KICK IT OUT

England & Wales · Charity number 1104056

Details

Other names	KICK IT OUT LIMITED
Status	Registered
Legal form	Charitable company
Company number	03388001
Registered	2004-06-01
Register	View on the Charity Commission register

Contact

Address	C/O Sedulo Office 605 Albert House 256-260 Old Street London EC1V 9DD
Phone	02039678989
Email	info@kickitout.org
Website	www.kickitout.org

Activities

Objects: The objects of the Charity are, for the public benefit,:-To promote and encourage, for the benefit of the public, good relations and the absence of discrimination between people of different backgrounds and circumstances in football, sports and society; and To advance the education of the general public.

Activities: Kick It Out is football's equality and inclusion organisation working throughout the football and sporting sector. The Charity takes an active role by developing partnerships with sports bodies, community groups, educational establishments and government.

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Classification

- **How:** Provides Other Finance, Provides Human Resources, Provides Services, Provides Advocacy/advice/information, Sponsors Or Undertakes Research, Other Charitable Activities
- **What:** Education/training, Religious Activities, Amateur Sport, Economic/community Development/employment, Human Rights/religious Or Racial Harmony/equality Or Diversity, Other Charitable Purposes
- **Who:** Children/young People, Elderly/old People, People With Disabilities, People Of A Particular Ethnic Or Racial Origin, The General Public/mankind

Geography

- **Area of benefit:** NATIONAL AND OVERSEAS
- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2025-06-30	£2,670,637	£2,759,816	£526,776	21
2024-06-30	£2,409,472	£2,961,828	£469,296	22
2023-06-30	£2,147,307	£2,674,969	£1,021,652	17
2022-06-30	£2,670,389	£2,551,003	£1,548,814	18
2021-06-30	£2,304,789	£1,596,899	£1,429,428	16

Trustees

Name	Role	Appointed
Sanjay Bhandari	Chair	2019-09-12
Christina Andria Paouros		2019-09-12
Daniel Charles Rhys Jones		2023-12-01
Hannah Kathryn Mansour		2026-03-30
Matthew Boffey		2024-03-28
Sarah Jane Louise Batters		2023-12-01
Wesley Morgan		2024-03-28

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KICK IT OUT

England & Wales - Charity number 1104056

Accounts

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Charity registration number 1104056 (England and Wales)

Company registration number 03388001

KICK IT OUT

ANNUAL REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2025

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KICK IT OUT

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	M A Boffey	
	S J L Batters	
	S Bhandari	
	C A Paouros	
	D Jones	
	K Miles	
	W Morgan	
Secretary	S Okafor	
Senior management	S Okafor	Chief Executive Officer
	H Varney	Chief Operating Officer
	A Migale	Head of People and Culture (to November 2024)
	N O'Leary	People and Culture Manager
	T Hutton	Head of Grassroots (to July 2025)
	A Magowan	Head of Communications and Advocacy
Charity number (England and Wales)	1104056	
Company number	03388001	
Registered office	C/O Sedulo Office 605 Albert House 256-260 Old Street London EC1V 9DD	
Auditor	Sedulo Audit Limited Office 605 Albert House 256 - 260 Old Street London United Kingdom EC1V 9DD	
Bankers	Barclays Bank UK PLC 1 Churchill Place London E14 5HP	
Solicitors	Herbert Smith Freehills Kramer LLP 12 Primrose Street London EC2A 2EG	

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KICK IT OUT

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KICK IT OUT

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT)

FOR THE YEAR ENDED 30 JUNE 2025

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

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the charitable company's governing document, the Companies Act 2006, FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" and the Charities SORP "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)".

Purpose and Vision

Unite football to end discrimination
Driven forward by our love of sport, we're here to fight discrimination. We're here to make sure football is a game for everyone – and that means putting equality and inclusion up front.

We were set up to fight racism in football in 1993. Then in 1997 we expanded to tackle all forms of discrimination. Since the beginning, we've made huge progress on and off the pitch, leading the charge for positive change. We've done it by raising awareness, confronting issues and helping our sport be better.

Today, we run education programmes for academy players, parents and fans. We campaign to make sure football is always welcoming – to everyone. We support people from under-represented and minority communities to make a career in football and thrive. And we call out discrimination wherever it happens – from your local park to the Premier League to your social feed.

We all know Kick It Out shouldn't have to exist. Our biggest hope is that one day football no longer needs us. But right now we're here to put an end to every form of discrimination. We won't stop until it stops.

Strategies for achieving aims and objectives

Amplifying voices and advocating for change

- We continue to provide a platform for those underrepresented in football, driving discussions on issues such as sexism and misogyny, antisemitism, Islamophobia and homophobia through our working groups and networks. We offer guidance on best practice in equality, diversity and inclusion, while working with partners to address the growing challenge of online abuse. Our lobbying efforts focus on ensuring that the legislation, like the Online Safety Act, is applied effectively to protect participants across the game.

Building understanding and knowledge

- Through our digital learning platform, The Academy, we aim to expand access to education for clubs, referees, grassroots teams and schools. Our programmes support participants in recognising and tackling discrimination, while our fan education initiative provides more opportunities for rehabilitation and behaviour change.

Creating opportunity and fostering inclusion

- We work to open pathways into football for people from underrepresented backgrounds. Our Raise Your Game initiative provides mentoring, skills development and networking opportunities to help participants progress at every stage of their careers. This work aims to to create fairer access to roles across the football workforce.

Public benefit
The Board of Trustees confirm that they have complied with their duty to have due regard to the guidance on public benefit published by the Charity Commission in exercising their power or duties. The public benefit of the charitable company's activities are outlined under 'Purpose and Vision'.

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Achievements and performance

1. Campaigning, Communications and Public Affairs
Kick It Out's communications activity in 2024/25 began with the launch of a season-long campaign tackling sexism and misogyny in football. Building on earlier work that addressed sexism directed at coaches, the campaign extended to sexist chanting and online abuse. The launch focused on raising awareness, encouraging reporting, and pressing football to take the issue seriously.

As a result, the campaign generated widespread and sustained media coverage. Campaign videos were viewed more than 1.5 million times on social media, and a new reporting partnership with *Her Game Too* contributed to a 67% rise in reports of sexism compared to the previous season.

From a policy and public affairs perspective, Kick It Out strengthened stakeholder engagement around the Football Regulator, the Online Safety Act – including a joint report into the lived experience of online abuse in sport – and FA Rule N, which highlights workforce diversity in professional football clubs.

Other work included highlighting racism against East and South East Asian communities with the Frank Soo Foundation, tackling homophobic chanting, and marking the passing of Kick It Out's founder Lord Herman Ouseley with a commemorative documentary, screened at England's match against Latvia on what would have been his 80th birthday. Kick It Out also gained further media coverage for its restorative fan education programme and shifted towards more proactive communications to showcase both its own initiatives and that of partners working to make football more inclusive.

Media Performance (Jul 2024–Jun 2025):

- Articles: **3,463** (↑ from 2,627)
- Potential Reach: **3.04bn** (↑ from 1.74bn)
- Media Value: **£31m** (↓ from £34m)

Social Media (Jul 2024–Jun 2025):

- Total followers: **141,329** (↑ from 140,424)
- X: **89,758** (↓ 3,181)
- Facebook: **18,072** (↓ 50)
- Instagram: **22,373** (↑ 1,373)
- LinkedIn: **8,756** (↑ 1,513)
- YouTube: **1,010** (↑ 55)
- TikTok: **1,195** (new platform)
- Reach: **5.3m** (↓ from 7.0m)
- Engagement: **172,615** (↑ from 151,266)
- Engagement Rate: **3.4%** (↑ from 2.1%)

Digital Performance (Jul 2024–Jun 2025):

- Website Users: **299,000** (↑ from 260,000)
- App Downloads: **1,096** (↓ from 1,175)
- Newsletter Subscriptions: **2,986** (↑ 386)

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2. Incident Reporting
Kick It Out received **1,398 reports** of discrimination in 2024/25, continuing the upward trend from **1,332** in 2023/24, **1,007** in 2022/23, and **610** in 2021/22. Reports came from the professional game, grassroots football, and online platforms.

Key findings:

- Sexism and misogyny reports rose by **67%**, increasing from 115 to 192, driven in part by a **72% rise in online sexism reports**.
- Online abuse generated **621 reports** (↑ 5%); racism accounted for 268 of these.
- Grassroots football accounted for **325 reports** (↑ from 303). Youth football made up **57%** of all grassroots cases, with reports in girls' football doubling and overall youth cases reaching a record **186**.
- The professional game accounted for **452 reports** (↑ from 440). While overall racism reports declined, racist incidents in the pro game rose from **223 to 245**.
- Ableist abuse reports rose by **45%** across all levels.

3. Academy Education
Through the Equality Inspires programme, delivered in partnership with the Premier League, Kick It Out ran **62 workshops** across ten player age groups (U10–U21), B-teams, academy staff, parents, and host families.
In total, **15 clubs** were visited and **1,356 people** took part. Feedback averaged **4.7/5**, with all participants recognising the sessions as necessary for improving understanding of Equality, Diversity and Inclusion, as well as online safety.

4. Digital Learning (The Academy)
By the end of 2024/25, more than **4,100 users** had signed up to The Academy, Kick It Out's online learning platform – an increase of **1,769** on the previous year. New users included members of professional and grassroots clubs, governing bodies, County FAs, charitable foundations, and over **300 schools, colleges and universities**. More than **100 new organisations** engaged with the resource during the season.

Performance (2024/25):

- Course Views: **21,817** (↑ 2,370)
- Enrolments: **4,254**
- Completions: **3,755** → completion rate **88.3%** (↑ from 77.8%)
- Knowledge increase (pre/post assessment): **+1.5 points**
- **89%** of users said they were more likely to report discrimination after completing a course

Partnerships:

- With PGMOL: **700+ officials** completed courses.
- With The FA: **1,700+ grassroots referees** completed training in sexism, Islamophobia, antisemitism, and allyship.

5. Raise Your Game (Career Development)
Raise Your Game was relaunched as **four focused events** instead of one national conference, tailored to specific audiences. Topics included media, coaching, backroom roles, and women in football.

Impact:

- **260 delegates** attended (244 individuals).
- **84 industry professionals** served as mentors.
- **48%** felt more confident applying for a football role.
- **95%** found panels/workshops helpful to their development.
- Two-thirds of attendees were from Black, Asian or mixed ethnic backgrounds; **41% were women**.
- **89 participants** joined the Raise Your Game portal for mentoring, placements, interview support and career tracking.

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6. Fan Education

More fans than ever attended Kick It Out's rehabilitation sessions, referred through football clubs and the UK Football Policing Unit. These sessions were used as part of conditional cautions or to review attitudes at the end of banning orders, relating to discriminatory abuse. Kick It Out also built relationships with the Probation Service, Youth Justice Services, Counter Terrorism, and the Home Office Prevent team.

Performance:

- **142 fans** attended sessions (↑ 21%).
- For the first time, sessions included groups of young fans deemed at risk of offending.
- Referral sources: **49% from clubs**, **41% from Dedicated Football Officers**.
- Abuse breakdown: **44% racism**, **34% homophobia**, **6% tragedy-related abuse** (↑ from previous season).

7. Grassroots

In 2024/25, Kick It Out supported victims of grassroots discrimination, worked with County FAs, and partnered with McDonald's Fun Football to provide bursaries for underrepresented coaches.

Impact:

- **92 victims** supported (over half cases racist in nature).
- Ten-fold increase in women and girls affected by sexism/misogyny.
- **77% of victims** were under 18, mirroring wider reporting trends.
- Cases spanned clubs from **30 of 51 County FAs**.
- **39 meetings/workshops** held with County FAs on EDI needs.
- **90 coaches** awarded bursaries for FA Level 1 / UEFA C qualifications, all from underrepresented groups and lower socio-economic backgrounds.

Financial review

Income was £2,670,637 compared to £2,409,472 in the 2023-24 reporting period and expenditure for the year was £2,759,816 compared to £2,815,169. The overall deficit for the year was £89,179 during the 12-month period to 30 June 2025 compared to £405,697 in 2023-24. The decrease in deficit for the period was mainly due to a reduction in staff costs of £163,743.

Reserves policy

The reserves policy is to hold three months of staff costs and other committed expenditure, which currently amounts to £328k based on the 2025–26 budget review. As of 30 June 2025, the charitable company held total funds of £526,776, comprising £485,644 in unrestricted funds available to meet reserve requirements and £41,132 in restricted funds. This represents approximately 4.4 months of operating expenditure, meaning reserves are above the policy level. The trustees consider that maintaining reserves at this level ensures that, in the event of a significant drop in funding, current activities can continue while additional income is secured.

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Plans for future periods

By 2030, Kick It Out aims to create a football culture where everyone belongs, every voice is heard, opportunities are accessible, and discrimination is consistently challenged — from grassroots to elite levels. Our ambition is a game that reflects the diversity and values of the society it serves.

Our 2030 Goals for Football

Everyone is Included

Create a football community built on inclusion, from grassroots to elite levels. Together, we'll tear down barriers and foster a culture where every supporter, player or person working in the game feels welcome, safe and can be their authentic selves.

On the Pitch: Everyone Represented

Drive representation where the action happens, so everyone can easily see faces like theirs on the pitch. Together, we'll help give talent from all backgrounds the chance to play, officiate, and be seen.

Off the Pitch: Everyone Can Lead

Influence governing bodies to improve pathways for talent from all backgrounds to reach boardroom, leadership, senior coaching and coaching positions. Together, we'll harness the power of potential that's often overlooked.

Everyone Stands Up To Discrimination

Ensure football meets abuse head-on with courage and consistency. We will collect and share data, report incidents, hold power to account, and take decisive action.

How We Will Achieve Our Goals

Educate and Develop

We train the next generation. From those already in football or those taking their first steps, everyone deserves access to tools and support that changes behaviour and develops potential.

Unite Partners

We don't do it alone. We build a network of collaborations with clubs, community groups, like-minded organisations and campaigners to align efforts and drive impact.

Influence Change

We hold power to account. Using data, insight, and evidence, we will work with governing bodies, regulators, and policymakers to take real action in line with our goals.

Tackle Discrimination

We call it out and back it up. From our leading reporting tools to targeted campaigns, we work to challenge abuse and show the benefits of accountability.

Our Commitments

Champion Inclusion

Attract and develop a workforce that reflects the diversity we expect to see in the game. We want to foster a culture of trust, inclusion, and accountability, ensuring that our team and partners feel connected to our mission.

Invest In Our People

Ensure all colleagues have the skills and capabilities they need to succeed in today's world. Together, we can build a learning culture that helps our people grow and be impactful.

Scale Impact

Build a balanced and diversified funding portfolio. By developing innovative ways to generate revenue, we can increase financial sustainability and create new opportunities to scale our impact.

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Focus On Beneficiaries
Create a movement of beneficiaries to drive progress on our goals. We'll put those affected by discrimination at the heart of our advocacy, consistently uplifting their voices with authenticity, and accelerating their participation in decision-making.

Use Tech, Data and Insights
We'll use data and AI to deepen football's understanding of discrimination and identify effective solutions. We'll prioritise data-driven audience engagement in our campaigns and commit to sharing insights with our partners. We'll also invest in digital technology to strengthen our work across education, uniting, influencing, and reporting.

Structure, governance and management
Kick It Out is a company limited by guarantee and was incorporated on 12th June 1997 and registered as a charitable company on 1st June 2004. The charitable company was established under a memorandum of association which established the objects and powers of the charitable company and is governed under its articles of association. The charitable company has two categories of members: Full Members and Football Body Members. The Trustees are each Full Members.

The Football Body Members who served during the year and up to the date of signature of the financial statements were:
The Football Association
The Professional Footballers' Association
The Premier League
The English Football League

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:
M A Boffey
S J L Batters
S Bhandari
C A Paouros
D Mayze (Resigned 30 June 2025)
D Jones
K Miles
W Morgan

Recruitment and appointment of trustees
New trustees are appointed by the Trustees, who may also determine the number of trustees from time to time between a minimum of three and a maximum of eight (including the Football Body Trustee).

The Football Body Members are collectively entitled to appoint, remove and replace one trustee (the Football Body Trustee).

No employees of the charitable company are eligible to be elected as a trustee.

Organisational structure
Kick It Out is managed through a Board of Trustees, chaired by Sanjay Bhandari who was appointed as Chair in September 2019.

The organisation has established two Board sub-committees with formal governance responsibility delegated by the Board: a People and Culture Committee and Finance and Risk Group. Each is chaired by a trustee. The organisation has also established advisory groups from time to time, which have no formal governance role but which provide expert input on specific issues. These include a Football Advisory Board (chaired by the Chief Executive Officer of Kick It Out), an Antisemitism Working Group (independently chaired by Lord Mann) and an Islamophobia Working Group (independently chaired by Baroness Warsi).

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Induction and training of trustees

Upon appointment, new trustees are provided with the most recent audited financial statements and copies of the previous year's minutes of Trustees' meetings. In addition, new trustees are given a briefing by the secretary on the charitable company's policies and procedures. Further training requirements are assessed on the basis of need. Trustees are made aware of the availability of training courses to help them perform their role to the standards recommended by the Charity Commission.

Risk management

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

Policies are in place to manage risk. The Finance and Risk Group meets at least quarterly, as a sub-committee of the Board, to monitor and assess risk and the culture and approach to risk management. The Finance and Risk Group reports regularly to the trustees at every Board meeting. A description of some key areas of potential risk is set out below:

Financial Risk

The organisation, which has historically been core funded through the football bodies, has expanded its funding base over the last 3 years; this will be a key focus for further expansion in 2025 and beyond.

Reputational Risk

Kick It Out's profile remains high within the media. Kick It Out continues to work to develop further media partners to work collaboratively on campaigns. The Board also has Trustees with expertise in marketing, finance, strategy, law, fan engagement, the media, politics and professional football to ensure that the organisation maintains its strong and considered reputation.

Auditor

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

Disclosure of information to auditor

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

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

.....

S Bhandari

Chair-Trustee

Date: 24 December 2025

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KICK IT OUT

STATEMENT OF TRUSTEES' RESPONSIBILITIES

FOR THE YEAR ENDED 30 JUNE 2025

The trustees, who are also the directors of Kick it Out 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 charitable company 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 (FRS 102);
- make judgements and estimates that are reasonable and prudent; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company 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 charitable company 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 charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

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KICK IT OUT

INDEPENDENT AUDITOR'S REPORT

TO THE TRUSTEES OF KICK IT OUT

Opinion

We have audited the financial statements of Kick it Out (the 'charitable company') for the year ended 30 June 2025 which comprise the statement of financial activities, the balance sheet, the statement of cash flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

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

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the *Auditor's responsibilities for the audit of the financial statements* section of our report. We are independent of the charitable company 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 charitable company'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 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 the audit:

- The information given in the Trustees' Annual Report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- The Trustees' Annual Report has been prepared in accordance with applicable legal requirements.

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Matters on which we are required to report by exception

In light of our knowledge and understanding of the charitable company and its environment obtained in the course of our audit, we have not identified material misstatements in the Trustees' Annual Report.

We have nothing to report in respect of the following matters in relation to which the Charities (Accounts and Reports) Regulations 2008 requires us to report to you if, in our opinion:

- the information given in the financial statements is inconsistent in any material respect with the Trustees' Annual Report; or
- sufficient accounting records have not been kept; or
- the financial statements are not in agreement with the accounting records; 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 charitable company 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 charitable company'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

We have been appointed as auditor under section 144 of the Charities Act 2011 and report in accordance with the Act and relevant regulations made or having effect thereunder.

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

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

The primary responsibility for the prevention and detection of fraud rested with trustees and management, and we cannot be expected to detect non-compliance with all laws and regulations.

We identified areas of laws and regulations that could reasonably be expected to have a material effect on the financial statements form our knowledge of the organisation and sector, enquiries of Trustees and management, and review of regulatory information and correspondence.

We communicated identified laws and regulations throughout the audit team and remained alert to any indications of non-compliance throughout the audit.

We discussed with trustees and management the policies and procedures in place to ensure compliance with laws and regulations and otherwise prevent, deter and detect fraud.

Based on this understanding we designed our audit procedures to identify non-compliance with such laws and regulations identified as potentially having a material effect on the financial statements.

Our procedures included review of financial statement information and testing of that information, enquiry of management and examination of relevant documentation, analytical procedures to identify unusual or unexpected relations that may indicate fraud, and procedures to address the risk of fraud through trustee or management override of controls.

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

Use of our report

This report is made solely to the charity's trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. Our audit work has been undertaken so that we might state to the charity's trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity and the charity's trustees as a body, for our audit work, for this report, or for the opinions we have formed.

Signed by:

FAF8DC6F5252424...

Katelyn Dutton (Senior Statutory Auditor)

For and on behalf of Sedulo Audit Limited, Statutory Auditor

Chartered Certified Accountant

Office 605 Albert House

256 - 260 Old Street

London

EC1V 9DD

United Kingdom

Date: 29-Jan-2026 | 9:41 PM GMT

Sedulo Audit Limited is eligible for appointment as auditor of the charitable company by virtue of its eligibility for appointment as auditor of a company under section 1212 of the Companies Act 2006.

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KICK IT OUT

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 30 JUNE 2025

	Notes	Unrestricted funds 2025 £	Restricted funds 2025 £	Total 2025 £	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £
Income from:							
Donations and legacies	**3**	2,196,097	-	2,196,097	1,990,589	-	1,990,589
Charitable activities	**4**	1,600	465,100	466,700	-	393,300	393,300
Other trading activities	**5**	1,045	-	1,045	15,731	-	15,731
Investments	**6**	6,795	-	6,795	9,852	-	9,852
Total income		2,205,537	465,100	2,670,637	2,016,172	393,300	2,409,472
Expenditure on:							
Raising funds	**7**	35,331	-	35,331	19,205	-	19,205
Charitable activities	**8**	2,192,413	532,072	2,724,485	2,402,664	393,300	2,795,964
Total expenditure		2,227,744	532,072	2,759,816	2,421,869	393,300	2,815,169
Net expenditure		(22,207)	(66,972)	(89,179)	(405,697)	-	(405,697)
Transfers between funds		6,131	(6,131)	-	-	-	-
Net movement in funds	**10**	(16,076)	(73,103)	(89,179)	(405,697)	-	(405,697)
Reconciliation of funds:							
Fund balances at 1 July 2024		501,720	114,235	615,955	907,417	114,235	1,021,652
Fund balances at 30 June 2025		485,644	41,132	526,776	501,720	114,235	615,955

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

The notes on pages 15 to 30 form part of these financial statements.

