH FLOWS****FOR THE YEAR ENDED 30 JUNE 2021**

	Notes	2021 £	£	2020 £	£
Cash flows from operating activities					
Cash generated from operations	25		1,694,685		547,534
Investing activities					
Purchase of tangible fixed assets		(67,187)		(54,990)	
Purchase of investments		(800,245)		(315,061)	
Proceeds on disposal of investments		293,521		(184,949)	
Interest received		10,808		2,458	
Net cash used in investing activities			(563,103)		(552,542)
Net cash used in financing activities			-		-
Net Increase/(decrease) in cash and cash equivalents			1,131,582		(5,008)
Cash and cash equivalents at beginning of year			2,068,427		2,073,435
Cash and cash equivalents at end of year			<u>3,200,009</u>		<u>2,068,427</u>

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2021

1 Accounting policies

Charity Information

Everton In The Community is a private company limited by guarantee incorporated in England and Wales. The registered office is Goodison Park, Goodison Road, Liverpool, Merseyside, L4 4EL.

In the event of a winding up, the liability in respect of the guarantee is limited to £10 per member.

1.1 Accounting convention

The financial statements have been prepared in accordance with the Companies Act 2006 and "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)" (as amended for accounting periods commencing from 1 January 2016). The charity is a Public Benefit Entity as defined by FRS 102.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 Going concern

The Charity's financial statements have been prepared on a going concern basis which assumes an ability to continue operating for the foreseeable future. The Covid- 19 pandemic was unexpected and it is recognised that it will have an impact on some of the future income and expenditure streams of the Charity. This led to a reassessment of the Charity's budgets, business plan and cash flows. No significant concerns have been noted and the Charity considers it appropriate to continue to prepare the financial statements on a going concern basis.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of their charitable objectives.

Designated funds comprise funds which have been set aside at the discretion of the Trustees for specific purposes. The purposes and uses of the designated funds are set out in the notes to the financial statements.

Restricted funds are subject to specific conditions by donors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

1.4 Incoming resources

Income is recognised when the charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Legacies are recognised on receipt or otherwise if the charity has been notified of an impending distribution, the amount is known, and receipt is expected. If the amount is not known, the legacy is treated as a contingent asset.

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2021

1 Accounting policies

(Continued)

Donated facilities and donated professional services are recognised in Income at their fair value when their economic benefit can be reliably measured and the charity has control over the item. Fair value is determined on the basis of the value of the gift to the charity. A corresponding amount is recognised in expenditure.

Income from capital grants is recognised when the charity has entitlement to the funds, any performance conditions have been met and the amount can be reliably measured.

Income from charitable activities includes income received under contract or where entitlement to the grant funding is subject to performance conditions. Income is recognised in the Statement of Financial Activities when the related services have been provided, income in advance of those services being provided is deferred.

Income from trading activities, includes income from fundraising events and trading activities to raise funds for the charity. Income is recognised when earned and the charity is entitled to the receipt.

1.5 Resources expended

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, 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 classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges are allocated on the portion of the asset's use.

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.

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

Support costs are those that assist the work of the charity but are not directly attributable to the charitable activities. Support costs include office costs, administrative payroll costs and governance costs which support the charity's activities. Where the support costs cannot be attributable to a direct activity they have been allocated to the costs of raising funds and charitable activities on a pro-rata basis.

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

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2021

1 Accounting policies

(Continued)

1.6 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Freehold land and buildings	2% on cost
Leasehold land and buildings	2% on cost
Fixtures and fittings	25% on cost
Motor vehicles	33.33% on cost

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in the statement of financial activities.

1.7 Fixed asset investments

Fixed asset investments are initially measured at transaction price excluding transaction costs, and are subsequently measured at fair value at each reporting date. Changes in fair value are recognised in net income/(expenditure) for the year. Transaction costs are expensed as incurred.

1.8 Impairment of fixed assets

At each reporting end date, the charity reviews the carrying amounts of its tangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any).

1.9 Stocks

Stocks are stated at the lower of cost and estimated selling price less costs to complete and sell. Cost comprises direct materials and, where applicable, direct labour costs and those overheads that have been incurred in bringing the stocks to their present location and condition. Items held for distribution at no or nominal consideration are measured the lower of replacement cost and cost.

