

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**

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<b>Trustees</b>	Sir J F Jones Mr A S McTavish Professor C G Mills Mr Paul Bibby Mr Martin Carey Mrs Susan Russell
<b>Charity number</b>	1099366
<b>Company number</b>	04851552
<b>Registered office</b>	Goodison Park Goodison Road Liverpool Merseyside L4 4EL
<b>Auditor</b>	McLintocks (NW) Limited 2 Hilliards Court Chester Business Park Chester Cheshire CH4 9PX
<b>Bankers</b>	Barclays Bank plc 335-339 Stanley Road Bootle Liverpool Merseyside L20 3EB
<b>Solicitors</b>	Brabners LLP Horton House Exchange Flags Liverpool Merseyside L2 3YL
<b>Investment advisors</b>	Quilter Cheviot 5 St Pauls Square Liverpool Merseyside L3 9SJ

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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**

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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**

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#### **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)**

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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***

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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.

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

***FOR THE YEAR ENDED 30 JUNE 2021***

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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**

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#### **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)**

**FOR THE YEAR ENDED 30 JUNE 2021**

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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)**

#### **FOR THE YEAR ENDED 30 JUNE 2021**

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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 £28,000 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**

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#### 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.

## **EVERTON IN THE COMMUNITY**

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

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#### **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**

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

**FOR THE YEAR ENDED 30 JUNE 2021**

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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**

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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**

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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.



## **EVERTON IN THE COMMUNITY**

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

#### **FOR THE YEAR ENDED 30 JUNE 2021**

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- 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.

## **EVERTON IN THE COMMUNITY**

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

#### **FOR THE YEAR ENDED 30 JUNE 2021**

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##### **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**

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- 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***

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#### **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***

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#### **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**

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#### **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**

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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**

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#### **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**

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##### **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**

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##### **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**

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##### **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 £
<b>Income from:</b>							
Donations and legacies	3	897,887	857,666	1,755,553	1,144,996	1,323,316	2,468,312
<b>Charitable activities</b>							
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
<b>Total Income</b>		<b>1,854,703</b>	<b>3,420,657</b>	<b>5,275,360</b>	<b>2,448,971</b>	<b>3,392,052</b>	<b>5,841,023</b>
<b>Expenditure on:</b>							
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
<b>Total resources expended</b>		<b>1,924,691</b>	<b>2,482,894</b>	<b>4,407,585</b>	<b>2,132,264</b>	<b>2,500,629</b>	<b>4,632,893</b>
Net gains/(losses) on investments	12	95,959	-	95,959	(676)	-	(676)
<b>Net Incoming resources before transfers</b>		<b>25,971</b>	<b>937,763</b>	<b>963,734</b>	<b>316,031</b>	<b>891,423</b>	<b>1,207,454</b>
Gross transfers between funds		29,398	(29,398)	-	29,398	(29,398)	-
<b>Net movement in funds</b>		<b>55,369</b>	<b>908,365</b>	<b>963,734</b>	<b>345,429</b>	<b>862,025</b>	<b>1,207,454</b>
Fund balances at 1 July 2020		2,854,423	3,048,685	5,903,108	2,508,994	2,186,660	4,695,654
<b>Fund balances at 30 June 2021</b>		<b>2,909,792</b>	<b>3,957,050</b>	<b>6,866,842</b>	<b>2,854,423</b>	<b>3,048,685</b>	<b>5,903,108</b>

The statement of financial activities includes all gains and losses recognised in the year.

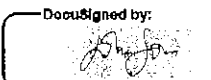
All income and expenditure derive from continuing activities.

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 £	£
<b>Fixed assets</b>					
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>	
<b>Current assets</b>					
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>	
<b>Creditors: amounts falling due within one year</b>	18	<u>(641,331)</u>		<u>(558,740)</u>	
Net current assets			3,074,740		2,683,538
<b>Total assets less current liabilities</b>			<u>6,866,842</u>		<u>5,903,108</u>
<b>Income funds</b>					
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		<u>1,306,301</u>		<u>1,104,572</u>	
			2,909,792		2,854,423
			<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 £	£
<b>Cash flows from operating activities</b>					
Cash generated from operations	25		1,694,685		547,534
<b>Investing activities</b>					
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	
<b>Net cash used in investing activities</b>			(563,103)		(552,542)
<b>Net cash used in financing activities</b>			-		-
<b>Net Increase/(decrease) in cash and cash equivalents</b>			1,131,582		(5,008)
Cash and cash equivalents at beginning of year			2,068,427		2,073,435
<b>Cash and cash equivalents at end of year</b>			<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**

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### **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>
<b>For the year ended 30 June 2020</b>	<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>	
<b>For the year ended 30 June 2020</b>						
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>
<b>Performance related grants</b>						
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**

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### **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
	<hr/>	<hr/>
Fundraising and publicity	241,128	335,982
	<hr/>	<hr/>
<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
	<hr/>	<hr/>
Trading costs	95,189	185,635
	<hr/>	<hr/>
<u>Investment management</u>	4,084	84
	<hr/>	<hr/>
	<u>340,401</u>	<u>521,701</u>

# **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>
<b>Analysis by fund</b>						
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>
<b>Analysis by fund</b>					
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	1,009,695	200,579	1,210,274	1,121,619	145,695	1,267,315
	<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:

	<b>2021</b>	<b>2020</b>
	<b>Number</b>	<b>Number</b>
£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**

	<b>Unrestricted funds 2021 £</b>	<b>Unrestricted funds 2020 £</b>
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
	£	£	£	£	£
<b>Cost</b>					
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
<b>Depreciation and impairment</b>					
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
<b>Carrying amount</b>					
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 £
<b>Cost or valuation</b>			
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
<b>Carrying amount</b>			
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 £
<b>Carrying amount of financial assets</b>		
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**

	<b>2021</b>	<b>2020</b>
	<b>£</b>	<b>£</b>
Goods for resale	1,503	2,970

### **17 Debtors**

	<b>2021</b>	<b>2020</b>
	<b>£</b>	<b>£</b>
<b>Amounts falling due within one year:</b>		
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**

	<b>2021</b>	<b>2020</b>
	<b>£</b>	<b>£</b>
	<b>Notes</b>	
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**

	<b>2021</b>	<b>2020</b>
	<b>£</b>	<b>£</b>
Arising from Performance related grants	440,124	362,011

Deferred income is included in the financial statements as follows:

	<b>2021</b>	<b>2020</b>
	<b>£</b>	<b>£</b>
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***

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#### **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:

	<b>Movement in funds</b>				
	<b>Balance at 1 July 2020</b>	<b>Incoming resources</b>	<b>Resources expended</b>	<b>Transfers</b>	<b>Balance at 30 June 2021</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
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:

	<b>Movement in funds</b>				
	<b>Balance at 1 July 2019</b>	<b>Incoming resources</b>	<b>Resources expended</b>	<b>Transfers</b>	<b>Balance at 30 June 2020</b>
	£	£	£	£	£
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**

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#### **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**

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#### **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**

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#### **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:

	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	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:

	Balance at 1 July 2019	Incoming resources	Movement in funds			Balance at 30 June 2020
	£	£	Resources expended	Transfers	Revaluations, gains and losses	£
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
<b>Cash generated from operations</b>	<u>1,694,685</u>	<u>547,533</u>

#### **26 Analysis of changes in net funds**

The charity had no debt during the year.