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KICK IT OUT

BALANCE SHEET

AS AT 30 JUNE 2025

	Notes	2025 £	2025 £	2024 £	2024 £
Fixed assets					
Intangible assets	**14**		78,554		133,222
Current assets					
Debtors	**15**	73,733		37,473	
Cash at bank and in hand		475,002		558,220	
		548,735		595,693	
Creditors: amounts falling due within one year	**16**	(100,513)		(112,960)	
Net current assets			448,222		482,733
Total assets less current liabilities			526,776		615,955
The funds of the charitable company					
Restricted income funds	**19**		41,132		114,235
Unrestricted funds	**20**		485,644		501,720
			526,776		615,955

The notes on pages 15 to 30 form part of these financial statements.

The company is entitled to the exemption from the audit requirement contained in section 477 of the Companies Act 2006, for the year ended 30 June 2025. However, an audit is required under Charities Act 2011.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

The members have not required the company to obtain an audit of its financial statements under the requirements of the Companies Act 2006, for the year in question in accordance with section 476.

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

The financial statements were approved by the trustees on 24th December 2025.

.....

S Bhandari

Chair-Trustee

Company registration number 03388001 (England and Wales)

Docusign Envelope ID: F0EA3686-0CF7-464B-8BB2-0CE021B4CA39

KICK IT OUT

STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED 30 JUNE 2025

	Notes	2025 £	2025 £	2024 £	2024 £
Cash flows from operating activities					
Cash absorbed by operations	**22**		(90,013)		(371,621)
Investing activities					
Investment income received		6,795		9,852	
Net cash generated from investing activities			6,795		9,852
Net cash generated from financing activities			-		-
Net decrease in cash and cash equivalents			(83,218)		(361,769)
Cash and cash equivalents at beginning of year			558,220		919,989
Cash and cash equivalents at end of year			475,002		558,220

The notes on pages 15 to 30 form part of these financial statements.

Docusign Envelope ID: F0EA3686-0CF7-464B-8BB2-0CE021B4CA39

1 Accounting policies

Charity information

Kick it Out is a private company limited by guarantee incorporated in England and Wales. The registered office is C/O Sedulo Office 605, Albert House 256-260 Old Street, London, EC1V 9DD.

1.1 Basis of preparation

The financial statements have been prepared in accordance with the charitable company's governing document, the Companies Act 2006, FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" and the Charities SORP "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)". The charitable company is a Public Benefit Entity as defined by FRS 102.

The financial statements are prepared in sterling, which is the functional currency of the charitable company. 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

In making their assessment in relation to going concern, the Trustees have reviewed budgets and forecasts which cover a period of greater than twelve months into the future.

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

1.3 Charitable funds

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

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

1.4 Income

Income is recognised when the charitable company 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 charitable company 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.

Income received from charitable activities are recognised in the Statement of Financial Activities in the year in which the activity takes place, except in those cases where the offer is conditional, income from such activities are recognised when the conditions attached are fulfilled.

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

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1 Accounting policies **(Continued)**

Donated Services
On receipt, donated services are recognised in income on the basis of the value of the gift to the charity, which is the amount the charity would have been willing to pay to obtain services of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt. In accordance with the Charities SORP (FRS 102), the general time of volunteers is not recognised.

1.5 Expenditure

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

Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity.

- Cost of raising funds comprise of costs incurred in attracting voluntary income, the management of investments and those incurred in trading activities that raise funds.
- Expenditure on charitable activities comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

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 and are allocated on the basis of time spent.

	2025	2024
Education & Development	52%	41%
Advocacy & Communication	30%	41%
Tackling Discrimination	18%	18%

1.6 Intangible fixed assets other than goodwill

Intangible assets acquired separately from a business are recognised at cost and are subsequently measured at cost less accumulated amortisation and accumulated impairment losses.

Intangible assets acquired on business combinations are recognised separately from goodwill at the acquisition date where it is probable that the expected future economic benefits that are attributable to the asset will flow to the entity and the fair value of the asset can be measured reliably; the intangible asset arises from contractual or other legal rights; and the intangible asset is separable from the entity.

Amortisation 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:

Website	20% on cost

1.7 Impairment of fixed assets

At each reporting end date, the charitable company reviews the carrying amounts of its tangible and intangible 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).

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1 Accounting policies **(Continued)**

1.8 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.

1.9 Financial instruments

The charitable company 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 charitable company's balance sheet when the charitable company becomes party to the contractual provisions of the instrument.

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

Basic financial assets

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

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 charitable company's contractual obligations expire or are discharged or cancelled.

1.10 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 charitable company is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

1.11 Retirement benefits

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

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2 Critical accounting estimates and judgements

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

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

3 Income from donations and legacies

	Unrestricted funds 2025 £	Unrestricted funds 2024 £
Donations and gifts	3,306	7,499
Grants	1,073,000	1,073,000
Donated goods and services	1,119,791	910,090
	2,196,097	1,990,589

Donated goods and services

During the year, the charity received donations in kind, in the form of donated services for advertising and professional fees totalling £1,119,791 (2024: £910,090). The corresponding expenditure has been recognised according to its natures:

	2025 £	2024 £
Advertising	695,000	735,000
Consultancy fees	262,756	70,000
Legal fees	162,035	105,090
	1,119,791	910,090

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4 Income from charitable activities

	Education & Development 2025 £	Tackling Discrimination 2025 £	Total 2025 £	Education & Development 2024 £	Tackling Discrimination 2024 £	Total 2024 £
Partnerships	345,100	120,000	465,100	211,800	181,500	393,300
Workshops	1,600	-	1,600	-	-	-
	346,700	120,000	466,700	211,800	181,500	393,300
Analysis by fund						
Unrestricted funds	1,600	-	1,600	-	-	-
Restricted funds	345,100	120,000	465,100	211,800	181,500	393,300
	346,700	120,000	466,700	211,800	181,500	393,300

5 Income from other trading activities

	Unrestricted funds 2025 £	Unrestricted funds 2024 £
Sponsorships	1,045	15,731

6 Income from investments

	Unrestricted funds 2025 £	Unrestricted funds 2024 £
Interest receivable	6,795	9,852

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7 Expenditure on raising funds

	Unrestricted funds 2025	Unrestricted funds 2024
	£	£
Fundraising and publicity		
Other fundraising costs	13,034	306
Staff costs	22,297	18,899
	35,331	19,205

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8 Expenditure on charitable activities

	Education & Development 2025 £	Advocacy & Communication 2025 £	Tackling Discrimination 2025 £	Total 2025 £	Education & Development 2024 £	Advocacy & Communication 2024 £	Tackling Discrimination 2024 £	Total 2024 £
Direct costs								
Staff costs	412,944	237,691	163,250	813,885	414,205	370,143	164,408	948,756
Marketing and advertising	1,683	22,901	-	24,584	1,761	41,491	70	43,322
Travel and subsistence	25,896	10,055	1,625	37,576	52,099	18,175	6,003	76,277
IT software and consumables	1,849	6,457	14,107	22,413	2,966	2,536	7,833	13,335
Other staff costs	45,224	3,649	164	49,037	7,076	2,457	-	9,533
Event costs	3,964	1,454	-	5,418	28,200	15,441	-	43,641
General expenses	505	340	6	851	548	43	-	591
Contractors and consultants	139,152	157,329	500	296,981	87,821	67,935	-	155,756
	631,217	439,876	179,652	1,250,745	594,676	518,221	178,314	1,291,211
Share of support and governance costs (see note 9)								
Support	676,712	374,592	227,134	1,278,438	567,301	571,831	240,641	1,379,773
Governance	102,391	57,840	35,071	195,302	51,211	51,855	21,914	124,980
	1,410,320	872,308	441,857	2,724,485	1,213,188	1,141,907	440,869	2,795,964
Analysis by fund								
Unrestricted funds	998,248	872,308	321,857	2,192,413	1,001,388	1,141,907	259,369	2,402,664
Restricted funds	412,072	-	120,000	532,072	211,800	-	181,500	393,300
	1,410,320	872,308	441,857	2,724,485	1,213,188	1,141,907	440,869	2,795,964

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9 Support costs allocated to activities

	2025	2024
	£	£
Staff costs	217,479	249,749
Depreciation	54,668	54,672
Bank fees	761	10
Other staff costs	13,114	64,912
Travel and subsistence	29,906	44,521
IT software and consumables	66,809	83,978
Telephones	4,973	6,770
General expenses	1,460	2,797
Insurance	3,154	2,462
Marketing and advertising	699,719	736,736
Contractors and consultants	156,696	93,253
Irrecoverable VAT	29,698	39,914
Governance costs	195,303	124,979
	1,473,740	1,504,753
Analysed between:		
Education & Development	779,103	618,512
Advocacy & Communication	432,432	623,686
Tackling Discrimination	262,205	262,555
	1,473,740	1,504,753

Governance costs comprise:	2025 £	2024 £
Audit fees	11,825	8,700
Accountancy	13,203	9,494
Legal and professional	170,275	106,785
	195,303	124,979

10 Net movement in funds

	2025	2024
	£	£
The net movement in funds is stated after charging/(crediting):		
Fees payable to the charity's auditor:		
- for the audit of the charity's financial statements	11,825	8,700
- for other financial services	4,000	-
Amortisation of intangible assets	54,668	54,672

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11 Trustees

None of the trustees (or any persons connected with them) received any remuneration or benefits from the charitable company during the current and previous year.

Trustees' expenses
During the year the charity paid expenses to 1 (2024: 1) trustee for the reimbursement of travel costs totalling £174 (2024: £842).

12 Employees

The average monthly number of employees during the year was:

	2025 Number	2024 Number
Support and governance	11	11
Charitable activities	10	11
Total	21	22

Employment costs	2025 £	2024 £
Wages and salaries	934,053	1,068,647
Social security costs	87,150	114,920
Other pension costs	32,458	33,837
	1,053,661	1,217,404

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

	2025 Number	2024 Number
£60,000 - £69,999	2	2
£70,000 - £79,999	-	2
£90,000 - £99,999	1	-

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12 Employees **(Continued)**

Remuneration of key management personnel

The Key Management Personnel of the charitable company consists of the Board of Trustees (who are not remunerated) and the CEO, the COO, the Head of People and Culture, the People and Culture Manager, the Head of Communications and the Head of Grassroots (who are remunerated). The total remuneration of the key management personnel in the year was:

	2025	2024
	£	£
Aggregate compensation	425,373	378,398

13 Taxation

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

14 Intangible fixed assets

	Website
	£
Cost	
At 1 July 2024 and 30 June 2025	249,950
Amortisation and impairment	
At 1 July 2024	116,728
Amortisation charged for the year	54,668
At 30 June 2025	171,396
Carrying amount	
At 30 June 2025	78,554
At 30 June 2024	133,222

15 Debtors

	2025	2024
Amounts falling due within one year:	£	£
Trade debtors	65,100	29,400
Prepayments and accrued income	8,633	8,073
	73,733	37,473

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16 Creditors: amounts falling due within one year

	Notes	2025 £	2024 £
Other taxation and social security		67,178	42,463
Deferred income	17	-	30,600
Trade creditors		13,329	25,711
Other creditors		4,406	5,186
Accruals		15,600	9,000
		100,513	112,960

17 Deferred income

	2025 £	2024 £
Other deferred income	-	30,600

Deferred income is included in the financial statements as follows:

	2025 £	2024 £
Deferred income is included within:		
Current liabilities	-	30,600
Movements in the year:		
Deferred income at 1 July 2024	30,600	-
Released from previous periods	(30,600)	(71,400)
Resources deferred in the year	-	102,000
Deferred income at 30 June 2025	-	30,600

18 Retirement benefit schemes

Defined contribution schemes	2025 £	2024 £
Charge to statement of financial activities in respect of defined contribution schemes	32,458	33,837

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

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19 Restricted funds

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

	At 1 July 2024	Incoming resources	Resources expended	Transfers	At 30 June 2025
	£	£	£	£	£
Premier League (Equality Inspires)	30,512	94,500	(125,012)	-	-
Cricket	6,131	-	-	(6,131)	-
UEFA Project (Talent ID)	77,592	-	(77,592)	-	-
The Football Association (Grassroots Football)	-	120,000	(120,000)	-	-
Coach Recruitment	-	30,600	(30,600)	-	-
The Football Association (Confidential Reporting)	-	120,000	(120,000)	-	-
Premier League (Reviews)	-	100,000	(58,868)	-	41,132
	114,235	465,100	(532,072)	(6,131)	41,132

Previous year:	At 1 July 2023	Incoming resources	Resources expended	Transfers	At 30 June 2024
	£	£	£	£	£
Premier League (Equality Inspires)	30,512	61,500	(61,500)	-	30,512
Cricket	6,131	-	-	-	6,131
UEFA Project (Talent ID)	77,592	-	-	-	77,592
The Football Association (Grassroots Football)	-	173,400	(173,400)	-	-
The Football Association (Confidential Reporting)	-	120,000	(120,000)	-	-
Football League (Life Skills)	-	20,400	(20,400)	-	-
Digital Learning Platform	-	18,000	(18,000)	-	-
	114,235	393,300	(393,300)	-	114,235

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20 Unrestricted funds

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

	At 1 July 2024	Incoming resources	Resources expended	Transfers	At 30 June 2025
	£	£	£	£	£
General funds	501,720	2,205,537	(2,227,744)	6,131	485,644

Previous year:	At 1 July 2023	Incoming resources	Resources expended	Transfers	At 30 June 2024
	£	£	£	£	£
General funds	907,417	2,016,172	(2,421,869)	-	501,720

21 Analysis of net assets between funds

	Unrestricted funds 2025	Restricted funds 2025	Total 2025
	£	£	£
At 30 June 2025:			
Intangible fixed assets	78,554	-	78,554
Current assets/(liabilities)	407,090	41,132	448,222
	485,644	41,132	526,776

	Unrestricted funds 2024	Restricted funds 2024	Total 2024
	£	£	£
At 30 June 2024:			
Intangible fixed assets	133,222	-	133,222
Current assets/(liabilities)	368,498	114,235	482,733
	501,720	114,235	615,955

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22	Cash absorbed by operations	2025	2024
		£	£
	Deficit for the year	(89,179)	(405,697)
	Adjustments for:		
	Investment income recognised in statement of financial activities	(6,795)	(9,852)
	Amortisation and impairment of intangible assets	54,668	54,672
	Movements in working capital:		
	(Increase)/decrease in debtors	(36,260)	433,986
	Increase/(decrease) in creditors	18,153	(475,330)
	(Decrease)/increase in deferred income	(30,600)	30,600
	Cash absorbed by operations	(90,013)	(371,621)

23 Analysis of changes in net funds

The charitable company had no material debt during the year.

24 Related party transactions

There were no disclosable related party transactions during the year (2024 - none).

25 Members' liability

Full Members of the charitable company have voting rights and guarantee to contribute an amount not exceeding £1 to the assets of the charitable company in the event of winding up. The total number of such guarantees at 30 June 2025 was 8 (2024: 8).

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26 Prior Year Restatements

The financial statements have been restated to amend the allocations of income and support cost to bring in line this year's organisational structure which shows an improved and more accurate reflection of the organisation and its associated activity. The net effect of these adjustments is £nil.

The prior year have also been restated to account for a correction of irrecoverable VAT, after a full VAT review was carried out during the year. The adjustment made is as follows:

Balance Sheet:

	2024 Previous £	2024 Restated £	Adjustment £
Creditors - VAT	151,337	4,678	(146,659)
Unrestricted Funds	355,061	501,720	146,659

Statement of Financial Activities:

	2024 Previous £	2024 Restated £	Adjustment £
Support Costs	1,651,412	1,504,753	(146,659)

KICK IT OUT

England & Wales - Charity number 1104056

Accounts

Docusign Envelope ID: 7F5A5BEF-22DB-4595-AE82-B2E6F38B3EAC

Kick It Out

Report of the Trustees & Financial Statements For the Year Ended 30 June 2024

REGISTERED CHARITY NO: 1104056 | REGISTERED COMPANY NO: 03388001

Docusign Envelope ID: 7F5A5BEF-22DB-4595-AE82-B2E6F38B3EAC

STRATEGIC REPORT

The Trustees who are also directors of the Charitable Company for the purposes of the Companies Act 2006, present their report with the financial statements of the Charitable Company for the year ended 30 June 2024. The Trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities in preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019).

OBJECTIVES AND ACTIVITIES

Public benefit

The Board of Trustees confirm that they have complied with their duty to have due regard to the guidance on public benefit published by the Charity Commission in exercising their power or duties. The public benefit of the Charitable Company's activities are outlined under 'Objectives and Activities'.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Membership

Kick It Out is a company limited by guarantee and was incorporated on 12th June 1997 and registered as a Charitable Company on 1st June 2004. The Charitable Company was established under a memorandum of association which established the objects and powers of the charitable company and is governed under its articles of association. The Charitable Company has two categories of Members: Full Members and Football Body Members. The Trustees are each Full Members.

The Football Body Members are:

- The Football Association
- The Professional Footballers' Association
- The Premier League
- The English Football League

Full Members of the Charitable Company have voting rights and guarantee to contribute an amount not exceeding £1 to the assets of the Charitable Company in the event of winding up. The total number of such guarantees at 30th June 2024 was 8 (2023: 7).

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Recruitment and appointment of new Trustees

New Trustees are appointed by the Trustees, who may also determine the number of Trustees from time to time between a minimum of three and a maximum of eight (including the Football Body Trustee).

The Football Body Members are collectively entitled to appoint, remove and replace one Trustee (the Football Body Trustee).

No employees of the Charitable Company are eligible to be elected as a Trustee.

Organisational structure

Kick It Out is managed through a Board of Trustees, chaired by Sanjay Bhandari who was appointed as Chair in September 2019.

The organisation has established two Board sub-committees with formal governance responsibility delegated by the Board: a People and Culture Committee and Finance and Risk Group. Each is chaired by a Trustee. The organisation has also established advisory groups from time to time, which have no formal governance role but which provide expert input on specific issues. These include a Football Advisory Board (chaired by the Chief Executive Officer of Kick It Out), an Antisemitism Working Group (independently chaired by Lord Mann) and an Islamophobia Working Group (independently chaired by Baroness Warsi).

At the year end the Charitable Company employed 22 members of staff.

Induction and training of new Trustees

Upon appointment, new Trustees are provided with the most recent audited financial statements and copies of the previous year's minutes of Trustees' meetings. In addition, new Trustees are given a briefing by the secretary on the Charitable Company's policies and procedures. Further training requirements are assessed on the basis of need. Trustees are made aware of the availability of training courses to help them perform their role to the standards recommended by the Charity Commission.

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STRUCTURE, GOVERNANCE AND MANAGEMENT

Funding from Football Body Members

Just under half of the resources received in the year were from the four organisations that are Football Body Members of the Charitable Company. As noted above, the four organisations nominate a single Trustee.

Risk management

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

Policies are in place to manage risk. The Finance and Risk Group meets at least quarterly, as a sub-committee of the Board, to monitor and assess risk and the culture and approach to risk management. The Finance and Risk Group reports regularly to the Trustees at every Board meeting.

A description of some key areas of potential risk is set out below.

Financial Risk

The organisation, which has historically been core funded through the football bodies, has expanded its funding base over the last 3 years; this will be a key focus for further expansion in 2025 and beyond.

Reputational Risk

Kick It Out's profile remains high within the media. Kick It Out continues to work to develop further media partners to work collaboratively on campaigns. The Board also has Trustees with expertise in marketing, finance, strategy, law, fan engagement, the media, politics and professional football to ensure that the organisation maintains its strong and considered reputation.

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REFERENCE AND ADMINISTRATIVE DETAILS

Registered Company number

03388001 (England and Wales)

Registered Charitable Company number

1104056 (England and Wales)

Registered office

605 Albert House

256-260 Old Street

London

EC1V 9DD

Trustees

Sanjay Bhandari - Chair

Kevin Miles

Christina Paouros

Sarah Jane Louise Batters

Diana Mayze

Daniel Charles Rhys Jones

Westley Nathan Morgan

Matthew Boffey

Company Secretary

Mr Anthony Burnett (resigned June 2024)

Samuel Okafor (appointed in July 2024)

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REFERENCE AND ADMINISTRATIVE DETAILS

Auditors

Sedulo Audit Limited

605 Albert House

256-260 Old Street

London

EC1V 9DD

Bank

Barclays Bank UK PLC

1 Churchill Place

London

E14 5HP

Solicitors

Herbert Smith Freehills LLP

12 Primrose Street

London

EC2A 2EG

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OBJECTIVES AND ACTIVITIES

Since 1993, Kick It Out has been at the heart of the fight against discrimination in football, leading the charge for positive change.

Kick It Out will continue to lead the fight with a clear purpose and vision:

- To support words with action, providing long-term solutions and tangible acts; and
- To challenge ignorance and inequality, providing a voice for any individual or organisation; and
- To educate, inform and direct our audience, giving them the tools for change; and
- To mobilise and empower our allies so that our message becomes theirs; and
- To confront all issues, from the dressing-room to the boardroom.

Voice. Skills. Talent.

Voice: We'll amplify unheard voices, lead debates on fighting discrimination and advocate for change

Through our working groups and networks, we'll drive progress on issues like Antisemitism, Islamophobia and homophobia. We'll guide best practice on Equality, Diversity and Inclusion (EDI) in sport. And we'll work with partners to lead football's response to online abuse, lobbying MPs to make sure the Online Safety Act (OSA) lives up to its name.

Skills: We'll create understanding and build knowledge

Through our digital learning platform, we'll make it easier for elite clubs, grassroots teams and everyone in between to learn how to fight discrimination. And we'll scale up our fan education programme, to help more people found guilty of abuse to kick it out for good.

Talent: We'll inspire opportunity and connect it with unseen talent

Battling inequality means creating more chances for people from every background. We'll foster talent through initiatives like Raise Your Game, which helps people at every stage of their sporting careers develop new skills and confidence.

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ACHIEVEMENTS AND PERFORMANCE

1. Campaigning and Communications

Kick It Out's 2023-24 communications activity started by marking our 30th anniversary at Wembley, with a special event that launched our 30 year Impact Report. During the season our proactive communications focused on telling our audience about the work we do, building a foundation of all the areas we work in, so that we had a wider base from which to build on. This included policy areas such as the OSA, developing how we produced and highlighted our reporting service, showcasing our fan education work and producing a Grassroots Month of Action leading to unprecedented Sky Sports News coverage.