Net realisable value is the estimated selling price less all estimated costs of completion and costs to be incurred in marketing, selling and distribution.

1.10 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.11 Financial instruments

The charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the charity's balance sheet when the charity becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2021

1 Accounting policies

(Continued)

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Basic financial liabilities

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

Derecognition of financial liabilities

Financial liabilities are derecognised when the charity's contractual obligations expire or are discharged or cancelled.

1.12 Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

1.13 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

2 Critical accounting estimates and judgements

In the application of the charity's accounting policies, the Trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated 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 where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2021

3 Donations and legacies

	Unrestricted funds £	Restricted funds £	Total 2021 £	Total 2020 £
Donations and gifts	412,454	482,666	895,120	1,951,383
Capital grants receivable	-	375,000	375,000	-
Donated goods and services from Everton FC	485,433	-	485,433	516,929
	<u>897,887</u>	<u>857,666</u>	<u>1,755,553</u>	<u>2,468,312</u>
For the year ended 30 June 2020	<u>1,144,996</u>	<u>1,323,316</u>		<u>2,468,312</u>

Grants receivable

Department for Digital, Culture, Media & Sport	-	375,000	375,000	-
	<u>-</u>	<u>375,000</u>	<u>375,000</u>	<u>-</u>

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2021

4 Charitable activities

	Employ	Health	Sport	Youth	Total 2021	Total 2020
	£	£	£	£	£	£
Grants	458,086	634,500	441,534	1,142,711	2,676,831	2,204,391
National Citizen Service	-	-	-	275,290	275,290	624,511
Soccer Camps	-	-	-	-	-	77,576
Other income	13,945	2,569	87,512	47,548	151,574	108,371
	<u>472,031</u>	<u>637,069</u>	<u>529,046</u>	<u>1,465,549</u>	<u>3,103,695</u>	<u>3,012,849</u>
Analysis by fund						
Unrestricted funds	109,285	21,069	87,512	322,838	540,704	
Restricted funds	362,746	616,000	441,534	1,142,711	2,562,991	
	<u>472,031</u>	<u>637,069</u>	<u>529,046</u>	<u>1,465,549</u>	<u>3,103,695</u>	
For the year ended 30 June 2020						
Unrestricted funds	130,996	50,651	135,973	626,493		944,113
Restricted funds	253,745	338,274	483,442	993,275		2,068,736
	<u>384,741</u>	<u>388,925</u>	<u>619,415</u>	<u>1,619,768</u>		<u>3,012,849</u>
Performance related grants						
The Premier League	70,050	118,500	239,558	476,189	904,297	1,008,925
UEFA Foundation	-	8,900	-	-	8,900	26,058
NHS	-	12,465	-	-	12,465	-
Shelter	-	-	-	-	-	16,364
Steve Morgan Foundation	266,019	290,682	112,111	548,624	1,217,436	154,270
Sport Tech	-	-	32,500	-	32,500	24,375
Police & Crime Commissioners	26,677	-	26,677	86,648	140,002	740,581
Edge Hill University	-	66,364	-	-	66,364	-
ECOS & EFDN	-	21,552	-	-	21,552	16,180
The Big Lottery	-	43,827	-	-	43,827	-
Veterans Foundation	-	5,835	-	-	5,835	19,968
BBC Children in Need	-	-	30,688	-	30,688	29,379
Champs Public Health	-	18,965	-	-	18,965	21,334
Armed Forces Covenant	-	26,250	-	-	26,250	-
The Charity Trust	-	-	-	31,250	31,250	-
ESFA	95,340	-	-	-	95,340	122,052
Other	-	21,160	-	-	21,160	24,905
	<u>458,086</u>	<u>634,500</u>	<u>441,534</u>	<u>1,142,711</u>	<u>2,676,831</u>	<u>2,204,391</u>

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2021

4 Charitable activities (Continued)

5 Other trading activities

	Unrestricted funds 2021 £	Unrestricted funds 2020 £
Match day income	4,964	31,429
Fundraising events	138,858	47,275
Cafe and Blue Base income	2,850	102,651
Sponsorships income	258,632	176,049
Other trading activities	405,304	357,404

6 Investments

	Unrestricted funds 2021 £	Unrestricted funds 2020 £
Income from listed investments	10,808	95
Interest receivable	-	2,363
	10,808	2,458

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) **FOR THE YEAR ENDED 30 JUNE 2021**

7 Raising funds

	Unrestricted funds 2021 £	Unrestricted funds 2020 £
<u>Fundraising and publicity</u>		
Staging fundraising events	22,513	69,866
Other fundraising costs	7,483	11,972
Staff costs	211,132	254,044
Fundraising and publicity	241,128	335,982
<u>Trading costs</u>		
Cafe and Blue Base costs	4,454	48,865
Staff costs	70,664	88,215
Support costs	20,071	50,555
Trading costs	95,189	185,635
<u>Investment management</u>	4,084	84
	340,401	521,701

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2021

8 Charitable activities

	Employ	Health	Sport	Youth	Total 2021	Total 2020
	2021	2021	2021	2021		
	£	£	£	£	£	£
Staff costs	311,660	404,661	314,374	1,215,806	2,246,501	2,300,531
Programme costs	28,204	322,442	6,563	187,911	545,120	398,528
Motor and travel	912	2,753	3,233	3,167	10,065	40,370
Kit and equipment	-	1,314	2,442	3,355	7,111	7,392
Marketing	106	-	100	764	970	23,197
Premises costs	-	-	-	15,692	15,692	14,136
Training	420	2,354	490	1,990	5,254	18,213
Sundry costs	1,329	1,103	259	3,435	6,126	41,510
	<u>342,631</u>	<u>734,627</u>	<u>327,461</u>	<u>1,432,120</u>	<u>2,836,839</u>	<u>2,843,877</u>
Share of support costs (see note 9)	100,506	325,202	175,576	428,482	1,029,766	1,121,619
Share of governance costs (see note 9)	19,576	63,341	34,198	83,464	200,579	145,696
	<u>462,713</u>	<u>1,123,170</u>	<u>537,235</u>	<u>1,944,066</u>	<u>4,067,184</u>	<u>4,111,192</u>
Analysis by fund						
Unrestricted funds	163,325	375,941	243,394	801,630	1,584,290	1,610,563
Restricted funds	299,388	747,229	293,841	1,142,436	2,482,894	2,500,629
	<u>462,713</u>	<u>1,123,170</u>	<u>537,235</u>	<u>1,944,066</u>	<u>4,067,184</u>	<u>4,111,192</u>

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2021

8 Charitable activities

(Continued)

For the year ended 30 June 2020

	Employ	Health	Sport	Youth	Total 2020
	£	£	£	£	£
Staff costs	331,999	325,019	485,891	1,157,622	2,300,531
Programme costs	15,646	114,350	29,047	239,485	398,528
Motor and travel	3,619	9,829	12,557	14,365	40,370
Kit and equipment	25	2,316	1,456	3,595	7,392
Marketing	1,719	11,084	942	9,452	23,197
Premises costs	-	-	-	14,136	14,136
Training	2,405	1,113	1,105	13,590	18,213
Sundry costs	10,197	1,419	8,335	21,559	41,510
	<u>365,610</u>	<u>465,130</u>	<u>539,333</u>	<u>1,473,804</u>	<u>2,843,877</u>
Share of support costs (see note 9)	109,470	354,207	191,236	466,706	1,121,619
Share of governance costs (see note 9)	14,220	46,011	74,995	10,470	145,696
	<u>489,300</u>	<u>865,348</u>	<u>805,564</u>	<u>1,950,980</u>	<u>4,111,192</u>
Analysis by fund					
Unrestricted funds	208,387	329,885	280,865	791,426	1,610,563
Restricted funds	280,913	535,463	524,699	1,159,554	2,500,629
	<u>489,300</u>	<u>865,348</u>	<u>805,564</u>	<u>1,950,980</u>	<u>4,111,192</u>