We also developed the first stage of our Sexism and Misogyny campaign by producing and highlighting research in coaching, while also developing fan-based research and a communications plan for the full launch at the start of the 2024-25 season. We developed several collaborative communications relationships with the likes of Her Game Too, Level Playing Field and others to deliver content about sexism, neurodiversity and ableist language.

There was also a concentrated effort to use the full range of our branding to have a more consistent look to our social media, plus boosting our marketing via a re-launched e-newsletter.

Media performance (via Onclusive Media monitoring tool) - (July 2023-June 2024)

- Articles: 2,627 (up from 2,225)
- Potential reach: 1.74bn (up from 1.38bn)
- Media value: £34m (down from £34.6m)

Social media performance (July 2023-June 2024)

Total Followers: 140,424 (up from 137,363)

- X (formerly Twitter) followers: 92,939 (down 801)
- Facebook likes: 18,122 (up 111)
- Instagram followers: 21,000 (up 1,657)
- LinkedIn followers: 7,243 (up 1,992)
- YouTube followers 955 (up 80)
- Reach: 7,034,656 (down from 10,811,126)
- Engagement: 151,266 (up from 117,022)

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- Engagement rate: 2.1% (up from 1.1%)

Digital performance (July 2023-June 2024)

- Website users: 260,000
- App downloads: 1,174
- E-newsletter subscriptions: 2,600 (re-launched in 2023/2024 season)

2. Incident Reporting

For the 2023/2024 season, we received a record 1,332 reports of discrimination, which was a 32% rise on the previous season 2022/2023, and over double the 610 reports received in the 2021/2022 season. Encouragingly, reports received per incident rose for a fifth consecutive season, suggesting that fans are becoming less tolerant of discrimination and more willing to report it.

Last season key findings show:

- An increase in reports of discrimination at grassroots level, up 25% from last season (242 to 303)
- Reports more than doubled on social media (281 to 589)
- Racism remains the most reported form of discrimination, with a 47% rise in racist abuse (496 to 731) across all levels of the game
- Faith based discrimination reports were also up by 34%, driven by a sharp increase in Antisemitism (63%) and Islamophobia (138%)
- We also received more player-specific discriminatory reports in the professional game than ever before, with abuse targeting players soaring by 43% (277 to 395)

3. Policy and Public Affairs

We continue to lead discussions in football around equality, diversity and inclusion (EDI) and work closely with those in government to try and find pragmatic policy solutions to ensure the game is inclusive for all.

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Football Governance Bill:

We have submitted several rounds of written and oral evidence to the Department for Culture, Media and Sport (DCMS) on provisions of the Football Governance Bill relating to EDI. Our suggestions were reflected in the Football Governance Bill currently progressing through parliament. We have instructed the University of York to create a comparative analysis report to enable us to consider recommendations for EDI related provision in the proposed Code for Football Governance under the Bill. We expect to publish our recommendations after the Bill receives Royal Assent.

Online Safety Act (OSA):

The Act was passed in 2023. It will start coming into force early 2025. We continue to work across the following areas:

- **User empowerment tools:** We are supporting Ofcom on some research to create a code of conduct that requires platforms to make tools available to enable users to control better what they see and to remove undesired content from their feeds.
- **Supercomplainants:** The OSA enables certain organisations who act for groups of victims to have accelerated access to Ofcom to raise new emerging issues of behaviour on platforms. We are looking at building partnerships to monitor for both new behaviours and poor enforcement of Terms and Conditions by the platforms so we can create a regular supervision dialogue with Ofcom.
- **Violence against women & girls (VAWG):** Ofcom has recently issued a report and, together with partners across the game, we shall be providing input to reflect the online experience of football participants.

4. Learning and behaviour change - Academy Education

Thanks to our Equality Inspires (Premier League) and Life Skills (League Football Education) programmes in 2023/24 Academy Players, Parents, and Staff undertook education and awareness workshops to broaden their knowledge around racism and discrimination in football.

During the 2023/24 season, 2,630 young footballers, their parents, house parents and academy staff were part of these sessions, from as young as the under-9s age groups through to the Professional Development Phase players, including B Squads. The education provided in the academy programme includes:

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- The history of racism and discrimination in football
- The Equality Act and how it protects people from discrimination
- Types of abuse that continue to exist on and off the pitch
- Racism and discrimination on social media
- The impact music and popular culture can have on negative stereotypes
- Understanding the various protocols that exist

Parents, house parents and staff, have their own dedicated sessions as all have their own unique role to play in making football environments an inclusive place. At the end of each session delivered, a Smart Survey was made available via a QR code. Of the respondents, 73% selected "extremely necessary" to the question "How necessary do you think this session was?"

5. Digital learning

Nearly 2,500 individual users have now registered on our digital learning platform, The Academy. We have developed 7 new online courses and learning resources covering a range of protected characteristics, free for people to access and download.

Course/resource list:

- Team Talk - Play Your Part (KS3/4 misogyny and sexism teaching resources)
- Team Talk – Celebrate Difference (KS3/4 racism teaching resources)
- Being a Welcoming and Inclusive Grassroots Club (online course)
- Equality, Diversity and Inclusion in Football – For Coaches (online course, McDonald's partnership)
- Grassroots Reporting Toolkit (resource)
- Disability Language and Terminology Guide (resource)
- Sectarianism resource

2023/24 in numbers:

The following user and course data was gathered from user logs from theacademy.kickitout.org (1st July 2023 to 30th June 2024):

- Of the 2,451 users signed up to The Academy, there are 4,162 course enrolments with a completion rate of 77.8%
- 19,447 course views
- 496 different organisations reached, including: 42 pro clubs, 73 grassroots clubs, 21 county FA's and 275 schools/colleges

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We also partnered with Professional Game Match Officials Ltd (PGMOL) at the start of the 2023/24 season, with the aim of providing match officials and staff at PGMOL with access to our EDI based online courses, hosted on PGMOL's internal platform. Through this partnership, we were able to develop the understanding of over 700 match officials on different values, cultures, discrimination and under-representation across the game. This partnership will continue into the 2024/25 season, with scope to extend the same partnership to The FA.

PGMOL partnership in numbers:

- 4 courses released over the 23/24 season
- Average of 751 staff / officials completed each course
- 77.9% of staff / officials completed all 4 courses

6. Raise Your Game (RYG)

Our Raise Your Game programme returned in 2024 to support people from underrepresented backgrounds to thrive in non-playing roles. We're soon to launch an online RYG hub to help people from these groups and beyond to find events, working opportunities placements and the latest vacancies.

Feedback gathered from the attendees of the 2023 National Conference, sent via a Smart Survey link sent to attendees, was very positive. Close to three quarters (74%) of the attendees have now applied for a job in football, as a direct result of the advice they received, and skills they learnt at RYG 2023. In fact, over 40% now have jobs in the industry. Almost all (97%) attendees indicated that they would like to be mentored by an industry professional going forward.

In light of these findings, Kick It Out created four RYG events for the 2024/25 season. Three events focus on specific areas within the industry: Media, Coaching and Backroom Staff. The final event is tailored to Women within the game.

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7. Fan Education

In this season (July 2023 to June 2024), we worked one-to-one with even more people found guilty of discriminatory abuse, helping them see the damage they cause and why it has to end.

Football cannot ban its way out of discrimination. We need to constantly call out and challenge the mindsets that lead to abuse – our fan education sessions are a vital way of doing it.

Fans are referred to us by clubs, police and the courts. They have usually been given a warning or ban or prosecuted for discrimination, either in stadiums, on the way to games or online. In 2023/24, we delivered sessions to 117 fans. The fans involved had discriminated based on people's race and ethnicity, sexual orientation or religion and belief – or a combination of these.

Each education session is bespoke, but we always help abusers see why their behaviour is so damaging to individuals and communities. Some sessions even included a member of the footballing community that has been directly affected by similar abuse. Often, we'll look at subjects like impulse control, anger management and hate crime legislation.

Our sessions are increasingly being used as part of conditional cautions where offenders are required to meet certain conditions instead of being prosecuted. And in 2023/24 we continued to build on established links with Counter Terrorism Police, the Home Office Prevent Team, and the National Probation Service. All now continue to work with us to refer fans to our education service.

2023/24 in numbers

- We delivered sessions to 117 fans, up from 67 sessions in the previous year
- Over half of referrals are made to Kick It Out within 3 months of the incident
- 96.4% of referrals are made to Kick It Out after an incident has happened. Only 3.6% are an attempt at a preventative measure / early intervention
- The average number of referrals per month has risen from under 2 to over 7 in two years (22/23 season: KIO received 14 referrals (1.17 pcm); 23/24 season: KIO received 85 referrals (7.08 pcm)
- 59% of referrals come from police, with 36% coming from football clubs

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- 30% of fans referred to our education were aged under 18, 22% were 18-30, 24% were 31-50 and 15% were 51-60

8. Fans for Diversity

In 2023-24 season we wanted to support and highlight EDI awareness days, weeks or months by telling stories from different communities through the Fans For Diversity network.

This included a fan case study for Islamophobia Awareness month in November, another for Pride month in June, and another around Gypsy, Roma and Traveller communities in July.

In addition to this, we worked with Fans for Diversity supporter groups to produce a toolkit and film that showed how other communities could create their own fan groups. This was based on an idea that was developed after hearing from Jewish community fan groups, at an Antisemitism event in Chelsea, in November 2023. This toolkit was launched at the start of the 2024-25 season.

9. Grassroots

In 2023/24, we continued to help hundreds of grassroots clubs and leagues make sure everyone who turns up to play or watch football knows they'll be welcomed with open arms. Lifelong memories are made on grassroots pitches every weekend. At Kick It Out, we help clubs and leagues get everyone involved – whatever their ethnicity, sexuality, gender and age.

Our Equality Charter (EC) is at the heart of this work. Signing up to our EC shows clubs and leagues are committed to kicking out discrimination. In 2023/2024, we delivered workshops to 227 grassroots clubs and 24 grassroots leagues, helping them develop equality policies and set up clear processes to report abuse. Over 210 clubs have now signed up to our EC.

We also supported 20 County FAs to audit their needs around equality, diversity and inclusion and produce action plans to fill in any gaps. We delivered six workshops to County FAs looking to take the next steps in tackling discrimination. 33 grassroots clubs also completed our Inclusive Club module via our Digital Learning Platform.

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Other highlights include:

- Delivery of 80 hours of support to victims/ eye witnesses of discrimination.
- Delivery of 3 workshops during the inaugural Continued Professional Development (CPD) day for McDonalds Fun Football Coaches. Over 100 coaches took part in an introduction to EDI for coaches workshop.
- 99 coaches completed the Coaches E-Module featured on The Academy
- The launch of an In-person workshop delivery programme for coaches of grassroots clubs. This in essence is a real life element of the E-module for Coaches. 20 sessions were delivered nationally.

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FUTURE PLANS

Continuing to lead the fight against discrimination in football

Driven forward by our love of sport, we're here to fight discrimination. We're here to make sure football is a game for everyone – and that means putting equality and inclusion up front.

We were set up to fight racism in football in 1993. Then in 1997 we expanded to tackle all forms of discrimination. Since the beginning, we've made huge progress on and off the pitch, leading the charge for positive change. We've done it by raising awareness, confronting issues and helping our sport be better.

Today, we run education programmes for academy players, parents and fans. We campaign to make sure football is always welcoming – to everyone. We support people from under-represented and minority communities to make a career in football and thrive. And we call out discrimination wherever it happens – from your local park to the Premier League to your social feed.

We all know Kick It Out shouldn't have to exist. Our biggest hope is that one day football no longer needs us. But right now we're here to put an end to every form of discrimination.

We won't stop until it stops.

Campaigning, research and a new strategic direction

Our communications strategy for 2024-25 involves a more proactive and strategic approach, ensuring clear and consistent messaging that reinforces our role in tackling racism and all forms of discrimination. Through authentic storytelling, we aim to reach a broader and younger audience.

A key focus on our proactive communications is using data, research, and case studies to make our messaging evidence-based and impactful. We will use a combination of traditional media, digital platforms, and influencer partnerships to extend our reach. Additionally, we have developed clear Points of View for key policy areas, providing a structured, transparent, and evolving framework that guides our messaging.

Our reactive communications have also been updated, moving beyond condemnation to offering real solutions and seeking accountability. When incidents occur, we will not only call them out but also highlight what needs to change and who must take responsibility. This approach ensures that our messaging remains authentic, and solution driven.

Digital and social media will play a crucial role in engaging audiences more effectively. We are developing a range of assets, including video content showcasing our work in policy, reporting, education, and grassroots initiatives; explainer content on key issues such as the lack of Black

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managers, South Asian representation, the Independent Football Regulator, and the Online Safety Act; and visual assets like graphics to simplify complex topics.

A key next step is ensuring our response to incidents and wider issues is rooted in authentic storytelling. This means drawing on insights from colleagues, subject matter experts, and lived experiences, while maintaining consistency through our Points of View framework. By doing so, we will look to develop a more impactful, informed, and credible voice in football.

In September 2024 we launched a Kick Sexism Out campaign, focusing on our work to tackle Sexism and Misogyny. The campaign included research that delves into women's experiences at men's football matches, to highlight and address issues happening across the game.

As part of the campaign, we continue to drive discussions with clubs, governing bodies, and policymakers about improving reporting mechanisms and creating safer matchday environments. We will also be working on an educational document for clubs looking at how to address sexist abuse.

Looking ahead, we aim to expand our focus to address sexist chanting in stadiums and online sexism, particularly in the lead-up to the Women's Euros taking place in summer 2025. We will be working to ensure the OSA is used to hold platforms accountable, while encouraging women to report abuse and challenging online misogyny through awareness and advocacy around this issue.

We have also appointed an agency to deliver a strategic review for Kick It Out. Key focus areas for the strategic review include:

- Delivering outcome focused programmes
- Diversifying our income streams through new partnerships
- Delivering scalable programmes with measurable social impact
- Identify the role Kick It Out plays in the football ecosystem
- Exploring new growth areas across football and sport

We plan to launch our new 2025-2030 strategy in August 2025.

New governance structure

We updated our governance rules to create greater independence of football bodies. We recruited and onboarded four new Trustees mapped to the skills we identified were necessary, which included: data, commercial, marketing and finance.

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STATEMENT OF TRUSTEES' RESPONSIBILITIES

The Trustees (who are also the directors of Kick It Out for the purposes of company law) are responsible for preparing the Report of the Trustees 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 that give a true and fair view of the state of affairs of the Charitable Company and of the incoming resources and application of resources, including the income and expenditure, of the Charitable Company for that period. In preparing those financial statements, the Trustees are required to:

- Select suitable accounting policies and then apply them consistently; and
- Observe the methods and principles in the Companies Act (2006); and
- Make judgements and estimates that are reasonable and prudent; and
- State whether applicable 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 Charitable Company will continue in business

The Trustees are responsible for keeping proper accounting records that disclose, with reasonable accuracy at any time, the financial position of the Charitable Company to enable them to ensure that the financial statements comply with the Companies Act (2006). They are also responsible for safeguarding the assets of the Charitable Company and hence, for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the Trustees are aware:

- There is no relevant audit information of which the Charitable Company's auditors are unaware; and
- The Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

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AUDITORS

The auditors, Sedulo Audit Limited, will be proposed for re-appointment at the forthcoming Annual General Meeting.

Report of the Trustees, incorporating a strategic report, approved by order of The Board of Trustees, as the company directors, on 11-Mar-2025 | 4:03 PM GMT and signed on the board's behalf by:

DocuSigned by:
9BCD914441694AD...

.....

Sanjay Bhandari: Chair - Trustee

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REPORT OF THE INDEPENDENT AUDITORS TO THE TRUSTEES OF KICK IT OUT

Opinion

We have audited the financial statements of Kick It Out (the 'Charitable Company') for the year ended 30 June 2024, which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and Notes to the Financial Statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion the Financial Statements:

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

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditors' responsibilities for the audit of the Financial Statements section of our report. We are independent of the Charitable Company 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 Charitable Company'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.

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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 Trustees are responsible for the other information. The other information comprises the information included in the Annual Report, other than the Financial Statements and our Report of the Independent Auditors thereon.

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.

In connection with our audit of the Financial Statements, 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 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 the audit:

- The information given in the Report of the Trustees for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- The Report of the Trustees has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the Charitable Company and its environment obtained in the course of the audit, we have not identified material misstatements in the Report of the Trustees.

We have nothing to report in respect of the following matters where 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

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- 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 Charitable Company for the purposes 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 Charitable Company'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.

Our 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 a Report of the Independent Auditors that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these Financial Statements.

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

- The Charity is required to comply with Charity Law and, based on our knowledge of its activities, we identified that the legal requirement to accurately account for restricted funds was of key significance.
- We gained an understanding of how the charity complied with its legal and regulatory framework, including the requirement to properly account for restricted funds, through discussions with management and a review of the documented policies, procedures and controls.

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- The audit team, which is experienced in the audit of charities, considered the charity's susceptibility to material misstatement and how fraud may occur. Our considerations included the risk of management override.
- Our approach was to check that all restricted income was properly identified and separately accounted for and to ensure that only valid and appropriate expenditure was charged to restricted funds. This included reviewing journal adjustments and unusual transactions.

A further description of our responsibilities for the audit of the Financial Statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our Report of the Independent Auditors.

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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.

DocuSigned by:
Sedulo Audit Limited
B09BB163E1C64B6...

Sedulo Audit Limited

Statutory Auditor

605 Albert House

256-260 Old Street

London

EC1V 9DD

11-Mar-2025 | 4:06 PM GMT

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KICK IT OUT
STATEMENT OF FINANCIAL ACTIVITIES
(Incorporating an Income and Expenditure Account)
for the Year Ended 30 June 2024

	Notes	Unrestricted funds	Restricted funds	2024 Total funds	2023 Total funds
				£	£
INCOME AND ENDOWMENTS FROM					
Voluntary income	2	**2,006,320**	**-**	**2,006,320**	1,701,962
Charitable activities	5				
Grassroots Football		**-**	**173,400**	**173,400**	120,000
Confidential Reporting		**-**	**120,000**	**120,000**	120,000
Football League Life Skills		**-**	**20,400**	**20,400**	31,200
Premier League Equality Inspires		**-**	**61,500**	**61,500**	90,600
Digital Learning Platform		**-**	**18,000**	**18,000**	-
UEFA Project (Talent ID)		**-**	**-**	**-**	80,871
Other trading activities	3	**-**	**-**	**-**	500
Investment Income	4	**9,852**	**-**	**9,852**	2,674
Total		**2,016,172**	**393,300**	**2,409,472**	2,147,807
EXPENDITURE ON					
Raising funds	6	**19,220**	**-**	**19,220**	25,020
				-	
Charitable activities	7			**-**	
Grassroots Football		**298,446**	**173,400**	**471,846**	221,660
Raise Your Game		**310,038**	**-**	**310,038**	262,102
Fans Programme		**167,107**	**-**	**167,107**	97,349
Confidential Reporting		**151,854**	**120,000**	**271,854**	208,319
Football League Life Skills		**47,111**	**20,400**	**67,511**	59,512
Premier League Equality Inspires		**2,048**	**61,500**	**63,548**	60,088
Player engagement		**74,999**	**-**	**74,999**	74,261
Campaigning		**690,154**	**-**	**690,154**	1,074,659
Advocacy and public policy		**458,125**	**-**	**458,125**	337,348
Leadership in football		**-**	**-**	**-**	193,992
Digital Learning Platform		**271,567**	**18,000**	**289,567**	57,380
Cricket		**-**	**-**	**-**	3,279
UEFA Project (Talent ID)		**10,757**	**-**	**10,757**	-
30th anniversary		**20,838**	**-**	**20,838**	-
Coach Recruitment		**29,850**	**-**	**29,850**	-
Speak Up		**16,414**	**-**	**16,414**	
Total		**2,568,528**	**393,300**	**2,961,828**	2,674,969
NET INCOME		**(552,356)**	**-**	**(552,356)**	(527,162)
Reconciliation of funds					
Total funds brought forward		**907,417**	**114,235**	**1,021,652**	1,548,814
Total funds carried forward		**355,061**	**114,235**	**469,296**	1,021,652

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KICK IT OUT
BALANCE SHEET
30 June 2024

	Notes	Unrestricted Funds £	Restricted Funds £	**2024 Total funds £**	2023 Total funds £
Fixed assets					
Intangible assets	13	**133,222**	**-**	**133,222**	187,894
		133,222	**-**	**133,222**	187,894
Current assets					
Debtors	14	**357,473**		**357,473**	471,460
Cash at bank and in hand		**492,220**	**66,000**	**558,220**	919,988
Total Current Assets		**849,693**	**66,000**	**915,693**	1,391,448
Creditors:					
amounts falling due within one year	15	**(579,619)**		**(579,619)**	(557,691)
Net current assets		**270,074**	**66,000**	**336,074**	833,757
TOTAL ASSETS LESS CURRENT LIABILITIES		**403,296**	**66,000**	**469,296**	1,021,652
NET ASSETS		**403,296**	**66,000**	**469,296**	1,021,652
FUNDS					
Unrestricted funds	16			**355,061**	907,417
Restricted funds				**114,235**	114,235
TOTAL FUNDS				**469,296**	1,021,652

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

DocuSigned by:
9BCD91144694AD...

Sanjay Bhandari: Chair - Trustee

Company number: 3388001
Reg. charity: 1104056

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KICK IT OUT
CASH FLOW STATEMENT
for the Year Ended 30 June 2024

	Notes	2024 £	2023 £
Cash flows from operating activities:			
Cash generated from operations	18	**(371,620)**	134,216
Net cash provided by operating activities		**(371,620)**	134,216
Cash flows from investing activities:			
Purchase of intangible fixed assets		**-**	(119,430)
Purchase of tangible fixed assets		**-**	-
Interest received		**9,852**	2,674
Net cash used in investing activities		**9,852**	(116,756)
Change in cash and cash equivalents in the reporting period		**(361,768)**	17,460
Cash and cash equivalents at the beginning of the reporting period		**919,988**	902,528
Cash and cash equivalents at the end of the reporting period		**558,220**	919,988

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NOTES TO THE FINANCIAL STATEMENTS

1. ACCOUNTING POLICIES

Basis of preparing the financial statements

The Financial Statements of the Charitable Company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The Financial Statements have been prepared under the historical cost convention.