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2021

9 Support costs

	Support costs	Governance costs	2021	Support costs	Governance costs	2020
	£	£	£	£	£	£
Staff costs	310,606	-	310,606	266,192	-	266,192
Depreciation	97,338	-	97,338	110,673	-	110,673
Administration costs	521,393	-	521,393	621,676	-	621,676
Facilities management	100,429	-	100,429	173,633	-	173,633
Audit fees	-	6,500	6,500	-	6,500	6,500
Accountancy	-	25,450	25,450	-	22,335	22,335
Legal and professional	-	168,629	168,629	-	116,861	116,861
	<u>1,029,766</u>	<u>200,579</u>	<u>1,230,345</u>	<u>1,172,174</u>	<u>145,696</u>	<u>1,317,870</u>
Analysed between						
Trading	20,071	-	20,071	50,555	-	50,555
Charitable activities	<u>1,009,695</u>	<u>200,579</u>	<u>1,210,274</u>	<u>1,121,619</u>	<u>145,695</u>	<u>1,267,315</u>
	<u>1,029,766</u>	<u>200,579</u>	<u>1,230,345</u>	<u>1,172,174</u>	<u>145,695</u>	<u>1,317,870</u>

10 Trustees

None of the Trustees (or any persons connected with them) received any remuneration or benefits from the charity during the year.

11 Employees

The average monthly number of employees during the year was:

	2021 Number	2020 Number
Charitable activities	91	119
Fundraising and administration	17	29
Total	<u>108</u>	<u>148</u>

Employment costs

	2021 £	2020 £
Wages and salaries	2,531,548	2,609,869
Social security costs	211,733	211,438
Other pension costs	95,622	87,675
	<u>2,838,903</u>	<u>2,908,982</u>

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) **FOR THE YEAR ENDED 30 JUNE 2021**

11 Employees

(Continued)

The number of employees whose annual remuneration was more than £60,000 is as follows:

	2021	2020
	Number	Number
£60,000 - £70,000	1	1

The key management personnel of the charity comprise the Director of Health and Sport, the Director of Youth Engagement, Employability and Sports Development, the Director of Finance Resources and Operations and the Director of Development.

The total amount of employee benefits received by key management personnel amounted to £254,231 (2020 £224,088).

12 Net gains/(losses) on Investments

	Unrestricted funds 2021 £	Unrestricted funds 2020 £
Revaluation of investments	83,015	(676)
Gain/(loss) on sale of Investments	12,944	-
	<u>95,959</u>	<u>(676)</u>

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2021

13 Tangible fixed assets

	Freehold land and buildings	Leasehold land and buildings	Fixtures and Motor vehicles fittings		Total
	£	£	£	£	£
Cost					
At 1 July 2020	1,102,708	1,720,192	252,948	100,695	3,176,543
Additions	67,187	-	-	-	67,187
At 30 June 2021	1,169,895	1,720,192	252,948	100,695	3,243,730
Depreciation and impairment					
At 1 July 2020	59,840	116,505	179,270	100,692	456,307
Depreciation charged in the year	22,040	33,768	41,530	-	97,338
At 30 June 2021	81,880	150,273	220,800	100,692	553,645
Carrying amount					
At 30 June 2021	1,088,015	1,569,919	32,148	3	2,690,085
At 30 June 2020	1,042,868	1,603,687	73,678	3	2,720,236

14 Fixed asset investments

	Listed Investments £	Cash in portfolio	Total £
Cost or valuation			
At 1 July 2020	314,385	184,949	499,334
Additions	800,245	-	800,245
Valuation changes	83,015	-	83,015
Disposals	(170,834)	(109,743)	(280,577)
At 30 June 2021	1,026,811	75,206	1,102,017
Carrying amount			
At 30 June 2021	1,026,811	75,206	1,102,017
At 30 June 2020	314,385	184,949	499,334

The historical cost of the investments held at 30 June 2021 was £943,449 (2020 £315,061).

15 Financial Instruments

	2021 £	2020 £
Carrying amount of financial assets		
Instruments measured at fair value through profit or loss	1,026,811	314,385

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) **FOR THE YEAR ENDED 30 JUNE 2021**

16 Stocks

	2021	2020
	£	£
Goods for resale	1,503	2,970

17 Debtors

	2021	2020
	£	£
Amounts falling due within one year:		
Trade debtors	112,057	88,259
Other debtors	358,373	1,064,685
Prepayments and accrued income	44,129	17,937
	<u>514,559</u>	<u>1,170,881</u>

18 Creditors: amounts falling due within one year

	2021	2020
	£	£
	Notes	
Other taxation and social security	58,750	69,633
Deferred income	19 440,124	362,011
Trade creditors	41,844	79,138
Other creditors	20,932	23,328
Accruals and deferred income	79,681	24,630
	<u>641,331</u>	<u>558,740</u>

19 Deferred income

	2021	2020
	£	£
Arising from Performance related grants	440,124	362,011

Deferred income is included in the financial statements as follows:

	2021	2020
	£	£
Deferred income at 1 July 2020	362,011	233,034
Additions during the period	2,776,704	2,333,368
Amounts released to income	(2,698,591)	(2,204,391)
Deferred income at 30 June 2021	<u>440,124</u>	<u>362,011</u>

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2021

20 Retirement benefit schemes

Defined contribution schemes

The charity operates a defined contribution pension scheme for all qualifying employees. The assets of the scheme are held separately from those of the charity in an independently administered fund.