Going Concern

Following a review of forecasts and projections, the Trustees are satisfied that the charity will continue operations for the foreseeable future and hence the accounts have been drawn up on a going concern basis.

Company Status

Kick it Out Limited is a company limited by guarantee. In the event of the Charity being wound up, the liability in respect of the guarantee is limited to £1 per Full Member of the Charity.

Income

Voluntary income is received by way of donations and grants and is included in the statement of financial activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

Grants receivable are recognised in the statement of Financial Activities in the year in which the offer is conveyed to the charity except in those cases where the offer is conditional, such grants being recognised when the conditions attached are fulfilled.

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Income received from the sale of merchandise is accounted for when the sale takes place. Bank interest receivable is accounted for on a receivable basis. Income is stated net of VAT.

Income received from charitable activities is recognised in the statement of Financial Activities in the year in which the activity takes place, except in those cases where the offer is conditional, income from such activities are recognised when the conditions attached are fulfilled.

Donated Services

On receipt, donated services are recognised in income on the basis of the value of the gift to the charity, which is the amount the charity would have been willing to pay to obtain services of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt. In accordance with the Charities SORP (FRS 102), the general time of volunteers is not recognised.

Expenditure

Expenditure is accounted for on an accruals basis and has been included under expense categories that aggregate all costs for allocation to activities. Support costs, expenses which cannot be directly attributed to particular activities, have been apportioned on a fair and reasonable basis (as estimated) by management and which approximates the utilisation of resources. Governance costs include the management of the charitable company's assets, organisational management and compliance with constitutional and statutory requirements.

Intangible fixed assets

Intangible assets are held at cost and are subsequently measured at cost less accumulated amortisation and accumulated impairment losses.

Amortisation is provided at the following rates in order to write off each asset less residual value over its estimated useful life.

Website - 20% on cost

Taxation

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

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Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objects of the Charity and which have not been designated for other purposes.

Restricted funds are funds to be used in accordance with specific restrictions imposed by donors or which have been raised by the Charity for particular purposes. The cost of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

Pension costs and other post-retirement benefits

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

Grant payable

Grants payable are charged to the Statement of Financial Activities in the year in which the offer is conveyed to the recipient except in those cases where the offer is conditional, such grants being recognised as expenditure when the conditions attaching are fulfilled.

Financial instruments

The Charitable Company only has basic financial instruments. Accordingly, debtors, creditors and cash at bank are initially recognised at transaction value and subsequently measured at settlement value. Cash at bank includes cash and highly liquid investments with a maturity date of three months or less.

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2 VOLUNTARY INCOME

	2024	2023
	£	£
Voluntary income	**1,183,320**	878,962
Grants	**823,000**	823,000
	2,006,320	1,701,962

3 OTHER TRADING ACTIVITIES

	2024	2023
	£	£
Education training	**-**	500
	-	500

4 INVESTMENT INCOME

	2024	2023
	£	£
Deposit account interest	**9,852**	2,674
	9,852	2,674

5 INCOME FROM CHARITABLE ACTIVITIES

Activity:	**2024** **£**	2023 £
Grassroots Football	**173,400**	120,000
Confidential Reporting	**120,000**	120,000
Football League Life Skills	**20,400**	31,200
Premier League Equality Inspires	**61,500**	90,600
Digital Learning Platform	**18,000**	**-**
UEFA Project (Talent ID)	**-**	80,871
	393,300	442,671

6 RAISING FUNDS

Raising donations and legacies

	2024	2023
	£	£
Staff costs	**18,899**	17,249
	18,899	17,249

Other trading actvities

	2024	2023
	£	£
Fundraising costs	**321**	531
Loss on sale of assets		7,240
	321	7,771
Aggregate amounts	**19,220**	25,020

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7 CHARITABLE ACTIVITIES COSTS

	Direct Costs	Support Costs (Note 8)	Totals
	£	£	£
Grassroots Football	**194,998**	**276,848**	**471,846**
Raise Your Game	**128,829**	**181,209**	**310,038**
Fans Programme	**75,313**	**91,794**	**167,107**
Confidential Reporting	**99,911**	**171,943**	**271,854**
Football League Life Skills	**28,545**	**38,966**	**67,511**
Premier League Equality Inspires	**24,582**	**38,966**	**63,548**
Player engagement	**34,065**	**40,934**	**74,999**
Campaigning	**278,287**	**411,867**	**690,154**
Advocacy and public policy	**203,977**	**254,148**	**458,125**
Digital Learning Platform	**142,121**	**147,446**	**289,567**
UEFA Project (Talent ID)	**10,757**	**-**	**10,757**
30th anniversary	**20,838**	**-**	**20,838**
Coach Recruitment	**14,333**	**15,517**	**29,850**
Speak Up	**5,827**	**10,587**	**16,414**
	1,262,383	**1,680,225**	**2,942,608**

8 SUPPORT COSTS

	Management	Finance	Governance costs	Totals
	£	£	£	£
Grassroots Football	**275,087**	**2**	**1,759**	**276,848**
Raise Your Game	**180,057**	**1**	**1,151**	**181,209**
Fans Programme	**91,210**	**1**	**583**	**91,794**
Confidential Reporting	**170,850**	**1**	**1,092**	**171,943**
Football League Life Skills	**38,718**	**-**	**248**	**38,966**
Premier League Equality Inspires	**38,718**	**-**	**248**	**38,966**
Player engagement	**40,674**	**-**	**260**	**40,934**
Campaigning	**409,249**	**2**	**2,616**	**411,867**
Advocacy and public policy	**252,531**	**2**	**1,615**	**254,148**
Digital Learning Platform	**146,508**	**1**	**937**	**147,446**
Coach Recruitment	**15,418**	**-**	**99**	**15,517**
Speak Up	**10,520**	**-**	**67**	**10,587**
	1,669,540	**10**	**10,675**	**1,680,226**

NET INCOME/ (EXPENDITURE)

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

	2024	2023
	£	£
Auditors' remuneration	**8,700**	9,000
Auditors' remuneration for non audit work		600
Computer software amortisation	**54,672**	54,669

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9 TRUSTEE'S REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 30 June 2024 nor for the year ended 30 June 2023.

Trustees' expenses	**2024**	**2023**
	£	£
Trustees' expenses paid for the year ended 30 June 2024, none for the year 30 June 2023	**842**	-

10 STAFF COSTS

	2024	2023
	£	£
Wages and salaries	**1,066,572**	798,854
Social security costs	**116,993**	81,475
Other pension costs	**33,836**	25,469
	1,217,401	905,798

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

	2024	2023
	£	£
Support and Governance	**11**	5
Charitable Activities	**11**	12
	22	17

The number of employees whose employee benefits (excluding employer pension costs) exceeded £60,000 was:

	2024	2023
	£	£
£60,001- £90,000	**5**	
£90,001- £100,000	**1**	1
	6	1

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11 COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted funds £	Restricted funds £	Total funds £
INCOME AND ENDOWMENTS FROM			
Voluntary income	**2,006,320**	**-**	**2,006,320**
Charitable activities			
Grassroots Football	**-**	**173,400**	**173,400**
Confidential Reporting	**-**	**120,000**	**120,000**
Football League Life Skills	**-**	**20,400**	**20,400**
Premier League Equality Inspires	**-**	**61,500**	**61,500**
Digital Learning Platform	**-**	**18,000**	**18,000**
Other trading activities	**-**	**-**	**-**
Investment Income	**9,852**	**-**	**9,852**
Total	**2,016,172**	**393,300**	**2,409,472**
EXPENDITURE ON			
Raising funds	19,220	-	19,220
Charitable activities			
Grassroots Football	298,446	173,400	471,846
Raise Your Game	310,038	-	310,038
Fans Programme	167,107	-	167,107
Confidential Reporting	151,854	120,000	271,854
Football League Life Skills	47,111	20,400	67,511
Premier League Equality Inspires	2,048	61,500	63,548
Player engagement	74,999	-	74,999
Campaigning	690,154	-	690,154
Advocacy and public policy	458,125	-	458,125
Digital Learning Platform	271,567	18,000	289,567
UEFA Project (Talent ID)	10,757	-	10,757
30th anniversary	20,838	-	20,838
Coach Recruitment	29,850	-	29,850
Speak Up	16,414	-	16,414
Total	**2,568,528**	**393,300**	**2,961,828**
NET INCOME	**(552,356)**	**-**	**(552,356)**
Reconciliation of funds			
Total funds brought forward	**907,417**	**114,235**	**1,021,652**
Total funds carried forward	**355,061**	**114,235**	**469,296**

12 DONATED SERVICES

During the year to 30 June 2024, the charity received donations in kind, in the form of donated services totalling £910,090. This income has been included in the financial statements under heading 'Voluntarty income'. The corresponding expenditure has been recognised according to its natures:

	2024 **£**	2023 £
Advertising	**680,000**	675,000
Professional fees	**230,090**	138,288
	910,090	813,288

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13 INTANGIBLE FIXED ASSETS

	Computer software £
COST	
At 1st July 2023	**249,950**
Additions	**-**
At 30th June 2024	**249,950**
AMORTISATION	
At 1st July 2023	**62,056**
Charge for year	**54,672**
At 30th June 2024	**116,728**
NET BOOK VALUE	
At 30 June 2024	**133,222**
At 30 June 2023	**187,894**

14 DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2024	2023
	£	£
Trade debtors	**349,400**	367,721
Other debtors	**-**	22,000
VAT	**-**	48,264
Prepayments and accrued income	**8,073**	33,475
	357,473	471,460

15 CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2024	2023
	£	£
Trader creditors	**25,711**	58,763
Social security and other taxes	**42,971**	24,808
VAT	**151,337**	
Accruals and deferred income	**359,600**	474,120
	579,619	557,691

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16 MOVEMENT IN FUNDS

	At 1 July 2023	Net movement in funds	At 30 June 2024
	£	£	£
Unrestricted funds			
General fund	**907,417**	**(552,356)**	**355,061**
Fixed Asset Fund	**-**	**-**	**-**
	907,417	**(552,356)**	**356,061**
Restricted funds			
Premier League Equality Inspires	**30,512**	**-**	**30,512**
Cricket	**6,131**	**-**	**6,131**
UEFA Project (Talent ID)	**77,592**	**-**	**77,592**
	114,235	**-**	**114,235**
TOTAL FUNDS	**1,021,652**	**(552,356)**	**469,296**

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

	Income resources	Resources expended	Movement in funds
	£	£	£
Unrestricted funds			
General fund	**2,016,172**	**(2,568,528)**	**(552,356)**
Fixed Asset Fund	**-**	**-**	**-**
	2,016,172	**(2,568,528)**	**(552,356)**
Restricted funds			
Grassroots Football	**173,400**	**(173,400)**	**-**
Confidential Reporting	**120,000**	**(120,000)**	**-**
Football.League Life Skills	**20,400**	**(20,400)**	**-**
Premier League Equality Inspires	**61,500**	**(61,500)**	**-**
Digital Learning Platform	**18,000**	**(18,000)**	**-**
Total	**393,300**	**(393,300)**	**-**
TOTAL FUNDS	**2,409,472**	**(2,961,828)**	**(552,356)**

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Comparatives for movement in funds

Prior Year	At 1 July 2022 £	Net movement in funds £	At 30 June 2023 £
Unrestricted funds			
General fund	**1,485,303**	**(577,886)**	**907,417**
Fixed Asset Fund	**-**	**-**	**-**
	1,485,303	**(577,886)**	**907,417**
Restricted funds			
Premier League Equality Inspires	-	**30,512**	**30,512**
Cricket	63,511	**(57,380)**	**6,131**
UEFA Project (Talent ID)	-	**77,592**	**77,592**
Total	**63,511**	**50,724**	**114,235**
TOTAL FUNDS	**1,548,814**	**(527,162)**	**1,021,652**

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

	Income resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	1,705,136	(2,283,022)	(577,886)
Fixed Asset Fund	**-**	**-**	**-**
	1,705,136	**(2,283,022)**	**(577,886)**
Restricted funds			
Grassroots Football	120,000	(120,000)	-
Confidential Reporting	120,000	(120,000)	-
Football.League Life Skills	31,200	(31,200)	-
Premier League Equality Inspires	90,600	(60,088)	30,512
Cricket	-	(57,380)	(57,380)
UEFA Project (Talent ID)	80,871	(3,279)	77,592
	442,671	**(391,947)**	**50,724**
TOTAL FUNDS	**2,147,807**	**(2,674,969)**	**(527,162)**

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

	At 1 July 2022 £	Net movement in funds £	At 30 June 2024 £
Unrestricted funds			
General fund	1,485,303	(1,130,242)	355,061
Fixed Asset Fund	**-**	**-**	**-**
	1,485,303	**(1,130,242)**	**355,061**
Restricted funds			
Premier League Equality Inspires	-	30,512	**30,512**
Cricket	63,511	(57,380)	**6,131**
UEFA Project (Talent ID)	-	77,592	**77,592**
	63,511	**50,724**	**114,235**
TOTAL FUNDS	**1,548,814**	**(1,079,518)**	**469,296**

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

	Income resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	3,721,308	(4,851,550)	**(1,130,242)**
	3,721,308	**(4,851,550)**	**(1,130,242)**
Restricted funds			
Grassroots Football	293,400	(293,400)	**-**
Confidential Reporting	240,000	(240,000)	**-**
Football League Life Skills	51,600	(51,600)	**-**
Premier League Equality Inspires	152,100	(121,588)	**30,512**
Digital Learning Platform	18,000	(18,000)	**-**
Cricket	-	(57,380)	**(57,380)**
UEFA Project (Talent ID)	80,871	(3,279)	**77,592**
	835,971	**(785,247)**	**50,724**
TOTAL FUNDS	**4,557,279**	**(5,636,797)**	**(1,079,518)**

Confidential Reporting and Grassroots activities received 50:50 share of Football Association grant.

Premier League is a grant to fund the Equality Inspires programme to:

- “Promote positive fan behaviour, and reduce offensive behaviour, in and beyond the stadium (including online)”
- “Improve the match day and non-match day experience for all fans by making football more diverse and inclusive"
- Provide education and training and other opportunities that promote diversity and inclusion, or programmes that tackle discrimination or anti-social behaviour in football, to make the game more welcoming and more representative of its wider communities
- Facilitate positive engagement between Clubs, fans and local authorities or other stakeholders with a legitimate interest in match days

Life Skills is League Football Education funding for life skills training.

Raise your Game is our talent mentoring programme targeted at increasing representation of underrepresented groups within football.

Docusign Envelope ID: 7F5A5BEF-22DB-4595-AE82-B2E6F38B3EAC

UEFA grant: The UEFA Coaching & Talent ID Programme was an initiative created by us and funded by the UEFA Foundation. The goal of the programme is to identify a cohort of individuals, from underrepresented backgrounds, who are already on the path of working as a coach or in a talent identification role in an elite professional environment. After an application and interview process, the successful receive funding to complete the next level of their coaching or talent ID qualification (should their applications for those courses be accepted by the FA), as well as access to enrichment/masterclass events organised by ourselves in collaboration with professional clubs in the fields of elite coaching or talent identification/recruitment.

McDonalds sponsored coaching bursaries and platform development costs.

Docusign Envelope ID: 7F5A5BEF-22DB-4595-AE82-B2E6F38B3EAC

17 RELATED PARTY DISCLOSURE

There were no related party transactions for the year ended 30 June 2024.

18 RECONCILIATION OF NET INCOME TO NET CASH FLOW FROM OPERATING ACTIVITIES

	2024	2023
	£	£
Net income for the reporting period (as per the Statement of Financial Activities)	**(552,356)**	(527,162)
Adjustments for:		
Depreciation charge	**54,672**	54,669
Loss on disposal of fixed assets	**-**	7,240
Interest received	**(9,852)**	(2,674)
Decrease in debtors	**113,987**	1,158,287
Increase in creditors	**21,928**	(556,144)
Net cash flow from operating activities	**(371,620)**	134,216

19 ANALYSIS OF CHANGES IN NET FUNDS

	At 1 July 2023	Cash flow	At 30 June 2024
	£	£	£
Net cash			
Cash at bank	**919,988**	**(361,769)**	**558,219**
	919,988	**(361,768)**	**558,220**
Total	**919,988**	**(361,768)**	**558,220**

KICK IT OUT

England & Wales - Charity number 1104056

Accounts

REGISTERED COMPANY NUMBER: 03388001 (England and Wales)

REGISTERED CHARITABLE COMPANY NUMBER: 1104056

Report for the Trustees and

Financlal Statements for the Year Ended 30 June 2023

for

KICK IT OUT

KICK IT OUT

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for the Year Ended 30 June 2023

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The Trustees who are also directors of the Charitable company for the purposes of the Companies Act 2006, present their report with the financial statements of the Charitable company for the year ended 30 June 2023. The Trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities in preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019).

OBJECTIVES AND ACTIVITIES

Public benefit

The Board of Trustees confirm that they have complied with their duty to have due regard to the guidance on public benefit published by the Charity Commission in exercising their power or duties. The Public benefit of the Charitable company's activities are outlined under 'Objectives & Activities'.

STRATEGIC REPORT

STRUCTURE, GOVERNANCE AND MANAGEMENT

Membership

Kick It Out is a company limited by guarantee and was incorporated on 12th June 1997 and registered as a Charitable company on 1st June 2004. The Charitable company was established under a memorandum of association which established the objects and powers of the Charitable company and is governed under its articles of association.

During the year to 30 June 2023, the members of the Charitable Company were:

- The Football Association
- The Professional Footballers' Association
- The Premier League
- The English Football League

Each of the "Non-Member Appointed Trustees", during the year to 30 June 2023, being:

- Sanjay Bhandari – Chair
- Christina Paouros
- Kevin Miles

During the year to 30 June 2023, each member of the Charitable Company guarantees to contribute an amount not exceeding £1 to the assets of the Charitable Company in the event of winding up and each member was entitled to vote at a general meeting.

On 30 November 2023, new articles of association were adopted by special resolution of the Charitable Company (the "New Articles"). Pursuant to the New Articles, the membership structure of the Charitable Company was amended. Since December 2023, the members of the Charitable Company are:

- each of the Trustees of the Charitable Company from time to time (each being a "Full Member");
- and each of the Football Association, the Professional Footballers' Association, the Premier League, the English Football League (each being a "Football Body Member").

Each Full Member guarantees to contribute an amount not exceeding £1 to the assets of the Charitable company in the event of winding up. The Football Body Members of the Charitable Company are not required to pay any money in the event of the Charity being wound up or dissolved.

Each Full Member is entitled to vote at a general meeting. Each Football Body Member is entitled to attend and speak, but note vote, at a general meeting of the Charitable Company.

The Football Body Members are collectively entitled to appoint one Trustee (the "Football Body Trustee") and to remove and replace that Trustee on the board of the Charitable Company. As of January 2024, Westley Nathan Morgan is the Football Body Trustee.

Recruitment and appointment of new Trustees
Trustees are appointed by the board members, who may also determine the number of Trustees from time to time. No employees of the Charitable company are eligible to be elected as a Trustee.

Organisational structure
Kick It Out is managed through a Board of Trustees, chaired by Sanjay Bhandari who was appointed as Chair in September 2019. The Board also has two standing sub-committees. The Finance and Risk Committee (chaired by Daniel Jones); and the People and Culture Committee (chaired by Christina Paouros).

The organisation has established additional guidance groups, covering specific topics such as Antisemitism and LGBTQ+ inclusion. These groups include representatives from partner organisations such as the professional leagues, stakeholders in the game, and other third-party organisations. They are all independent and feed into the Trustees meetings.

At the year end the Charitable company employed 18 members of staff.

Induction and training of new Trustees
Upon appointment, new Trustees are provided with the most recent audited financial statements and copies of the previous year's minutes of Trustees' meetings. In addition, new Trustees are given a briefing by the secretary on the Charitable company's policies and procedures. Further training requirements are assessed based on need. Trustees are made aware of the availability of training courses to help them perform their role to the standards recommended by the Charity Commission.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Related Parties
Just under half of the funding received in the year was from four organisations that are members of the Charitable company and are each represented by a Trustee. At the time of reporting, the four organisations are now collectively represented by a single Trustee.

Risk Management
The Trustees have a duty to identify and review the risks to which the Charitable company is exposed and to ensure appropriate controls are in place to provide reasonable assurance against fraud and error.

To assist in doing these policies are in place to manage risk, and a Finance and Risk Group meets at least quarterly as a subgroup of the Board to monitor and assess risk and the culture and approach to risk management.

The Finance and Risk Group reports regularly to the Trustees.

A description of some key areas of potential risk is set out below.

1. Financial Risk
The organisation, which has historically been core funded through the football bodies, has now begun to expand its funding base; this will be a key focus for 2024 and beyond.

2. Reputational Risk
Kick It Out's profile remains high within the media. To maintain this the organisation has undertaken a brand, marketing and communications review and plans to restructure the communications department to ensure the organisation enhances its profile setting and develops its reputation both inside and outside of football.

Kick It Out is working to develop further media partners to work collaboratively on campaigns. The Board also has four independent Trustees with expertise in law, fan engagement, the media, politics, and professional football to ensure that the organisation maintains its strong and considered reputation.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Company Number
03388001 (England and Wales)

Registered Charitable Company Number
1104056

Registered office
PO Box 6963
Nuneaton
CV11 9PA

Trustees
Ms Katherine Grace Allen (resigned December 2023)
James Alexander MacDougall (resigned December 2023)
John Edward Nagle (resigned December 2023)
Sanjay Bhandari - Chair
Kevin Miles
Christina Paouros
Simone Pound (resigned December 2023)
Sarah Jane Louise Batters (appointed December 2023)
Diana Mayze (appointed December 2023)
Daniel Charles Rhys Jones (appointed December 2023)
Westley Nathan Morgan (appointed December 2023)

Company Secretary
Mr Anthony Burnett

REFERENCE AND ADMINISTRATIVE DETAILS

Auditors
Sedulo Audit Limited
605 Albert House,
256-260 Old Street,
London
EC1V 9DD

Bank
Barclays Bank UK PLC
1 Churchill Place
London
E14 5HP

Solicitors
Russell-Cooke LLP
2 Putney Hill
London
SW15 6AB

OBJECTIVES AND ACTIVITIES

Since 1993, Kick It Out has been at the heart of the fight against discrimination in football, leading the charge for positive change.

Kick It Out will continue to lead the fight with a clear purpose and vision:
- To support words with action, providing long-term solutions and tangible acts
- To challenge ignorance and inequality, providing a voice for any individual or organisation
- To educate, inform and direct our audience, giving them the tools for change
- To mobilise and empower our allies so that our message becomes theirs
- To confront all issues, from the dressing-room to the boardroom

Voice. Skills. Talent.
The heart of our strategy.

- **Voice: We'll amplify unheard voices, lead debates on fighting discrimination and advocate for change**

Through our working groups we'll drive progress on issues like antisemitism and homophobia. We'll guide best practice on equality, diversity, and inclusion in sport. And we'll work with partners to lead football's response to online abuse, lobbying MPs to make sure the Online Safety Bill lives up to its name.

- **Skills: We'll create understanding and build knowledge**

Through our digital learning platform, we'll make it easier for elite clubs, grassroots teams, and everyone in between to learn how to fight discrimination. And we'll scale up our fan education programme, to help more people found guilty of abuse to kick it out for good.

- **Talent: We'll inspire opportunity and connect it with unseen talent**

Battling inequality means creating more chances for people from every background. So we'll foster talent through initiatives like Raise Your Game, which helps people at every stage of their sporting careers develop new skills and confidence.

ACHIEVEMENTS AND PERFORMANCE

We're building growth and engagement online (July 2022-June 2023)

- Twitter followers: 93,740 (down 624)
- Facebook likes: 18,462 (up 1,554)
- Instagram followers: 19,343 (up 1,471)
- LinkedIn followers: 5,395 (up 963)
- Total followers: 137,814 (up 3,627)

The Kick It Out website received an average of 27,000 monthly visitors from July 22-June 23.

End of season reports:

Our end of season statistics showed we received a record 1,007 reports of discrimination for the 2022-23 season which was a 65% rise on the previous season. However, reports received per incident rose for a fourth consecutive season, suggesting that fans were becoming less tolerant of discrimination and more willing to report it.

Last season there were:

- **86** more reports from the Pro Game, an increase of **27.4%**
- **207** more reports from grassroots and non-league football, an increase of **55.1%**
- **207** more reports from online forums and social media, a massive **279%** rise
- Reports per incident for the 2022-23 season were at **1.38%** up from **1.22%** the previous season and up from **1.06%** for the 2019-20 season.

1. Policy and Public Affairs

We continue to lead discussions in football around equality, diversity, and inclusion (EDI) and work closely with those in government to try and find pragmatic policy solutions to ensure the game is inclusive for all.

1.1. Independent Football Regulator

1.1.1 The CMS committee report on football governance backed our recommendations that substantive EDI measures should be included in the Code for Football Governance. It also recommended that the Independent Football Regulator should have authority to mandate EDI Action Plans as part of its threshold licence conditions for clubs, and that the Action Plans should be reviewed, which we also recommended.

1.1.2 We continue to lobby government and the shadow government to include EDI recommendations as part of the Code for Football Governance.

1.1.3 We met with the Shadow Minister for Culture, Media and Sport and the Shadow Minister for Sport to build relationships and explain our strategy on achieving EDI in the role of the independent regulator.

1.2. Online Safety Bill

1.2.1 The Online Safety Act has now received Royal Assent. The Act requires social media companies to keep the internet safe for children and give adults more choice over what they see online. The Act places legal responsibility on tech companies to prevent and rapidly remove illegal content, like terrorism and revenge pornography. They will also have to stop children seeing material that is harmful to them such as bullying, content promoting self-harm and eating disorders and pornography.

1.2.2 The focus has now moved to developing regulations and guidance. Five public consultations have or will be launched, including one due to be released on tackling violence against women and girls.

1.2.3 We have responded to the consultation on "Super complaints: eligible entity criteria and procedural requirements" and anticipate having super complainant status, giving Kick It Out the ability to accelerate the consideration of new online behavioural themes by Ofcom.

1.2.4 We have joined and participate in the Online Safety Act Network, consisting of NGO's, campaigners, advocates, and policy professionals and collectively responded to the Ofcom consultation on Illegal Harms.

1.2.5 We expect the next consultation to be released shortly on the topic of user enforcement tools and we anticipate that this will be the most important for social media users.

2. Learning and Behaviour Change - Academy education

Thanks to our Equality Inspires (Premier League) and Life Skills (League Football Education) programmes in 2022/23 Academy Players, Parents, and Staff undertook education and awareness workshops to broaden their knowledge around racism and discrimination in football.

Over 3,200 young footballers, their parents, house parents and academy staff were part of these sessions in season 2022/23.
From as young as the under-9s age groups through to the Professional Development Phase players including B Squads. The education provided into the academy programme includes:

- The history of racism and discrimination in football
- The Equality Act and how it protects people from discrimination.
- Types of abuse that continue to exist on and off the pitch
- Racism and Discrimination on social media
- The impact music and popular culture can have on negative stereotypes.
- Understanding the various protocols that exists

Parents, house parents and staff, have their own dedicated sessions as all have their own unique role to play in making football environments and inclusive place. The openness and honesty throughout all sessions can be highlighted by 73% of participants rating the sessions "extremely necessary".

2022/23 in numbers

We reached:
- 1,578 Premier League academy players
- 1,640 EFL academy players
- 11 age groups, from under-9 to under-23

3. Raise Your Game

Our Raise Your Game programme returned in 2023 to support people from largely underrepresented backgrounds to thrive in non-playing roles. We're soon to launch an online Raise Your Game hub to help people from these groups and beyond to find events, working opportunities placements and the latest vacancies. In April 2023 the Raise Your Game National Conference returned at the Emirates Stadium, with over 350 people in attendance.

A Social Return on Investment study was completed covering the 2022-23 Raise Your Game programme. It was established that the Raise Your Game programme resulted in £1.48 of social value for delegates and mentors for every £1 spent either directly or nominally on the programme. If you remove the need for venue hire, the social value increase to £2.06 for every £1 spent.

4. Player Advisory Board

The Player Advisory Board functions to support the Player Engagement team in their efforts to broaden support for players and members who have been targeted by racism and other forms of discrimination.

The members cover the whole game, from professional, semi-professional, men's and women's game and have provided an excellent source of information to the team, as and when required. Several of the members have utilised their contacts to report incidents, whilst also sharing and promoting the Player Engagement team amongst their circles.

5. Fan Education

In the season 2022/23 (from July 22 to June 23) we worked one-to-one with even more people found guilty of discriminatory abuse, helping them see the damage they cause and why it must end.

Football can't ban its way out of discrimination. We need to constantly call out and challenge the mindsets that lead to abuse – and our fan education sessions are a vital way of doing it.

Fans are referred to us by clubs, police, and the courts. They have usually been given a warning or ban or prosecuted for discrimination, either in stadiums, on the way to games or online. In 2022/23, we ran 67 one-to-one education sessions – 60% more than in 2021/22. The fans involved had discriminated based on people's race and ethnicity, sexual orientation or religion and beliefs – or a combination of these.

Each education session is bespoke, but we always help abusers see why their behaviour is so damaging to individuals and communities. Some sessions even included a member of the footballing community that has been directly affected by similar abuse. Often, we'll look at subjects like impulse control, anger management and hate crime legislation.

Our sessions are increasingly being used as part of conditional cautions when offenders are required to meet certain conditions instead of being prosecuted. And in 2022/23 we built on established links with Counter Terrorism Police, the Home Office Prevent Team, and the National Probation Service. All now plan to refer fans to us, as we keep working to bring about the attitude change that will change sport forever.

2022/23 In numbers

- 67 one-to-one fan education sessions
- victim support sessions to fans who experienced abuse.
- Links built with 28 clubs, including 12 in the Premier League

6. Fans for Diversity

As pandemic restrictions lifted, we supported inspirational initiatives from fans who are determined to put inclusion first.

Launched in 2014 in partnership with the Football Supporters' Association, the Fans for Diversity campaign is all about creating matchday experiences that everyone can enjoy. It's a powerful way of encouraging clubs and fans to make sure everyone feels welcome – including people who might think football isn't for them.

Supporting fan- and community-led initiatives is a big part it. Fans can apply for funding for their ideas, and we loved being able to get behind more projects last year as coronavirus restrictions eased.

Working with Nujum Sports, we supported projects to ensure football clubs and organisations are inclusive for Muslim players – including during the Ramadan fasting period. We supported the South Asians in Football Network and a Fans United project at Millwall that runs free football sessions to bring the local community together. And we worked with AFC Autism, a new initiative to help clubs provide the right support for neurodivergent fans.

Step by step, through practical, ambitious projects like these, we will make football a place that always embraces the power of diversity.

7. Grassroots

In 2022/23, we helped hundreds of grassroots clubs and leagues make sure everyone who turns up to play or watch knows they'll be welcomed with open arms.

Lifelong memories are made on grassroots pitches every weekend. At Kick It Out, we help clubs and leagues get everyone involved – whatever their ethnicity, sexuality, gender, and age.

Our Equality Charter is at the heart of this work. Signing up to it shows clubs and leagues are committed to kicking out discrimination. In 2022/23, we delivered 78 workshops to grassroots organisations that have signed up, helping them develop equality policies and set up clear processes to report abuse. Over 210 clubs have now signed up to the Equality Charter.

We also supported 20 County FAs to audit their needs around equality, diversity and inclusion and produce action plans to fill in any gaps. And we delivered six workshops to County FAs looking to take the next steps in tackling discrimination.

To understand more about serious incidents of abuse at grassroots level, we worked with the FA and research agency 2CV to survey 3,000 people connected to grassroots clubs. Our findings will guide our work to make sure the right policies and regulations are in place to stop abuse and tackle abuse.

In September 2022 we announced a powerful new partnership with Goals, the 5-a-side specialist. We're providing inclusion training to their staff, and grassroots clubs that have signed up to our Equality Charter will be able to access exclusive sessions at Goals' pitches. Game by game, at every level, we'll stop discrimination ruining sport.

8. Talent ID – UEFA Funding

Kick It Out gained funding from the UEFA Foundation to run a coaching and talent ID initiative, to provide fully

funding FA Coaching and Talent ID courses for 15 selected scouts and coaches. An induction day took place at The Premier League with the cohort coming together for the first time, to understand more about the courses available and to hear from PL representatives who have undertaken similar journeys.

FINANCIAL REVIEW

The results for the year are as set out in the Statement of Financial activities.

PLANS FOR FUTURE PERIODS

Getting ready to level up

Since 1993, Kick It Out has led the fight against discrimination in football. While we have made giant steps forward, hate, abuse and inequality still persists in football. And while that is still the case, we are not going anywhere.

We remained focus on our vision:

- We will support words with action, providing long-term solutions and tangible acts
- We will challenge ignorance and inequality, providing a voice for any individual or organisation
- We will educate, inform and direct our audience, giving them the tools for change
- We will mobilise and empower our allies, so that our message becomes theirs
- We will confront all issues, from the dressing room to the boardroom.

New governance structure

As of November 2023, we introduced new governance rules, to create greater independence of the football bodies.

On 30 November 2023, new articles of association were adopted by special resolution of the Charitable Company (the "New Articles"). Pursuant to the New Articles, the membership structure of the Charitable Company was amended.

In December 2023, we recruited and onboarded four new Trustees, mapped to skills needs including: data, commercial, marketing and finance. The new Trustees are:

- Sarah Jane Louise Batters (appointed December 2023)
- Diana Mayze (appointed December 2023)
- Daniel Charles Rhys Jones (appointed December 2023)
- Westley Nathan Morgan (appointed December 2023)

Research, Evidence and Sharing of Best Practice

A new Belonging Index

At the beginning of the 2022/2023 football season (in August 2023) we began a scoping exercise to establish the viability of a new Football Index for Belonging. Through this project, we aim to help football improve how it conceptualises, measures and tracks progress on the contribution the game makes in addressing anti-discrimination, social inclusion and wider issues including human rights and safeguarding.

Once established, the new index will celebrate and potentially rank the strongest performers in inclusion and belonging, to incentivise continued innovation and focus on reaching and engaging communities from all protected characteristics. This will not only encourage the thought leaders to improve and share their work but create an aspiration for other clubs seeking to strengthen their engagement with minority and underrepresented communities. The project will share relevant advice and insight for adapting the work to other clubs seeking to replicate and learn from effective methods.

The eventual ambition is for a digital tool to help collate findings for measuring progress on inclusion and belonging, creating comparisons with other clubs of similar community profiles, sizes, and resources.

The work that we do to combat discrimination needs to be grounded in the best evidence and data. The new strategy and research function is developing a slate of practical projects to do this for our beneficiaries. Included in this work will be attitudinal survey work to understand the views of the South Asian Community on the game. We are also collating examples of practitioner best practice in inclusive Talent ID and Training for stewards. Our continuous improvement strand of work should identify new products we can create to support clubs on their improvement journey.
As we make our policy work more formal we will continue with to put in place clear policy reference documents that set out Kick It Out's recommendations and lobbying positions. The first wave of this work is focused on the protected characteristics including Race (Anti-Black Racism, South Asian Inclusion), Faith (Anti-Semitism and Islamophobia) Misogyny against women and girls and Homophobia.

STATEMENT OF TRUSTEES' RESPONSIBILITIES

The Trustees (who are also the directors of Kick It Out for the purposes of company law) are responsible for preparing the Report of the Trustees 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 situation of the Charitable company and of the incoming resources and application of resources, including the income and expenditure, of the Charitable company for that period. In preparing those financial statements, the Trustees are required to

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

The Trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the Charitable company and to enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the Charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

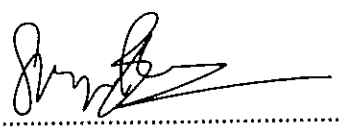
In so far as the Trustees are aware:

- there is no relevant audit information of which the Charitable company's auditors are unaware; and
- the Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

AUDITORS

The auditors, Sedulo Audit Limited, will be proposed for re-appointment at the forthcoming Annual General Meeting.

Report of the Trustees, incorporating a strategic report, approved by order of the board of Trustees, as the company directors, on ....28 March 2024..... and signed on the board's behalf by:



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Sanjay Bhandari - Chair - Trustee

Report of the Independent Auditors to the Trustees of Kick It Out

Opinion

We have audited the financial statements of Kick It Out (the 'Charitable company') for the year ended 30 June 2023 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).
In our opinion the financial statements:

- give a true and fair view of the state of the Charitable company's affairs as at 30 June 2023 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006 and the Charities Act 2011.

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 Auditors' responsibilities for the audit of the financial statements section of our report. We are independent of the Charitable company 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 Charitable company'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 Trustees are responsible for the other information. The other information comprises the information included in the Annual Report, other than the financial statements and our Report of the Independent Auditors thereon.

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.

In connection with our audit of the financial statements, 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 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 during the audit:

- the information given in the Report of the Trustees for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Report of the Trustees has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the Charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Report of the Trustees.

We have nothing to report in respect of the following matters where the Companies Act 2006 and the Charities Act 2011 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 Charitable company for the purposes 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 Charitable company'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.

Our 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 a Report of the Independent Auditors that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

The extent to which our procedures can detect irregularities, including fraud is detailed below:

- The auditor exercises professional judgement and maintains professional scepticism throughout.
- The Charitable company is required to comply with Charitable company law and, based on our knowledge of its activities, we identified that the legal requirement to accurately account for restricted funds was of key significance.
- We gained an understanding of how the Charitable company complied with its legal and regulatory framework, including the requirement to properly account for restricted funds, through discussions with management and a review of the documented policies, procedures, and controls.
- The audit team, which is experienced in the audit of charities, considered the Charitable company's susceptibility to material misstatement and how fraud may occur. Our considerations included the risk of management override.
- Our approach was to check that all restricted income was properly identified and separately accounted for and to ensure that only valid and appropriate expenditure was charged to restricted funds. This included reviewing journal adjustments and unusual transactions.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at www.frc.org.uk/auditorsresponsibilities. This description forms part of our Report of the Independent Auditors.

Report of the Independent Auditors to the Trustees of Kick It Out

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 and Part 4 of the Charities (Accounts and Reports) Regulations 2008. 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.

Diccon Thornely (Senior Statutory Auditor)
for and on behalf of Sedulo Audit Limited
Sedulo Audit Limited
605 Albert House,
256-260 Old Street,
London
EC1V 9DD
25 March 2024

KICK IT OUT
STATEMENT OF FINANCIAL ACTIVITIES
(Incorporating an Income and Expenditure Account)
for the Year Ended 30 June 2023

	Notes	Unrestricted funds	Restricted funds	2023 Total funds	2022 Total funds
				£	£
INCOME AND ENDOWMENTS FROM					
Voluntary income	2	1,701,962	-	1,701,962	2,211,756
Charitable activities	5				
Grassroots Football		-	120,000	120,000	80,000
Raise Your Game		-	-	-	131,250
Confidential Reporting		-	120,000	120,000	40,000
Football League- Life Skills		-	31,200	31,200	39,840
Premier League-Equality Inspires		-	90,600	90,600	56,600
Cricket		-	-	-	100,000
Talent ID UEFA project		-	80,871	80,871	
Other trading activities	3	500	-	500	10,844
Investment Income	4	2,674	-	2,674	99
Other income		-	-	-	-
Total		1,705,136	442,671	2,147,807	2,670,389
EXPENDITURE ON					
Raising funds	6	25,020	-	25,020	17,168
				-	
Charitable activities	7			-	
Grassroots Football		101,660	120,000	221,660	148,013
Raise Your Game		262,102	-	262,102	175,071
Fans Programme		97,349	-	97,349	92,910
Confidential Reporting		88,319	120,000	208,319	228,124
Football League- Life Skills		28,312	31,200	59,512	49,524
Premier League-Equality Inspires		-	60,088	60,088	71,158
Player engagement		74,261	-	74,261	75,004
Campaigning		1,074,659	-	1,074,659	1,270,835
Advocacy and public policy		337,348	-	337,348	289,226
Leadership in football		-	-		20,642
Digital Learning Platform		193,991	-	193,991	76,839
Cricket		-	57,380	57,380	36,489
Talent ID UEFA project		-	3,279	3,279	-
		-	-	-	
Total		2,283,022	391,947	2,674,969	2,551,003
NET INCOME		(577,886)	50,724	(527,162)	119,386
Reconciliation of funds					
Total funds brought forward		1,485,303	63,511	1,548,814	1,429,428
Total funds carried forward		907,417	114,235	1,021,652	1,548,814

KICK IT OUT
BALANCE SHEET
30 June 2023

	Notes	Unrestricted Funds £	Restricted Funds £	**2023 Total funds £**	2022 Total funds £
Fixed assets					
Intangible assets	14	**187,894**	**-**	**187,894**	123,133
Tangible assets	15	**-**	**-**	**-**	7,241
		187,894	**-**	**187,894**	130,374
Current assets					
Debtors	16	**471,460**		**471,460**	1,581,483
Cash at bank and in hand		**776,396**	**143,592**	**919,988**	902,528
Total Current Assets		**1,247,856**	**143,592**	**1,391,448**	2,484,011
Creditors:					
Amounts falling due within one year	17	**(557,691)**		**(557,691)**	(1,065,571)
Net current assets		**690,165**	**143,592**	**833,757**	1,418,440
TOTAL ASSETS LESS CURRENT LIABILITIES		**878,059**	**143,592**	**1,021,652**	1,548,814
NET ASSETS		**878,059**	**143,592**	**1,021,652**	1,548,814
FUNDS					
Unrestricted funds	18			**907,417**	1,485,303
Restricted funds				**114,235**	63,511
TOTAL FUNDS				**1,021,652**	1,548,814

The financial statements were approved by the Board of Trustees and authorised for issue on ...28 March 2024 and were signed on its behalf by:

Sanjay Bhandari- Chair- Trustee

KICK IT OUT
CASH FLOW STATEMENT
for the Year Ended 30 June 2023

	Notes	2023 £	2022 £
Cash flows from operating activities:			
Cash generated from operations	20	**134,216**	292,385
Net cash provided by operating activities		**134,216**	292,385
Cash flows from investing activities:			
Purchase of intangible fixed assets		**(119,430)**	(126,145)
Purchase of tangible fixed assets		**-**	(5,629)
Interest received		**2,674**	99
Net cash used in investing activities		**(116,756)**	(131,675)
Change in cash and cash equivalents in the reporting period		**17,460**	160,710
Cash and cash equivalents at the beginning of the reporting period		**902,528**	741,818
Cash and cash equivalents at the end of the reporting period		**919,988**	902,528

1 ACCOUNTING POLICIES

Basis of preparing the financial statements

The financial statements of the Charitable company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

Going Concern

Following a review of forecasts and projections, the Trustees are satisfied that the Charitable company will continue operations for the foreseeable future and hence the accounts have been drawn up on a going concern basis.

Company Status

Kick It Out Limited is a company limited by guarantee. In the event of the Charitable company being wound up, the liability in respect of the guarantee is limited to £1 per member of the Charitable company.

Income

Voluntary income is received by way of donations and grants and is included in the Statement of Financial Activities once the Charitable company has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

Grants receivable are recognised in the Statement of Financial Activities in the year in which the offer is conveyed to the Charitable company except in those cases where the offer is conditional, such grants being recognised when the conditions attached are fulfilled.

Income received from the sale of merchandise is accounted for when the sale takes place.

Bank interest receivable is accounted for on a receivable basis.

Turnover is the amount derived from the provision of goods and services, and stated after trade discounts, other sales taxes and net of tax.

Donated Services

On receipt, donated services are recognised in income on the basis of the value of the gift to the Charitable company which is the amount the Charitable company would have been willing to pay to obtain services of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt. In accordance with the Charities SORP (FRS 102), the general time of volunteers is not recognised.

Expenditure

Expenditure is accounted for on an accruals basis and has been included under expense categories that aggregate all costs for allocation to activities. Support costs, expenses which cannot be directly attributed to particular activities, have been apportioned on a fair and reasonable basis (as estimated) by management and which approximates the utilisation of resources. Governance costs include the management of the Charitable company's assets, organisational management and compliance with constitutional and statutory requirements.

Intangible fixed assets

Intangible assets represent website costs to the Charitable company. It is initially recognised as a cost and is subsequently measured at cost less accumulated amortisation and accumulated impairment losses.