The charge to profit or loss in respect of defined contribution schemes was £95,622 (2020 - £87,675).

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2021

21 Restricted funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations and grants held on trust for specific purposes:

	Movement in funds				
	Balance at 1 July 2020	Incoming resources	Resources expended	Transfers	Balance at 30 June 2021
	£	£	£	£	£
Community Properties	1,967,724	605,453	-	(29,398)	2,543,779
Active Blues	3,829	-	(3,829)	-	-
41 Goodison	65,899	150,411	(129,559)	-	86,751
Blue Family	717,521	58,482	(224,327)	-	551,676
Diabetes	-	12,465	(1,246)	-	11,219
Disability	50,170	186,846	(119,086)	-	117,930
E-Steam	-	121,000	(12,100)	-	108,900
Everton Veterans Hub	10,023	79,336	(52,481)	-	36,878
Girls on side	5,112	1,000	55	-	6,167
Health Improvement	-	44,229	(44,229)	-	-
Home is Where the Heart Is	150,155	-	(150,155)	-	-
Imagine Your Goals	32,032	23,340	(23,861)	-	31,511
Impact	-	160,505	(160,505)	-	-
Inspire	-	362,746	(299,387)	-	63,359
Kicks	-	408,047	(269,092)	-	138,955
Neighbourhood	-	24,363	(10,397)	-	13,966
New Dads	-	9,375	(937)	-	8,438
Primary Stars	-	278,788	(174,755)	-	104,033
Stand Together	-	52,601	(34,438)	-	18,163
Steve Morgan Foundation	-	-	-	-	-
Programmes	-	716,670	(693,627)	-	23,043
Tackling the Blues	46,220	100,000	(53,938)	-	92,282
Youth support	-	25,000	(25,000)	-	-
	<u>3,048,685</u>	<u>3,420,657</u>	<u>(2,482,894)</u>	<u>(29,398)</u>	<u>3,957,050</u>

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2021

21 Restricted funds

(Continued)

Comparative information in respect of the preceding period is as follow:

	Movement in funds				
	Balance at 1 July 2019	Incoming resources	Resources expended	Transfers	Balance at 30 June 2020
	£	£	£	£	£
Community Properties	1,716,928	280,194	-	(29,398)	1,967,724
Active Blues	-	5,337	(1,508)	-	3,829
41 Goodison	-	16,664	(16,664)	-	65,899
Blue Family	-	884,041	(166,520)	-	717,521
Disability	23,029	164,035	(136,894)	-	50,170
Everton Vets	4,047	45,329	(39,353)	-	10,023
Girls on side	4,862	1,675	(1,425)	-	5,112
Hang up Boots	6,759	52,580	(39,339)	-	-
Healthy Blues	3,870	3,349	(7,219)	-	-
Health Improvement	-	45,123	(45,123)	-	-
Healthy Blues	3,870	3,349	(7,219)	-	-
Home is Where the Heart Is	278,080	59,154	(187,079)	-	150,155
Imagine Your Goals	-	38,878	(6,845)	-	32,032
Impact	-	334,187	(334,187)	-	-
Inspire	28,131	253,836	(281,967)	-	-
Kicks	-	433,460	(433,460)	-	-
Neighbourhood	-	41,864	(41,864)	-	-
Primary Stars	-	339,407	(339,407)	-	-
Stand Together	-	78,420	(78,420)	-	-
Tackling the Blues	21,525	76,891	(52,196)	-	46,220
	<u>2,186,660</u>	<u>3,392,052</u>	<u>(2,500,629)</u>	<u>29,398</u>	<u>3,048,685</u>

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2021

21 Restricted funds

(Continued)

Community Properties

This fund represents community properties which have been grant funded. The fund will be reduced each year in line with the related depreciation charge.