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

Website - 20% on cost

Tangible fixed assets

Individual items costing less than £5,000 are capitalised and fully depreciated in the year of purchase. All other fixed assets are depreciated over their estimated useful life.

1 ACCOUNTING POLICIES - continued

Tangible fixed assets

Short leasehold	- 33% on cost
Office Equipment	- 25% on cost
Fixtures and fittings	- 20% on cost

Taxation

The Charitable company is exempt from corporation tax on its charitable activities.

Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objects of the Charitable company and which have not been designated for other purposes.

Designated funds comprise unrestricted funds that have been set aside by the Trustees for particular purposes. The aim and use of each designated fund is set out in the notes to the financial statements.
Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the Charitable company for particular purposes. The cost of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

Foreign currencies

Assets and liabilities in foreign currencies are translated into sterling at the rates of exchange ruling at the balance sheet date. Transactions in foreign currencies are translated into sterling at the rate of exchanges ruling at the date of transactions. Exchage differences are taken into account in arriving at the operating result.

Pension costs and other post-retirement benefits

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

Grant payable

Grants payable are charged to the Statement of Financial Activities in the year in which the offer is conveyed to the recipient except in those cases where the offer is conditional, such grants being recognised as expenditure when the conditions attaching are fulfilled.

Financial instruments

Basic financial assets

Basic financial assets, which includes debtors and cash and bank balances, are intinially measured at transaction price including transactions costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measure at 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, bank loans, loans from fellow group companies and preference shares that are classified as debt, are initially recognised at transaction price unless the arrangement constitutes a financing transaction where the debt instruments 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.

2 VOLUNTARY INCOME

	2023 £	2022 £
Voluntary income	**878,962**	1,517,810
Grants	**823,000**	693,946
	1,701,962	2,211,756

3 OTHER TRADING ACTIVITIES

	2023	2022
	£	£
Fundraising/Trading	-	10,844
Education training	500	-
	500	10,844

4 INVESTMENT INCOME

	2023	2022
	£	£
Deposit account interest	2,674	99
	2,674	99

5 INCOME FROM CHARITABLE ACTIVITIES

	Activity	2023	2022
		£	£
Grants	Grassroots Football	120,000	80,000
Raise Your Game	Raise Your Game	-	250
Grants	Raise Your Game	-	131,000
Confidential Reporting	Confidential Reporting	120,000	40,000
Academy Training	Football League-Life Skills	31,200	39,840
Academy Training	Premier League-Equality Inspires	90,600	56,600
Grants	Cricket	-	100,000
Grants	Talent ID UEFA project	80,871	-
		442,671	447,690

6 RAISING FUNDS

Raising donations and legacies

	2023	2022
	£	£
Staff costs	17,249	6,979
	17,249	6,979

Other trading actvities

	2023	2022
	£	£
Fundraising costs	531	6,411
Loss on sale of assets	7,240	3,778
	7,771	10,189
Aggregate amounts	25,020	17,168

7 CHARITABLE ACTIVITIES COSTS

	Direct costs	Support costs (see note 8)	Totals
	£	£	£
Grassroots Football	131,993	89,668	221,660
Raise Your Game	193,611	68,490	262,102
Fans Programme	63,508	33,842	97,349
Confidential Reporting	119,478	88,841	208,319
Football League-Life Skills	35,824	23,688	59,512
Premier League-Equality Inspires	38,950	21,137	60,087
Player engagement	50,530	23,730	74,261
Campaigning	274,044	800,615	1,074,659
Advocacy and public policy	127,128	210,220	337,348
Leadership in football	-	-	-
Digital Learning Platform	140,047	53,945	193,991
Cricket	57,380	-	57,380
Talent ID UEFA project	3,279	-	3,279
	1,235,772	1,414,176	2,649,949

8 SUPPORT COSTS

	Management	Finance	Governance costs	Totals
	£	£	£	£
Grassroots Football	88,081	27	1,559	89,668
Raise Your Game	67,279	21	1,191	68,490
Fans Programme	33,243	10	588	33,842
Confidential Reporting	87,305	27	1,510	88,841
Football League-Life Skills	23,269	7	412	23,688
Premier League-Equality Inspires	20,763	6	368	21,137
Player engagement	23,310	7	413	23,730
Campaigning	798,392	38	2,184	800,615
Advocacy and public policy	208,912	23	1,286	210,220
Leadership in football	-	-	-	-
Digital Learning Platform	52,990	17	938	53,945
Cricket	-	-	-	-
Talent ID UEFA project	-	-	-	-
	1,403,544	184	10,448	1,414,176

9 NET INCOME/ (EXPENDITURE)

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

	2023	2022
	£	£
Auditors' remuneration	**9,000**	5,500
Auditors' remuneration for non audit work	**600**	-
Depreciation - owned assets	**9,547**	2,341
Deficit on disposal of fixed assets	**-**	3,778
Computer software amortisation	**54,669**	3,012

10 TRUSTEES' REMUNERATION AND BENEFITS

There were no Trustees' remuneration or other benefits for the year ended 30 June 2023 nor for the year ended 30 June 2022.

Trustees' expenses

There were no Trustees' expenses paid for the year ended 30 June 2023 nor for the year 30 June 2022

11 STAFF COSTS

	2023	2022
	£	£
Wages and salaries	**798,854**	670,292
Social security costs	**81,475**	67,983
Other pension costs	**25,469**	22,351
	905,798	760,626

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

	2023	2022
Support and Governance	**5**	9
Charitable Activities	**12**	9
	17	18

The number of employees whose employee benefits (excluding employer pension costs) exceeded £60,000

	2023	2022
	£	£
£90,001- £100,000	1	1
	1	1

Remuneration of key management personnel:

The key management personnel of the Charitable company in the year ended 30 June 2023 was constituted by the Chief Executive Officer, The Chief Operating Officer, the Head of Communications, the Head of Policy and Public Affairs, the Head of People & Culture, the Head of Grassroots and the Head of Player Engagement. No remuneration was made to Trustees in the year (2022: 0). The total benefits paid to the key management personnel in the year was £408,312 (2022: £214,384).

12 COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted funds £	Restricted funds £	Total funds £
INCOME AND ENDOWMENTS FROM			
Voluntary income	2,211,756	-	2,211,756
Charitable activities			
Grassroots Football	-	80,000	80,000
Raise Your Game	250	131,000	131,250
Confidential Reporting	-	40,000	40,000
Football League-Life Skills	-	39,840	39,840
Premier League-Equality Inspires	-	56,600	56,600
Cricket	-	100,000	100,000
Talent ID UEFA project	-	-	-
Other trading activities	10,844	-	10,844
Investment Income	99	-	99
Other income	-	-	-
Total	2,222,949	447,440	2,670,389
EXPENDITURE ON			
Raising funds	17,168	-	17,168
Charitable activities			
Grassroots Football	68,013	80,000	148,013
Raise Your Game	44,071	131,000	175,071
Fans Programme	92,910	-	92,910
Confidential Reporting	188,124	40,000	228,124
Football League-Life Skills	9,684	39,840	49,524
Premier League-Equality Inspires	-	71,158	71,158
Player engagement	75,004	-	75,004
Campaigning	1,270,835	-	1,270,835
Advocacy and public policy	289,226	-	289,226
Leadership in football	20,642	-	20,642
Digital Learning Platform	76,839	-	76,839
Cricket	-	36,489	36,489
Talent ID UEFA project	-	-	-
Total	2,152,516	398,487	2,551,003
NET INCOME	70,433	48,953	119,386
Reconciliation of funds			
Total funds brought forward	1,414,870	14,558	1,429,428
Total funds carried forward	1,485,303	63,511	1,548,814

13 DONATED SERVICES

During the year to 30 June 2023, the Charitable company received donations in kind, in the form of donated services totalling £813,288. This income has been included in the financial statements under heading 'Voluntary Income'. The corresponding expenditure has been recognised according to its natures:

Advertising: £675,000

Professional fees: £138,288

14 INTANGIBLE FIXED ASSETS

	Website
	£
COST	
At 1 July 2022	**130,520**
Additions	**119,430**
AMORTISATION	
At 1 July 2022	**7,387**
Charge for year	**54,669**
NET BOOK VALUE	
At 30 June 2023	**187,894**
At 30 June 2022	**123,133**

Changes to accounting policies

During the year the Trustees have revlewed the accounting policies in relation to intangible assets. After assessing the useful economic life, taking into consideration the pace of changes to the website, the Trustees consider 20% on cost to be more appropriate than 10% on cost. The amortisation in relation to these assets have been updated this year.

15 TANGIBLE FIXED ASSETS

	Short leasehold	Office Equipment	Fixtures and fittings	Website	Totals
	£	£	£	£	£
COST					
At 1 July 2022		**12,413**	-	**4,375**	**16,788**
Additions	-	-	-	-	-
Disposals	-	-	-	-	-
At 30 June 2023	-	**(12,413)**	-	-	**(12,413)**
	-	-	-	**4,375**	**4,375**
DEPRECIATION					
At 1 July 2022	-	**5,172**	-	**4,375**	**9,547**
Charge for the period	-	-	-	-	-
Eliminated on disposal	-	**(5,172)**	-	-	**(5,172)**
At 30 June 2023	-	-	-	**4,375**	**4,375**
NET BOOK VALUE					
At 30 June 2023	-	-	-	-	-
At 30 June 2022	-	7,241	-	-	7,241

16 DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2023	2022
	£	£
Trade debtors	367,721	1,302,050
Other debtors	22,000	99
VAT	48,264	-
Prepayments and accrued income	33,475	279,334
	471,460	1,581,483

17 CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2023	2022
	£	£
Trade creditors	58,763	53,116
Social security and other taxes	24,808	-
VAT	-	1,015
Other creditors	-	-
Accruals and deferred income	474,120	1,011,440
	557,691	1,065,571

Analysis of movement in deferred income:

	2023	2022
	£	£
Brought forward	995,000	-
Released in the year	(675,000)	-
Deferred in the year	102,000	995,000
	422,000	995,000

18 MOVEMENT IN FUNDS

	At 1 July 2022	Net movement In funds	At 30 June 2023
	£	£	£
Unrestricted funds			
General fund			
Fixed Asset Fund	1,485,303	(577,886)	907,417
	-	-	-
	1,485,303	(577,886)	907,417
Restricted funds			
Premier League - Equality Inspired			
Cricket	-	30,512	30,512
Talent ID UEFA project	63,511	(57,380)	6,131
	-	77,592	77,592
TOTAL FUNDS	63,511	50,724	114,235
	1,548,814	(527,163)	1,021,651

18 MOVEMENT IN FUNDS - continued

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

	Income resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	1,705,136	(2,283,022)	(577,886)
Fixed Asset Fund	-	-	-
	1,705,136	(2,283,022)	(577,886)
Restricted funds			
Premier League - Equality Inspired	90,600	(60,088)	30,512
League Football Education- Life Skills	31,200	(31,200)	-
Football Association	240,000	(240,000)	-
Raise Your Game	-	-	-
Cricket	-	(57,380)	(57,380)
Talent ID UEFA project	80,871	(3,279)	77,592
	442,671	(391,947)	50,724
TOTAL FUNDS	2,147,806	(2,674,969)	(527,163)

Comparatives for movement in funds

	At 1 July 2022 £	Net movement in funds £	At 30 June 2022 £
Unrestricted funds			
General fund	1,397,295	88,008	1,485,303
Fixed Asset Fund	17,575	(17,575)	-
	1,414,870	70,433	1,485,303
Restricted funds			
Premier League	14,558	(14,558)	-
Cricket	-	63,511	63,511
	14,558	48,953	63,511
TOTAL FUNDS	1,429,428	119,386	1,548,814

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

	Income resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	2,222,949	(2,134,941)	88,008
Fixed Asset Fund	-	(17,575)	(17,575)
	2,222,949	(2,152,516)	70,433
Restricted funds			
Football Association	120,000	(120,000)	-
Premier League	56,600	(71,158)	(14,558)
Life Skills	39,840	(39,840)	-
Raise Your Game	131,000	(131,000)	-
Cricket	100,000	(36,489)	63,511
	447,440	(398,487)	48,953
TOTAL FUNDS	2,670,389	(2,551,003)	119,386

18 MOVEMENT IN FUNDS - continued

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

	At 1 July 2022 £	Net movement in funds £	At 30 June 2023 £
Unrestricted funds			
General fund	1,397,295	(489,878)	907,417
Fixed Asset Fund	17,575	(17,575)	-
	1,414,870	(507,453)	907,417
Restricted funds			
Premier League	14,558	15,954	30,512
Cricket	-	6,131	6,131
UEFA	-	77,592	77,592
	14,558	99,677	114,235
TOTAL FUNDS	1,429,428	(407,777)	1,021,651

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

	Income resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	3,928,085	(4,417,963)	(489,878)
Fixed Asset Fund	-	(17,575)	(17,575)
	3,928,085	(4,435,538)	(507,453)
Restricted funds			
Football Association	360,000	(360,000)	-
Premier League	147,200	(131,246)	15,954
Life Skills	39,840	(39,840)	-
Raise Your Game	131,000	(131,000)	-
Cricket	100,000	(93,869)	6,131
UEFA	80,871	(3,279)	77,592
	858,911	(759,234)	99,677
TOTAL FUNDS	4,786,995	(5,194,772)	(407,777)

Football Association - A grant to fund Confidential Reporting and Grassroots activities

Premier League - A grant to fund the Equality Inspires programme and a grant from the Fans Fund to:

1. Promote positive fan behaviour, and reduce offensive behaviour, in and beyond the stadium(including online);

2. Improve the match day and non-match day experience for all fans by making football morediverse and inclusive;
3. Provide education and training and other opportunities that promote diversity and inclusion, or programmes that tackle discrimination or anti-social behaviour in football, to make the game more welcoming and more representative of its wider communities; and
4. Facilitate positive engagement between Clubs, fans and local authorities or other stakeholders with a legitimate interest in match days.

Life Skills - League Football Education funding for life skills training.

Cricket - Kick it Out received £100k from the ECB in funding to conduct an evaluation of the game of Cricket and assess whether

Raise your Game - This is our talent mentoring programme targeted at increasing representation of underrepresented groups within football.

UEFA grant: The UEFA Coaching & Talent ID Programme was an initiative created by us and funded by the UEFA Foundation. The goal of the programme was to identify a cohort of individuals from underrepresented backgrounds who are already on the path of working as a coach or talent identification staff member in an elite professional/environment. After an application and interview process, the successful candidates onto our programme would receive funding to complete the next level of their coaching or talent ID qualification (should their applications for those courses be accepted by the FA), as well as access to enrichment/masterclass events organised by ourselves in collaboration with professional clubs in the fields of elite coaching or talent identification/recruitment.

19 RELATED PARTY DISCLOSURE

There were no related party transactions for the year ended 30 June 2023.

20 RECONCILIATION OF NET INCOME TO NET CASH FLOW FROM OPERATING ACTIVITIES

	2023 £	2022 £
Net Income Net income for the reporting period (as per the Statement of Financial Activities)	**(527,162)**	119,386
Adjustments for:		
Depreciation charge	**54,669**	5,353
Loss on disposal of fixed assets	**7,240**	3,778
Interest received	**(2,674)**	(99)
Decrease in debtors	**1,110,023**	(819,984)
Decrease in creditors	**(507,880)**	983,951
	134,216	292,385

21 ANALYSIS OF CHANGES IN NET FUNDS

	At 1 July 2022 £	Cash flow £	At 30 June 2023 £
Cash at bank and in hand	**902,528**	**17,460**	**919,988**

KICK IT OUT

England & Wales - Charity number 1104056

Accounts

REGISTERED COMPANY NUMBER: 03388001 (England and Wales)
REGISTERED CHARITY NUMBER: 1104056

Report of the Trustees and

Financial Statements for the Year Ended 30 June 2022

for

KICK IT OUT

Knox Cropper LLP
Chartered Accountants and Statutory Auditors
153 -155 London Road
Hemel Hempstead
Hertfordshire
HP3 9SQ

KICK IT OUT

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for the Year Ended 30 June 2022

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The trustees who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 30 June 2022. The trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019).

OBJECTIVES AND ACTIVITIES

Public benefit

The Board of Trustees confirm that they have complied with their duty to have due regard to the guidance on public benefit published by the Charity Commission in exercising their power or duties. The Public benefit of the Charity's activities are outlined under 'Objectives and Activities'.

STRATEGIC REPORT

STRUCTURE, GOVERNANCE AND MANAGEMENT

Membership

Kick It Out is a company limited by guarantee and was incorporated on 12th June 1997 and registered as a charity on 1st June 2004. The Charity was established under a memorandum of association which established the objects and powers of the charitable company and is governed under its articles of association.

The members include:
- The Football Association
- The Professional Footballers' Association
- The Premier League
- The English Football League

Members of the Charity guarantee to contribute an amount not exceeding £1 to the assets of the Charity in the event of winding up. The total number of such guarantees at 30th June 2022 was 7 (2021: 8). The Trustees are members of the charity and this entitles them to voting rights.

Recruitment and appointment of new trustees

Trustees are appointed by the members, who may also determine the number of Trustees from time to time.

Each of the Football Association, the Professional Footballers' Association, the Premier League and the English Football League are entitled to appoint, remove and replace one Trustee. No employees of the Charity are eligible to be elected as a Trustee.

Organisational structure

Kick It Out is managed through a Board of Trustees, chaired by Sanjay Bhandari who was appointed as Chair in September 2019.

The organisation has established additional guidance groups, including a Player's Advisory Board, Antisemitism Working Group and Qatar Working Group - which focused around the Qatar 2022 men's World Cup. These groups include representatives from partner organisations including, the professional leagues, stakeholders in the game, and other third sector organisations. They are all independently chaired and feed into the Trustees meetings.

At the year end the charity employed 21 members of staff.

Induction and training of new trustees

Upon appointment new trustees are provided with the most recent audited financial statements and copies of the previous year's minutes of Trustees' meetings. In addition new Trustees are given a briefing by the secretary on the Charity's policies and procedures. Further training requirements are assessed on the basis of need. Trustees are made aware of the availability of training courses to help them perform their role to the standards recommended by the Charity Commission.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Related parties

Just under half of the funding received in the year was from four organisations that are members of the Charity and are each represented by a Trustee.

Risk management

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

To assist in doing this a risk assessment exercise has been undertaken which analyses risks in the areas of governance and management, operations, finance and risks from external factors.

These risk areas are regularly reviewed by the Trustees.

1 Financial Risk

The organisation, which has historically been core funded through the football bodies, has now begun to expand its funding base; this will be a key focus for 2023 and beyond.

2 Reputational Risk

Kick It Out's profile remains high within the media. To maintain this the organisation has undertaken a brand, marketing and communications review and plans to restructure the communications department to ensure the organisation enhances its profile setting and develops its reputation both inside and outside of football.

Kick It Out is working to develop further media partners to work collaboratively on campaigns. The Board also has four independent Trustees with expertise in law, fan engagement, the media, politics and professional football to ensure that the organisation maintains its strong and considered reputation.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Company number
03388001 (England and Wales)

Registered Charity number
1104056

Registered office
PO Box 6963
Nuneaton
CV11 9PA

Trustees
Ms Katherine Grace Allen
James Alexander MacDougall
John Edward Nagle
Sanjay Bhandari - Chair
Cindy Butts (resigned 16.12.21)
Kevin Miles
Christina Paouros
Simone Pound

Company Secretary
Anthony Burnett

REFERENCE AND ADMINISTRATIVE DETAILS

Auditors

Knox Cropper LLP
Chartered Accountants and Statutory Auditors
153 -155 London Road
Hemel Hempstead
Hertfordshire
HP3 9SQ

OBJECTIVES AND ACTIVITIES

Since 1993, Kick It Out has been at the heart of the fight against discrimination in football, leading the charge for positive change. Moving forward, Kick It Out will explore supporting other sports, provided these are funded independently of football. In January 2022, we announced an exploratory partnership with the England and Wales Cricket Board (ECB), to identify and address issues of equality, diversity and inclusion (EDI) within cricket, and work in this area is ongoing.

Kick It Out will continue to lead the fight with a clear purpose and vision:
To support words with action, providing long-term solutions and tangible acts
To challenge ignorance and inequality, providing a voice for any individual or organisation
To educate, inform and direct our audience, giving them the tools for change
To mobilise and empower our allies so that our message becomes theirs
To confront all issues, from the dressing-room to the boardroom

Voice. Skills. Talent.
The heart of our new strategy.

•Voice: We'll amplify unheard voices, lead debates on fighting discrimination and advocate for change
Through our working groups we'll drive progress on issues like antisemitism and homophobia. We'll guide best practice on equality, diversity and inclusion in sport. And we'll work with partners to lead football's response to online abuse, lobbying MPs to make sure the Online Safety Bill lives up to its name.

•Skills: We'll create understanding and build knowledge
Through our digital learning platform, we'll make it easier for elite clubs, grassroots teams and everyone in between to learn how to fight discrimination. And we'll scale up our fan education programme, to help more people found guilty of abuse to kick it out for good.

•Talent: We'll inspire opportunity and connect it with unseen talent
Battling inequality means creating more chances for people from every background. So we'll foster talent through initiatives like Raise Your Game, which helps people at every stage of their sporting careers develop new skills and confidence.

•A new identity to get fans on our side
Our determination to get abuse out of sport shines through the new brand identity we launched in 2022. It's a bold new look and tone - with a football-shaped logo to make fans feel prouder than ever to see Kick It Out on their shirts. We owe a big thanks to the Sky Creative Agency for bringing our creative vision to life.

ACHIEVEMENTS AND PERFORMANCE

We're growing fast online
- Twitter followers: 94364 (up 1163)
- Facebook likes: 16724 (up 203)
- Instagram followers: 17872 (up 1745)
- LinkedIn followers: 4432 (up 995)

1.1 Policy work

We continue to lead discussions in football around equality, diversity and inclusion and work closely with those in government to try and find pragmatic policy solutions to ensure the game is inclusive for all.

1.1.1 Fan Led Review

1.1.1.1 We submitted a series of recommendations to the Fan Led Review and worked closely with government leads to ensure these were considered in the process moving forward.
1.1.1.2 We took part in a Joint Select Committee around the review to give oral evidence on what changes we want football to make to ensure equality, diversity and inclusion is a part of any changes moving forward.

1.1.2 Online Safety Bill

1.1.2.1 We have consistently lobbied for our recommendations to remain part of the Online Safety Bill to ensure it best protects those who work in, play or watch football.

1.1.2.2 We took part in a Joint Select Committee in September 2021, to submit oral evidence of the recommendations we put forward to be included in the Bill. Our Chair Sanjay Bhandari also met with the Public Bill Committee in the summer of 2022 to represent the whole of football and reiterate our recommendations for the Bill, as well as providing evidence of the level of online abuse those involved in football face daily.

1.1.2.3 We published an open letter in November 2022 to the social media companies, asking them to act now to protect their users.

1.1.2.4 We established a Football Online Hate Working Group in January 2021, which still runs to this day, and brings together organisations across football, alongside law enforcement and the social media companies, to build practical interventions.

1.2 Academy education

Thanks to our Equality Inspires and Life Skills programmes, in 2021/22 hundreds of the best young footballers found out how they can kick discrimination out of sport.

Through Equality Inspires - our programme for Premier League academy players - and Life Skills - our programme for EFL academies - almost 2,500 young footballers spent time learning about discrimination in 2021/22.

Ranging from under-9s to under-23s, players learned and talked about:

- The history of discrimination in sport
- The Equality Act and how it protects people from discrimination
- Types of abuse on and off the pitch
- Discrimination on social media
- Dealing with abuse during matches
- The impact music and popular culture can have on negative stereotypes.

Parents and staff come to the sessions too, because everyone connected to a club can help make it a more inclusive place. What really stood out in 2021/22 was players' willingness to engage in discussions. Their openness and honesty suggested the growing focus on fighting inequality is already paying off.

Now we need to expand our academy education even further - as we keep fighting to make sure the future has no place for abuse.

1.3 Raise Your Game

We're bringing back our Raise Your Game programme to support people from every background to thrive in non-playing roles. We're soon to launch an online Raise Your Game hub to help people from underrepresented groups find events, placements and the latest vacancies. And keep an eye out for RYG events returning in a big way in 2022/23.

2021/22 in numbers

We reached
- 700 Premier League academy players
- 1800 EFL academy players
- 11 age groups, from under-9 to under-23

1.3 Player Advisory Board

2021/22 was the first year of our Player Advisory Board, which gave us a unique insight into the impact of discrimination at the top of the game.

The 12 current and former players on our new Advisory Board were an inspiration throughout the year. Despite juggling multiple commitments - and in some cases serious injuries - they shaped our thinking on how to support senior players more effectively and influence the wider football community.

Anita Asante spoke to our team throughout 2021/22 about the impact of her retirement and how she hopes her legacy will inspire future players.

Rhian Brewster reiterated his eagerness to play a central role on the Board, but then needed to focus on injury rehab. Recover well, Rhian!

Holly Morgan shared her ideas on how to get more black and mixed heritage women involved and included in football.

Yan Dhanda was largely focused on his move to the Scottish Premier League and actually sought support from Kick It Out. We're always here - for everyone who needs us.

Gilly Flaherty shared a wide range of great ideas on increasing LGBTQ+ inclusion and promoting mental health.

Joe Jacobson was in touch throughout the season and spoke passionately during the Henry Jackson Society's virtual debate on antisemitism in football.

Renee Hector met with Kick It Out but then needed to focus on recovering from a serious injury. We're all thinking of you, Renee.

Mal Benning shared his determination to fight racism and push for South Asian inclusion with us.

Danny Mills and Anwar Uddin met with us to help produce an anti-racism brochure in partnership with the Football Supporters' Association. Danny also included a page on Kick It Out in the player welcome pack at his club, Dulwich Hamlet.

Marcus Gayle began working as a club ambassador at Brentford and now leads all of the club's equality, diversion and inclusion sessions for players.

We'd like to thank all of our Player Advisory Board members. We're looking forward to achieving even more together in 2022/23.

1.4 Fan Education

In 2021/22 we worked one-to-one with dozens of people found guilty of abuse, helping them see the damage they cause and why it has to end.

Football can't ban its way out of discrimination. We need to constantly call out and challenge the mindsets that lead to abuse - and our fan education sessions are a vital way of doing it.

Fans are referred to us by clubs, police and the courts. They have usually been given a warning or ban or prosecuted for discrimination, either in stadiums, on the way to games or online. In 2021/22, we ran 42 one-to-one education sessions - more than double the number in 2020/21. The fans involved had discriminated based on people's race and ethnicity, sexual orientation or religion and beliefs - or a combination of these.

Each education session is bespoke but we always help abusers see why their behaviour is so damaging to individuals and communities. Often we'll look at subjects like impulse control, anger management and hate crime legislation.

Our sessions are increasingly being used as part of conditional cautions, when offenders are required to meet certain conditions instead of being prosecuted. And in 2021/22 we built new links with Counter Terrorism Police, the Home Office Prevent Team and the National Probation Service. They are all now planning to refer fans to us, as we keep working to bring about the attitude change that will change sport forever.

2021/22 in numbers
- 42 one-to-one fan education sessions
- victim support sessions to fans who experienced abuse
- Links built with 14 new clubs, including 6 in the Premier League

1.5 Fans for Diversity

As pandemic restrictions lifted, we supported inspirational initiatives from fans who are determined to put inclusion first.

Launched in 2014 in partnership with the Football Supporters' Association, the Fans for Diversity campaign is all about creating matchday experiences that everyone can enjoy. It's a powerful way of encouraging clubs and fans to make sure everyone feels welcome - including people who might think football isn't for them.

Supporting fan- and community-led initiatives is a big part it. Fans can apply for funding for their ideas, and we loved being able to get behind more projects last year as coronavirus restrictions eased.

Working with Nujum Sports, we supported projects to ensure football clubs and organisations are inclusive for Muslim players - including during the Ramadan fasting period. We supported the South Asians in Football Network and a Fans United project at Millwall that runs free football sessions to bring the local community together. And we worked with AFC Autism, a new initiative to help clubs provide the right support for neurodivergent fans.

Step by step, through practical, ambitious projects like these, we will make football a place that always embraces the power of diversity.

1.6 Grassroots

In 2021/22, we helped hundreds of grassroots clubs and leagues make sure everyone who turns up to play or watch knows they'll be welcomed with open arms.

Lifelong memories are made on grassroots pitches every weekend. At Kick It Out, we help clubs and leagues get everyone involved - whatever their ethnicity, sexuality, gender and age.

Our Equality Charter is at the heart of this work. Signing up to it shows clubs and leagues are committed to kicking out discrimination. In 2021/22, we delivered 118 workshops to grassroots organisations that have signed up, helping them develop equality policies and set up clear processes to report abuse. Over 200 clubs have now signed up to the Equality Charter.

We also supported 20 county FAs to audit their needs around equality, diversity and inclusion and produce action plans to fill in any gaps. And we delivered six workshops to county FAs looking to take the next steps in tackling discrimination.

To understand more about serious incidents of abuse at grassroots level, we worked with the FA and research agency 2CV to survey 3,000 people connected to grassroots clubs. Our findings will guide our work to make sure the right policies and regulations are in place to stop abuse and tackle abuse.

And in September 2022 we announced a powerful new partnership with Goals, the 5-a-side specialist. We're providing inclusion training to their staff, and grassroots clubs that have signed up to our Equality Charter will be able to access exclusive sessions at Goals' pitches. Game by game, at every level, we'll stop discrimination ruining sport.

FINANCIAL REVIEW

The results for the year are as set out in the Statement of Financial activities.

PLANS FOR FUTURE PERIODS

Getting ready to level up

Since 1993, Kick It Out has led the fight against discrimination in football. In 2021/22, to help us keep fighting and keep winning, we sharpened our vision and updated our brand identity.

Discrimination in football - and in sport more widely - has never been talked about more. Every player who's taken the knee has made sure of that. So has every fan who's stood up to abuse. But while we've made giant steps forward, hate, abuse and inequality persist in sport. And while that's still the case, we're not going anywhere.

So in 2022 we clarified exactly why we exist and what we want to achieve. We listened to people from a huge range of communities and backgrounds to understand the challenges we face - and how we can have the biggest impact. Based on what we learned, we published a new vision and strategy that now guide everything we do.

Our new vision:

- We will support words with action, providing long-term solutions and tangible acts
- We will challenge ignorance and inequality, providing a voice for any individual or organisation
- We will educate, inform and direct our audience, giving them the tools for change
- We will mobilise and empower our allies, so that our message becomes theirs
- We will confront all issues, from the dressing room to the boardroom.

STATEMENT OF TRUSTEES' RESPONSIBILITIES

The trustees (who are also the directors of Kick It Out for the purposes of company law) are responsible for preparing the Report of the Trustees 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 charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing those financial statements, the trustees are required to

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

STATEMENT OF TRUSTEES' RESPONSIBILITIES - continued

The trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charitable company and to enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the trustees are aware:

- there is no relevant audit information of which the charitable company's auditors are unaware; and
- the trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

AUDITORS

The auditors, Knox Cropper LLP, will be proposed for re-appointment at the forthcoming Annual General Meeting.

Report of the trustees, incorporating a strategic report, approved by order of the board of trustees, as the company directors, on 23 March 2023 and signed on the board's behalf by:

Sanjay Bhandari - Chair - Trustee

Opinion

We have audited the financial statements of Kick It Out (the 'charitable company') for the year ended 30 June 2022 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 30 June 2022 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditors' responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company 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 charitable company'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 trustees are responsible for the other information. The other information comprises the information included in the Annual Report, other than the financial statements and our Report of the Independent Auditors thereon.

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.

In connection with our audit of the financial statements, 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 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 the audit:

- the information given in the Report of the Trustees for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Report of the Trustees has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception
In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Report of the Trustees.

We have nothing to report in respect of the following matters where 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 charitable company for the purposes 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 charitable company'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.

Our 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 a Report of the Independent Auditors that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

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

- The Charity is required to comply with charity law and, based on our knowledge of its activities, we identified that the legal requirement to accurately account for restricted funds was of key significance.
- We gained an understanding of how the charity complied with its legal and regulatory framework, including the requirement to properly account for restricted funds, through discussions with management and a review of the documented policies, procedures and controls.
- The audit team, which is experienced in the audit of charities, considered the charity's susceptibility to material misstatement and how fraud may occur. Our considerations included the risk of management override.
- Our approach was to check that all restricted income was properly identified and separately accounted for and to ensure that only valid and appropriate expenditure was charged to restricted funds. This included reviewing journal adjustments and unusual transactions.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at www.frc.org.uk/auditorsresponsibilities. This description forms part of our Report of the Independent Auditors.

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.

Stephen Anderson (Senior Statutory Auditor)
for and on behalf of Knox Cropper LLP
Chartered Accountants and Statutory Auditors
153 -155 London Road
Hemel Hempstead
Hertfordshire
HP3 9SQ

23 March 2023

KICK IT OUT

Statement of Financial Activities
(Incorporating an Income and Expenditure Account)
for the Year Ended 30 June 2022

	Notes	Unrestricted funds £	Restricted funds £	**2022 Total funds £**	2021 Total funds £
INCOME AND ENDOWMENTS FROM					
Voluntary income	2	**2,211,756**	**-**	**2,211,756**	1,991,641
Charitable activities	5				
Grassroots Football		**-**	**80,000**	**80,000**	80,000
Raise your game		**250**	**131,000**	**131,250**	500
Confidential Reporting		**-**	**40,000**	**40,000**	40,000
F.L. Life Skills		**-**	**39,840**	**39,840**	29,520
P.L. Equality Inspires		**-**	**56,600**	**56,600**	70,000
Cricket		**-**	**100,000**	**100,000**	-
Other trading activities	3	**10,844**	**-**	**10,844**	17,161
Investment income	4	**99**	**-**	**99**	221
Other income		**-**	**-**	**-**	75,746
Total		**2,222,949**	**447,440**	**2,670,389**	2,304,789
EXPENDITURE ON					
Raising funds	6	**17,168**	**-**	**17,168**	217,354
Charitable activities	7				
Professional Game		**-**	**-**	**-**	148,375
Grassroots Football		**68,013**	**80,000**	**148,013**	218,229
Raise your game		**44,071**	**131,000**	**175,071**	140,591
Fans Programme		**92,910**	**-**	**92,910**	97,863
Confidential Reporting		**188,124**	**40,000**	**228,124**	303,849
F.L. Life Skills		**9,684**	**39,840**	**49,524**	43,956
P.L. Equality Inspires		**-**	**71,158**	**71,158**	60,361
Player engagement		**75,004**	**-**	**75,004**	90,415
Campaigning		**1,270,835**	**-**	**1,270,835**	125,483
Advocacy and public policy		**289,226**	**-**	**289,226**	114,204
Leadership in football		**20,642**	**-**	**20,642**	36,219
Digital Leaning Platform		**76,839**	**-**	**76,839**	-
Cricket		**-**	**36,489**	**36,489**	-
Total		**2,152,516**	**398,487**	**2,551,003**	1,596,899
NET INCOME		**70,433**	**48,953**	**119,386**	707,890
RECONCILIATION OF FUNDS					
Total funds brought forward		**1,414,870**	**14,558**	**1,429,428**	721,538
TOTAL FUNDS CARRIED FORWARD		**1,485,303**	**63,511**	**1,548,814**	1,429,428

The notes form part of these financial statements

Balance Sheet
30 June 2022

	Notes	Unrestricted funds £	Restricted funds £	2022 Total funds £	2021 Total funds £
FIXED ASSETS					
Intangible assets	14	**123,133**	**-**	**123,133**	-
Tangible assets	15	**7,241**	**-**	**7,241**	7,730
		130,374	**-**	**130,374**	7,730
CURRENT ASSETS					
Debtors	16	**1,581,483**	**-**	**1,581,483**	761,500
Cash at bank		**839,017**	**63,511**	**902,528**	741,818
		2,420,500	**63,511**	**2,484,011**	1,503,318
CREDITORS					
Amounts falling due within one year	17	**(1,065,571)**	**-**	**(1,065,571)**	(81,620)
NET CURRENT ASSETS		**1,354,929**	**63,511**	**1,418,440**	1,421,698
TOTAL ASSETS LESS CURRENT LIABILITIES		**1,485,303**	**63,511**	**1,548,814**	1,429,428
NET ASSETS		**1,485,303**	**63,511**	**1,548,814**	1,429,428
FUNDS	18				
Unrestricted funds				**1,485,303**	1,414,870
Restricted funds				**63,511**	14,558
TOTAL FUNDS				**1,548,814**	1,429,428

The financial statements were approved by the Board of Trustees and authorised for issue on 23 March 2023 and were signed on its behalf by:

Sanjay Bhandari - Chair - Trustee

The notes form part of these financial statements

Cash Flow Statement
for the Year Ended 30 June 2022

	Notes	2022 £	2021 £
Cash flows from operating activities			
Cash generated from operations	20	**292,385**	58,145
Net cash provided by operating activities		**292,385**	58,145
Cash flows from investing activities			
Purchase of intangible fixed assets		**(126,145)**	-
Purchase of tangible fixed assets		**(5,629)**	(4,333)
Interest received		**99**	221
Net cash used in investing activities		**(131,675)**	(4,112)
Change in cash and cash equivalents in the reporting period		**160,710**	54,033
Cash and cash equivalents at the beginning of the reporting period		**741,818**	687,785
Cash and cash equivalents at the end of the reporting period		**902,528**	741,818

The notes form part of these financial statements

1. ACCOUNTING POLICIES

Basis of preparing the financial statements
The financial statements of the charitable company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

Following a review of forecasts and projections, the trustees are satisfied that the charity will continue operations for the foreseeable future and hence the accounts have been drawn up on a going concern basis.

Company Status
Kick it Out Limited is a company limited by guarantee. In the event of the Charity being wound up, the liability in respect of the guarantee is limited to £1 per member of the Charity.

Income
Voluntary income is received by way of donations and grants and is included in the statement of financial activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

Grants receivable are recognised in the statement of Financial Activities in the year in which the offer is conveyed to the charity except in those cases where the offer is conditional, such grants being recognised when the conditions attached are fulfilled.

Income received from the sale of merchandise is accounted for when the sale takes place.

Bank interest receivable is accounted for on a receivable basis.

Donated Services
On receipt, donated services are recognised in income on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt. In accordance with the Charities SORP (FRS 102), the general time of volunteers is not recognised.

Expenditure
Expenditure is accounted for on an accruals basis and has been included under expense categories that aggregate all costs for allocation to activities. Support costs, expenses which cannot be directly attributed to particular activities, have been apportioned on a fair and reasonable basis (as estimated) by management and which approximates the utilisation of resources. Governance costs include the management of the charitable company's assets, organisational management and compliance with constitutional and statutory requirements.

Intangible fixed assets
Amortisation is provided at the following rates in order to write off each asset over its estimated useful life.

Website - 10% on cost

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

continued...

1. ACCOUNTING POLICIES - continued

Tangible fixed assets

Short leasehold	-	33% on cost
Office Equipment	-	25% on cost
Fixtures and fittings	-	20% on cost

Taxation

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

Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objects of the Charity and which have not been designated for other purposes.

Designated funds comprise unrestricted funds that have been set aside by the Trustees for particular purposes. The aim and use of each designated fund is set out in the notes to the financial statements.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the Charity for particular purposes. The cost of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

Pension costs and other post-retirement benefits

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

Grants payable

Grants payable are charged to the Statement of Financial Activities in the year in which the offer is conveyed to the recipient except in those cases where the offer is conditional, such grants being recognised as expenditure when the conditions attaching are fulfilled.

Financial instruments

The charity only has basic financial instruments. Accordingly, debtors, creditors and cash at bank are initially recognised at transaction value and subsequently measured at settlement value. Cash at bank includes cash and highly liquid investments with a maturity date of three months or less.

2. VOLUNTARY INCOME

	2022	2021
	£	£
Voluntary income	**1,517,810**	1,991,641
Grants	**693,946**	-
	2,211,756	1,991,641

continued...

3. OTHER TRADING ACTIVITIES

	2022	2021
	£	£
Fundraising/trading	**10,844**	17,161

4. INVESTMENT INCOME

	2022	2021
	£	£
Deposit account interest	**99**	221

5. INCOME FROM CHARITABLE ACTIVITIES

	Activity	2022	2021
		£	£
Grants	Grassroots Football	**80,000**	80,000
Raise your game	Raise your game	**250**	500
Grants	Raise your game	**131,000**	-
Confidential Reporting	Confidential Reporting	**40,000**	40,000
Academy Training	F.L. Life Skills	**39,840**	29,520
Academy Training	P.L. Equality Inspires	**56,600**	-
Grants	P.L. Equality Inspires	**-**	70,000
Grants	Cricket	**100,000**	-
		447,690	220,020

6. RAISING FUNDS

Raising donations and legacies

	2022	2021
	£	£
Staff costs	**6,979**	47,687

Other trading activities

	2022	2021
	£	£
Fundraising costs	**6,411**	169,667
Loss on sale of assets	**3,778**	-
	10,189	169,667
Aggregate amounts	**17,168**	217,354

continued...

7. CHARITABLE ACTIVITIES COSTS

	Direct Costs	Support costs (see note 8)	Totals
	£	£	£
Grassroots Football	**74,253**	**73,760**	**148,013**
Raise your game	**91,957**	**83,114**	**175,071**
Fans Programme	**45,728**	**47,182**	**92,910**
Confidential Reporting	**104,565**	**123,559**	**228,124**
F.L. Life Skills	**22,134**	**27,390**	**49,524**
P.L. Equality Inspires	**44,296**	**26,862**	**71,158**
Player engagement	**40,663**	**34,341**	**75,004**
Campaigning	**93,685**	**1,177,150**	**1,270,835**
Advocacy and public policy	**23,481**	**265,745**	**289,226**
Leadership in football	**10,777**	**9,865**	**20,642**
Digital Leaning Platform	**40,564**	**36,275**	**76,839**
Cricket	**-**	**36,489**	**36,489**
	592,103	**1,941,732**	**2,533,835**

The significant increase in Support Cost in Campaigning and Advocacy and public policy due to the recognition of the VIK services the charity received in the year 2021/22. The corresponding income has been included in the financial statements under heading Voluntary income.

8. SUPPORT COSTS

	Management	Finance	Governance costs	Totals
	£	£	£	£
Grassroots Football	**72,939**	**17**	**804**	**73,760**
Raise your game	**82,104**	**21**	**989**	**83,114**
Fans Programme	**46,677**	**10**	**495**	**47,182**
Confidential Reporting	**122,549**	**21**	**989**	**123,559**
F.L. Life Skills	**27,138**	**5**	**247**	**27,390**
P.L. Equality Inspires	**26,610**	**5**	**247**	**26,862**
Player engagement	**33,962**	**8**	**371**	**34,341**
Campaigning	**1,176,203**	**20**	**927**	**1,177,150**
Advocacy and public policy	**265,176**	**12**	**557**	**265,745**
Leadership in football	**9,738**	**3**	**124**	**9,865**
Digital Leaning Platform	**35,833**	**9**	**433**	**36,275**
Cricket	**36,489**	**-**	**-**	**36,489**
	1,935,418	**131**	**6,183**	**1,941,732**

continued...

9. NET INCOME/(EXPENDITURE)

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

	2022	2021
	£	£
Auditors' remuneration	**5,500**	7,020
Auditors' remuneration for non audit work	**-**	1,080
Depreciation - owned assets	**2,341**	9,844
Deficit on disposal of fixed assets	**3,778**	-
Computer software amortisation	**3,012**	-

10. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 30 June 2022. During the year ended 30 June 2021 the Charity paid Pebbles Performance Limited £36,000 plus VAT for the services of Sanjay Bhandari, who acted as Interim Chief Executive Officer. Mr Bhandari is a Trustee of the Charity and Chair of the Board and is also a director and shareholder of Pebbles Performance Limited. This transaction was approved by the Board of Trustees at a meeting where Mr Bhandari recused himself without contributing to either the discussion or the decision.

Trustees' expenses

There were no trustees' expenses paid for the year ended 30 June 2022 nor for the year ended 30 June 2021.

Trustees' expenses

There were no trustees' expenses paid for the year ended 30 June 2022 nor for the year ended 30 June 2021.

11. STAFF COSTS

	2022	2021
	£	£
Wages and salaries	**670,292**	589,048
Social security costs	**67,983**	60,445
Other pension costs	**22,351**	13,379
	760,626	662,872

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

	2022	2021
Support and Governance	**9**	8
Charitable Activities	**9**	8
	18	16

continued...