Active Blues

Funded through general fundraising and Everton Football Club partners, this project provides football and walking football weekly provision for inactive men aged 35+ who are primarily from North Liverpool.

Blue Family

In March 2020, Everton Football Club and Everton in the Community launched 'Blue Family', a coordinated outreach and engagement campaign to maintain contact with fans and provide vital support and assistance to some of the most vulnerable, socially isolated and at-risk members of the community in the wake of the coronavirus pandemic.

41 Goodison

Funded by BT and the Premier League, this programme supports young people who are at risk of being looked after and also those who are at risk of offending or have offended.

Diabetes

Funded by the NHS, this project – in partnership with Edge Hill University – involves screening high-risk groups of people for Type 2 Diabetes followed by offering a health intervention to improve glucose levels and overall wellbeing. This project helps to prevent undiagnosed people developing serious health implications caused by Type 2 Diabetes.

Disability

Funded through the Premier League and Children in Need, this programme includes projects that support children, young people and adults with various disabilities including learning, sensory and physical. Provision includes weekly sessions in schools and community settings alongside football teams that train weekly and compete in various regional, national and international tournaments.

E-Stream

Funded by a range of sources this programme improves digital and maths skills along with problem solving, critical thinking, resilience, and team working. Combining robots and football challenges, the programme aims to enhance the interest of disadvantaged groups of young people in STEAM (Science, Technology, Engineering, Arts and Maths) careers with the aim to bridge the widening STEM skills gap across the Liverpool City Region.

Everton Veterans Hub

Funded by the Big Lottery Fund, this project – in partnership with Edge Hill University – supports military veterans who have returned to civilian life and might be at risk of developing poor physical health and poor mental health. The project supports with health improvement, education and employment.

Girls on Side

Funded through general fundraising and Everton Football Club partners, this project provides weekly support through sport and non-sport activities to females who have been diagnosed with various types of mental illness who have been referred to us by Mersey Care.

Health Improvement

Funded by a range of sources including the NHS and local authorities, this project identifies emerging health priorities and works alongside city-region stakeholders to develop campaigns and new projects to address the emerging health needs.

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2021

21 Restricted funds

(Continued)

Home Is Where the Heart Is

Funded by specific fundraising activities, this programme develops a supported living initiative for homeless young people.

Imagine your Goals

Funded through general fundraising and Everton Football Club partners, this programme supports males and females aged 18+ with various mental health conditions referred from Mersey Care. Weekly sessions take place across Merseyside including football and fitness sessions alongside providing training, volunteering and employment opportunities for participants.

Impact

We secured an Impact Manager Funded by the Premier League to maximise any investment made in to our programmes to deliver the highest social value possible. This role has been vital to understand the key social need themes from our community to ensure we deliver and sustain the right support in the right areas.

Inspire

Funded by the Premier League, this programme aims to deliver targeted support to identified students that need extra support to stay in education or to stop criminal exploitation.

Kicks

Funded through the Premier League, this programme aims to reduce anti-social behaviour within the community by engaging young people in a variety of sports.

Neighbourhood

Funded from specific fundraising and donations, this programme supports local residents and businesses in the Blue Mile surrounding Goodison Park

New Dads

Funded by the NHS, this project – in partnership with PSS and LJMU – supports new dads with the transition into fatherhood to help prevent poor physical health or poor mental health from developing. A strong focus is on improving health outcomes for the whole family.

Primary Stars

This is a national curriculum-linked education programme using the appeal of the Premier League and Everton FC to inspire primary school children to learn, be active and develop important skills.

Steve Morgan Foundation Programmes

- EiTC and the Steve Morgan Foundation work together on a £4million early intervention programme within Speke-Garston to specifically tackle the barriers facing young people in attaining good education and employment. The five year partnership aims to prevent serious violence, tackle gang culture and protect young people from exploitation. In response to Covid -19 EiTC received a further boost of £1.5million from Steve Morgan Foundation and the Governments Community Match Challenge initiative to support the charity's essential work in supporting the City's most vulnerable people during and post Covid

Tackling the Blues

Funded by the Premier League, this programme supports children and young people with, or at risk of developing, mental illness. It is a sports and education-based programme delivered in school settings.

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2021

21 Restricted funds

(Continued)

Youth Support

Funded by a range of sources this project identifies emerging youth priorities and works alongside city-region stakeholders to develop campaigns and new projects to address the emerging education and health needs.

Sphere

Funded through Erasmus funding, this project is a European-wide project designed to share learning on mental health projects.

Stand Together

Funded by the Premier League, this project supports men and women aged 70+ who have been identified as being socially isolated. Participants attend weekly sessions at the Blue Base alongside regular visits to various Merseyside attractions and landmarks.

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2021

22 Unrestricted funds

The income funds of the charity include the following designated funds which have been set aside out of unrestricted funds by the trustees for specific purposes:

	Movement in funds					
	Balance at 1 July 2020	Incoming resources	Resources expended	Transfers	Revaluations, gains and losses	Balance at 30 June 2021
	£	£	£	£	£	£
Community Properties	1,242,622	-	(26,410)	-	-	1,216,212
National Citizen Service	137,641	275,646	(318,081)	-	-	95,206
Health and Wellbeing Projects	104,231	2,570	(9,697)	-	-	97,104
Youth Engagement Programmes	265,357	-	(70,388)	-	-	194,969
Apprenticeship Programme	-	95,340	(95,340)	-	-	-
General Unrestricted Funds	1,104,572	1,481,147	(1,404,775)	29,398	95,959	1,306,301
	<u>2,854,423</u>	<u>1,854,703</u>	<u>(1,924,691)</u>	<u>29,398</u>	<u>95,959</u>	<u>2,909,792</u>

Comparative information in respect of the preceding period is as follows:

	Movement in funds					
	Balance at 1 July 2019	Incoming resources	Resources expended	Transfers	Revaluations, gains and losses	Balance at 30 June 2020
	£	£	£	£	£	£
Community Properties	1,256,112	-	(26,410)	12,920	-	1,242,622
National Citizen Service	-	624,511	(486,870)	-	-	137,641
Health and Wellbeing Projects	123,901	6,234	(25,904)	-	-	104,231
Youth Engagement Programmes	171,971	-	-	93,386	-	265,357
Apprenticeship Programme	-	122,192	(122,192)	-	-	-
General Unrestricted Funds	957,010	1,696,034	(1,470,888)	(76,908)	(676)	1,104,572
	<u>2,508,994</u>	<u>2,448,971</u>	<u>(2,132,264)</u>	<u>29,398</u>	<u>(676)</u>	<u>2,854,423</u>

EVERTON IN THE COMMUNITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2021

23 Analysis of net assets between funds

	Unrestricted 2021 £	Restricted 2021 £	Total 2021 £	Unrestricted 2020 £	Restricted 2020 £	Total 2020 £
Fund balances at 30 June 2021 are represented by:						
Tangible assets	1,248,363	1,441,722	2,690,085	198,303	2,521,933	2,720,236
Investments	1,102,017	-	1,102,017	-	499,334	499,334
Current assets/(liabilities)	559,412	2,515,328	3,074,740	2,656,120	27,418	2,683,538
	<u>2,909,792</u>	<u>3,957,050</u>	<u>6,866,842</u>	<u>2,854,423</u>	<u>3,048,685</u>	<u>5,903,108</u>

24 Related party transactions

Everton In the Community is the charitable arm of Everton Football Club. During the year Everton Football Club donated £380,000 (2020 £581,606) towards the operational costs of the charity. In addition Everton Football Club incurred operating costs amounting to £485,433 (2020 £516,929). These costs are included as donations and support costs.

25 Cash generated from operations

	2021 £	2020 £
Surplus for the year	963,734	1,207,454
Adjustments for:		
Investment income recognised in statement of financial activities	(10,808)	(2,458)
Gain on disposal of investments	(12,944)	-
Fair value gains and losses on investments	(83,015)	676
Depreciation and impairment of tangible fixed assets	97,338	110,673
Movements in working capital:		
Decrease in stocks	1,467	2,222
Decrease/(increase) in debtors	656,322	(847,703)
Increase/(decrease) in creditors	4,478	(52,308)
Increase in deferred income	78,113	128,977
Cash generated from operations	<u>1,694,685</u>	<u>547,533</u>

26 Analysis of changes in net funds

The charity had no debt during the year.