11. STAFF COSTS - continued

The number of employees whose employee benefits (excluding employer pension costs) exceeded £60,000 was:

	2022	2021
£90,001 - £100,000	1	-

The remuneration of the Senior Management Team was £93,250 for the year.

12. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted funds £	Restricted funds £	Total funds £
INCOME AND ENDOWMENTS FROM			
Voluntary income	1,984,141	7,500	1,991,641
Charitable activities			
Grassroots Football	-	80,000	80,000
Raise your game	500	-	500
Confidential Reporting	-	40,000	40,000
F.L. Life Skills	-	29,520	29,520
P.L. Equality Inspires	-	70,000	70,000
Other trading activities	17,161	-	17,161
Investment income	221	-	221
Other income	75,746	-	75,746
Total	2,077,769	227,020	2,304,789
EXPENDITURE ON			
Raising funds	209,854	7,500	217,354
Charitable activities			
Professional Game	147,773	602	148,375
Grassroots Football	137,190	81,039	218,229
Raise your game	139,941	650	140,591
Fans Programme	96,924	939	97,863
Confidential Reporting	261,799	42,050	303,849
F.L. Life Skills	14,446	29,510	43,956
P.L. Equality Inspires	4,628	55,733	60,361
Player engagement	89,816	599	90,415
Campaigning	132,909	(7,426)	125,483
Advocacy and public policy	112,975	1,229	114,204
Leadership in football	36,178	41	36,219
Total	1,384,433	212,466	1,596,899
NET INCOME	693,336	14,554	707,890
RECONCILIATION OF FUNDS			
Total funds brought forward	721,538	-	721,538

continued...

12. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES - continued

	Unrestricted funds £	Restricted funds £	Total funds £
TOTAL FUNDS CARRIED FORWARD	1,414,874	14,554	1,429,428

13. DONATED SERVICES

During the year to 30 June 2022 the charity received donations in kind, in the form of donated services totalling £1,338,958. This income has been included in the financial statements under the heading 'Voluntary income'. The corresponding expenditure has been recognised according to its nature:
- Advertising £1,099,000
- Professional fees £239,958

14. INTANGIBLE FIXED ASSETS

	Computer software £
COST	
Additions	**126,145**
AMORTISATION	
Charge for year	**3,012**
NET BOOK VALUE	
At 30 June 2022	**123,133**
At 30 June 2021	-

15. TANGIBLE FIXED ASSETS

	Short leasehold £	Office Equipment £	Fixtures and fittings £	Website £	Totals £
COST					
At 1 July 2021	**13,490**	**37,306**	**9,508**	**4,375**	**64,679**
Additions	**-**	**5,629**	**-**	**-**	**5,629**
Disposals	**(13,490)**	**(30,522)**	**(9,508)**	**-**	**(53,520)**
At 30 June 2022	**-**	**12,413**	**-**	**4,375**	**16,788**
DEPRECIATION					
At 1 July 2021	**13,490**	**29,574**	**9,508**	**4,375**	**56,947**
Charge for year	**-**	**2,341**	**-**	**-**	**2,341**
Eliminated on disposal	**(13,490)**	**(26,743)**	**(9,508)**	**-**	**(49,741)**
At 30 June 2022	**-**	**5,172**	**-**	**4,375**	**9,547**
NET BOOK VALUE					
At 30 June 2022	**-**	**7,241**	**-**	**-**	**7,241**
At 30 June 2021	-	7,732	-	-	7,732

continued...

16. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2022	2021
	£	£
Trade debtors	1,302,050	102,760
Other debtors	99	50
Prepayments and accrued income	279,334	408,690
	1,581,483	511,500

	2021	2020
	£	£
Trade debtors	102,760	220
Other debtors	50	30,101
Prepayments and accrued income	658,690	55,062
	761,500	85,383

Included in prepayments and accrued income above is accrued income of £603,221, of which £250,000 is not due until twelve months after the balance sheet date.

17. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2022	2021
	£	£
Trade creditors	53,116	27,133
Social security and other taxes	-	47,716
VAT	1,015	-
Other creditors	-	271
Accruals and deferred income	1,011,440	6,500
	1,065,571	81,620

18. MOVEMENT IN FUNDS

	At 1.7.21	Net movement in funds	At 30.6.22
	£	£	£
Unrestricted funds			
General fund	1,397,295	88,008	1,485,303
Fixed Asset Fund	17,575	(17,575)	-
	1,414,870	70,433	1,485,303
Restricted funds			
Premier League	14,558	(14,558)	-
Cricket	-	63,511	63,511
	14,558	48,953	63,511
TOTAL FUNDS	1,429,428	119,386	1,548,814

continued...

18. MOVEMENT IN FUNDS - continued

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

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	**2,222,949**	**(2,134,941)**	**88,008**
Fixed Asset Fund	**-**	**(17,575)**	**(17,575)**
	2,222,949	**(2,152,516)**	**70,433**
Restricted funds			
Football Association	**120,000**	**(120,000)**	**-**
Premier League	**56,600**	**(71,158)**	**(14,558)**
Life Skills	**39,840**	**(39,840)**	**-**
Cricket	**100,000**	**(36,489)**	**63,511**
Raise Your Game	**131,000**	**(131,000)**	**-**
	447,440	**(398,487)**	**48,953**
TOTAL FUNDS	**2,670,389**	**(2,551,003)**	**119,386**

Comparatives for movement in funds

	At 1.7.20 £	Net movement in funds £	Transfers between funds £	At 30.6.21 £
Unrestricted funds				
General fund	708,296	693,332	(4,333)	1,397,295
Fixed Asset Fund	13,242	-	4,333	17,575
	721,538	693,332	-	1,414,870
Restricted funds				
Premier League	-	14,558	-	14,558
TOTAL FUNDS	721,538	707,890	-	1,429,428

continued...

18. MOVEMENT IN FUNDS - continued

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

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	2,077,769	(1,384,437)	693,332
Restricted funds			
Football Association	120,000	(120,000)	-
Premier League	70,000	(55,442)	14,558
Twitter	7,500	(7,500)	-
Life Skills	29,520	(29,520)	-
	227,020	(212,462)	14,558
TOTAL FUNDS	2,304,789	(1,596,899)	707,890

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

	At 1.7.20 £	Net movement in funds £	Transfers between funds £	At 30.6.22 £
Unrestricted funds				
General fund	708,296	781,340	(4,333)	1,485,303
Fixed Asset Fund	13,242	(17,575)	4,333	-
	721,538	763,765	-	1,485,303
Restricted funds				
Cricket	-	63,511	-	63,511
TOTAL FUNDS	721,538	827,276	-	1,548,814

continued...

18. MOVEMENT IN FUNDS - continued

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

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	4,300,718	(3,519,378)	781,340
Fixed Asset Fund	-	(17,575)	(17,575)
	4,300,718	(3,536,953)	763,765
Restricted funds			
Football Association	240,000	(240,000)	-
Premier League	126,600	(126,600)	-
Twitter	7,500	(7,500)	-
Life Skills	69,360	(69,360)	-
Cricket	100,000	(36,489)	63,511
Raise Your Game	131,000	(131,000)	-
	674,460	(610,949)	63,511
TOTAL FUNDS	4,975,178	(4,147,902)	827,276

Football Association - A grant to fund Confidential Reporting and Grassroots activities.

Premier League - A grant to fund the Equality Inspires programme and a grant from the Fans Fund to:
- promote positive fan behaviour, and reduce offensive behaviour, in and beyond the stadium (including online);
- improve the match day and non-match day experience for all fans by making football more diverse and inclusive;
- provide education and training and other opportunities that promote diversity and inclusion, or programmes that tackle discrimination or anti-social behaviour in football, to make the game more welcoming and more representative of its wider communities; and
- facilitate positive engagement between Clubs, fans and local authorities or other stakeholders with a legitimate interest in match days."

Twitter - A grant to support digital marketing activity, including content creation and paid advertisements on Twitter.

Life Skills - League Football Education funding for life skills training.

Cricket - Kick it Out received £100k from the ECB in funding to conduct an evaluation of the game of Cricket and assess whether Kick it Out determined it was a space where we could make a difference. With these funds we recruited two experienced Cricket stakeholders to conduct our analysis and develop a potential action plan. Michael Carberry, a former England Test Cricketer acted as Project Director and Tom Brown, a Coach and academic acted as Project Manager. They delivered a comprehensive summary of the challenges within the game and potential actions KIO could take to address those challenges.

Raise your Game - This is our talent mentoring programme targeted at increasing representation of underrepresented groups within football.

continued...

19. RELATED PARTY DISCLOSURES

There were no related party transactions for the year ended 30 June 2022.

20. RECONCILIATION OF NET INCOME TO NET CASH FLOW FROM OPERATING ACTIVITIES

	2022	2021
	£	£
Net income for the reporting period (as per the Statement of Financial Activities)	**119,386**	707,890
Adjustments for:		
Depreciation charges	**5,353**	9,844
Loss on disposal of fixed assets	**3,778**	-
Interest received	**(99)**	(221)
Increase in debtors	**(819,984)**	(676,117)
Increase in creditors	**983,951**	16,749
Net cash provided by operations	**292,385**	58,145

21.. ANALYSIS OF CHANGES IN NET FUNDS

	At 1.7.21	Cash flow	At 30.6.22
	£	£	£
Net cash			
Cash at bank	**741,818**	**160,710**	**902,528**
	741,818	**160,710**	**902,528**
Total	**741,818**	**160,710**	**902,528**

KICK IT OUT

England & Wales - Charity number 1104056

Accounts

REGISTERED COMPANY NUMBER: 03388001 (England and Wales)
REGISTERED CHARITY NUMBER: 1104056

Report of the Trustees and

Financial Statements for the Year Ended 30 June 2021

for

KICK IT OUT

Knox Cropper LLP
153-155 London Road
Hemel Hempstead
Hertfordshire
HP3 9SQ

KICK IT OUT

Contents of the Financial Statements
for the Year Ended 30 June 2021

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The trustees who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 30 June 2021. The trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019).

OBJECTIVES AND ACTIVITIES

Public benefit

The Board of Trustees confirm that they have complied with their duty to have due regard to the guidance on public benefit published by the Charity Commission in exercising their power or duties. The Public benefit of the Charity's activities are outlined under 'Objectives and Activities'.

STRATEGIC REPORT

STRUCTURE, GOVERNANCE AND MANAGEMENT

Membership

Kick It Out is a company limited by guarantee and was incorporated on 12th June 1997 and registered as a charity on 1st June 2004. The Charity was established under a memorandum of association which established the objects and powers of the charitable company and is governed under its articles of association.

The members are:
- The Football Association
- The Professional Footballers' Association
- The Premier League
- The English Football League

Members of the Charity guarantee to contribute an amount not exceeding £1 to the assets of the Charity in the event of winding up. The total number of such guarantees at 30th June 2021 was 8 (2020: 8). The Trustees are members of the charity and this entitles them to voting rights.

Recruitment and appointment of new trustees

Trustees are appointed by the members, who may also determine the number of Trustees from time to time.

Each of the Football Association, the Professional Footballers' Association, the Premier League and the English Football League are entitled to appoint, remove and replace one Trustee. No employees of the Charity are eligible to be elected as a Trustee.

Organisational structure

Kick It Out is managed through a Board of Trustees, chaired by Sanjay Bhandari who was appointed as Chair in September 2019.

The organisation has two guidance groups focused on the Professional Game and Young People. These include representatives from the governing body, the professional leagues, other stakeholders in the game, young people fan groups and other third sector organisations. They are all independently chaired and feed into the Trustees meetings.

At the year end the charity employed 16 full time members of staff.

Induction and training of new trustees

Upon appointment new trustees are provided with the most recent audited financial statements and copies of the previous year's minutes of Trustees' meetings. In addition new Trustees are given a briefing by the secretary on the Charity's policies and procedures. Further training requirements are assessed on the basis of need. Trustees are made aware of the availability of training courses to help them perform their role to the standards recommended by the Charity Commission.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Related parties

Just under half of the funding received in the year was from four organisations that are members of the Charity and are each represented by a Trustee.

Risk management

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

To assist in doing this a risk assessment exercise has been undertaken which analyses risks in the areas of governance and management, operations, finance and risks from external factors.

These risk areas are regularly reviewed by the Trustees.

1 Financial Risk

The organisation, which has historically been core funded through the football bodies, has now begun to expand its funding base; this will be a key focus for 2022 and beyond.

2 Reputational Risk

Kick It Out's profile remains high within the media. To maintain this the organisation has undertaken a brand, marketing and communications review and plans to restructure the communications department to ensure the organisation enhances its profile setting and develops its reputation both inside and outside of football.

Kick It Out is working to develop further media partners to work collaboratively on campaigns. The Board also has four independent Trustees with expertise in law, fan engagement, the media, politics and professional football to ensure that the organisation maintains its strong and considered reputation.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Company number
03388001 (England and Wales)

Registered Charity number
1104056

Registered office
PO Box 802
York
YO1 0NZ

Trustees
Ifenemeonye Onuora (resigned 9.4.21)
Ms Katherine Grace Allen
James Alexander MacDougall
John Edward Nagle
Sanjay Bhandari - Chair
Cindy Butts (resigned 16.12.21)
Kevin Miles
Christina Paouros
Simone Pound (appointed 3.6.21)

Company Secretary
Ms Keeley Louise Baptista

REFERENCE AND ADMINISTRATIVE DETAILS

Auditors
Knox Cropper LLP
153-155 London Road
Hemel Hempstead
Hertfordshire
HP3 9SQ

OBJECTIVES AND ACTIVITIES

Kick It Out is football's equality and inclusion organisation. The organisation was previously known as, and often referred to as, "Let's Kick Racism Out of Football". The objectives of Kick It Out are:

- To promote and encourage, for the benefit of the public, good relations and the absences of discrimination and intimidation between members of differing racial groups.

- To advance the education of the general public.

- The organisation works within football to ensure that racism and other areas of inequality are highlighted and positive measures developed to tackle specific issues within the football industry. Kick It Out also uses the broad appeal and power of the game to deliver educational messages relating to diversity to the wider society.

ACHIEVEMENTS AND PERFORMANCE

1.1 Campaigning

Kick It Out led English football and the rest of the sporting world in boycotting social media platforms - a united call on social media companies to do more to stop online abuse. A joint approach saw The FA, Premier League, EFL, FA Women's Super League, FA Women's Championship, PFA, LMA, PGMOL, the FSA and Women In Football all follow the initial boycott plans. High profile sportspeople including Lionel Messi, Lewis Hamilton, David Beckham, and Gary Lineker all took part, as well as international football organisations FIFA and UEFA, and brands including Barclays, Nationwide, Adidas, Nike, Sky Sports, and BT Sport.

The combined following of accounts boycotting totalled over 1.7billion, and press pieces on the topic as a result totalled over 1100 with reach of 219million.

Following the boycott, ongoing lobbying of the Government also continued, imploring the Department for Digital, Culture, Media and Sport to accelerate the legislative proceedings of the Online Safety Bill, a crucial piece of legislation in the fight against online hate. Representatives from Kick It Out have also appeared on Select Committees, giving evidence and making recommendations for essential changes to the bill.

In October, Kick It Out launched the Take A Stand campaign. The call-to-action initiative, encouraged people across the football community to take an action or make a pledge, taking a stand against discrimination. Both a challenge and an invitation for individuals and organisations to publicly commit to their own pledge. For those making their own personal pledge, the hope is that they will inspire others to do the same.

The campaign became an official partner of the WSL and FAWC, with the Take A Stand logo appearing on the kits of all the competing clubs during the 20/21 season.

Pledges from organisations also became successful initiatives, including Manchester United's refereeing course for under-represented groups in schools, and Facebook's reporting WhatsApp chatbot.

1.2 Reporting

Kick It Out continued working closely with stakeholders including the Football Association (FA); UK Football Policing Unit (UKFPU) and professional clubs to ensure timely reporting and investigation of cases reported to Kick It Out. In a year which saw very few fans in stadiums or on the sidelines of grassroots games due to COVID-19, reports of incidents were understandably down on the previous year. However, even a small number of incidents is unacceptable, and last year we still saw over 100 reported directly to us, with 34 reports of discrimination in the pro game and 87 reports of discrimination in the grassroots game.

1.3 Fans

Fans for Diversity, a joint project by the Football Supporters' Association and Kick It Out continued throughout the year, celebrating diversity across football, and working to ensure all fans feel safe and welcome at games. The My Club, My Shirt campaign launched in January with an exhibition of photographer Yusuf Ismail's beautiful portraits of Cardiff City fans in their home kit. The idea being to normalise seeing people of colour wearing the shirt, as well as highlighting the diversity among the club's fanbase and championing the multi-cultural nature of the city. The campaign has since extended to AFC Wimbledon and Bristol Rovers, who have held similar exhibitions with local photographers.

Fans for Diversity have been useful allies in making recommendations to the Government's fan-led review of football governance, and they continue to help supporters groups with funds to run diversity-themed activities or create useful resources at clubs in the professional game and at non-league.

Our Fan Education programme worked with clubs that have reported incidents of discrimination and their relevant local authorities, and we delivered 19 bespoke education sessions to the fans responsible from across the Premier League and English Football League. The work aims to achieve sustainable attitude and behavioural change, providing fans with an awareness and understanding of their actions and the consequences they have, both for victims and wider communities. Where appropriate and where fans have demonstrated remorse, acceptance and appreciation of the issues at play, we work with the clubs to reintegrate them back into stands.

1.4 Equality Inspires and Life Skills
Working in partnership with the Premier League and English Football League (EFL), Kick It Out delivered the over 150 Equality Inspires and LFE Life Skills programmes once again this year, to more than 2000 participants. The sessions provide anti-racism and discrimination workshops to all participants of the leagues' Academy Programmes.

The workshops are designed to be interactive and led by contributions from participants. Topics include racism, homophobia, and sexism, with a focus on social media and the impact of negative language in changing room environments. The sessions create a safe environment to discuss issues that have been previously difficult or uncomfortable to unpack in a football setting, as well as highlighting the different ways to report any incidents of discrimination.

Parents and guardians of academy players have their own bespoke workshops, which focus on parenting players at the Elite level of the game, with guidance on how to support their children on their football journey.

1.5 Grassroots/Community
Our Equality Charter is an opportunity for grassroots clubs and leagues to show their commitment to creating a more inclusive game, and in signing up to it they make a promise to take active steps to tackle discrimination. Our Grassroots team once again took an active role in encouraging clubs and leagues to sign up, as well as providing guidance on how clubs can make the necessary changes they need. Over 400 clubs and 30 leagues have joined Kick It Out's grassroots network via the Equality Charter scheme.

1.6 Media
A key part of the organisation's communication output is a mix of proactive and reactive media relations. The Media and Communications team is always the first point of contact for all media and press enquiries. The breadth of Kick It Out's work offers many opportunities to pitch stories, ideas and initiatives to media across the board. The organisation also has access to a wealth of groups and individuals who can provide the depth to these stories.

Kick It Out has seen steady increase in Twitter, Facebook and Instagram following this year. Social Media Followers (as of 30 June 2021):

- Twitter Followers Gained: 6,017 (+7%)
- Facebook Page Likes Gained: 4,756 (+34%)
- Instagram Followers Gained: 5,825 (+28%)

FINANCIAL REVIEW

The results for the year are as set out in the Statement of Financial activities.

PLANS FOR FUTURE PERIODS

The impact of Covid-19 on society over the last 12-18 months has significantly changed the way we work, live and engage with others. As a result, we took the opportunity to review our working practice and moved to a remote working model for all staff, leading to the release of the central London office.

Within football, the lack of fans in stadia due to the pandemic decreased reports of discriminatory abuse on the terraces, but the subsequent rise in online abuse was evident. We led on a new #StopOnlineAbuse campaign, alongside key football stakeholders, which saw individuals and organisations across the game boycott social media for a weekend. We called on social media companies to do more and for government to ensure the Online Safety Bill brings in strong legislation that holds social media to account.

Strategy:
We remain focused on creating a game where everyone belongs. We will support words with action, providing long-term solutions and tangible acts. Our three strategic priorities are:

1. **Voice**

- Develop a transparency reporting framework to guide the football industry in improving and enhancing its complaints handling process and data-driven policies and build sustainable programmes that are scalable by design. We also aim to improve the understanding of the taxonomy of offenders, appropriate course of action and provide more transparency into processes and outcomes.

2. **Skills**

- Enhance our fan education and rehabilitation provision, working alongside the UKFPU and other key partners, to develop learning for offenders of discriminatory abuse
- Develop a digital learning platform offering EDI support and guidance for clubs, organisations and individuals
- Develop our Inclusive Leadership in Football Award, working alongside educational experts to revise the content, upskill new tutors and enhance the accessibility for learners

3. **Talent**

- Through the development of Raise Your Game, we will:
  - Develop and coordinate a careers and talent programme to support the football industry on its promises to improve the representation of under-represented groups at all levels of the game
  - Leverage our brand to attract talent from under-represented groups into the football industry
  - Provide support, advice, and guidance to candidates from under-represented groups
  - Track and monitor the career journey for talented potential candidates
  - Leverage the insights of talented candidates to improve the culture of inclusion within the game

Brand:
Over the past 12 months we have conducted in-depth research to inform the development of our new brand. We have created a detailed breakdown of 8 persona audience groups, which will inform the basis of our future communications plans. We have also developed a new brand identity on the back of our audience research, alongside a new website and digital learning platform.

We also plan to expand into other sports as part of our longer-term vision, and our new brand provides a great platform to do just that.

People:
To support our organisational growth plans, we will continue to invest across teams with new recruits in digital learning, people and culture, and data and insights.

STATEMENT OF TRUSTEES' RESPONSIBILITIES

The trustees (who are also the directors of Kick It Out for the purposes of company law) are responsible for preparing the Report of the Trustees 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 charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing those financial statements, the trustees are required to

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

The trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charitable company and to enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the trustees are aware:

- there is no relevant audit information of which the charitable company's auditors are unaware; and
- the trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

AUDITORS

The auditors, Knox Cropper LLP, will be proposed for re-appointment at the forthcoming Annual General Meeting.

Report of the trustees, incorporating a strategic report, approved by order of the board of trustees, as the company directors, on ..... and signed on the board's behalf by:

.....
Sanjay Bhandari - Chair - Trustee

Signed by: Sanjay Bhandari
Date & Time: 29 Mar, 2022 11:50:56 BST

Opinion

We have audited the financial statements of Kick It Out (the 'charitable company') for the year ended 30 June 2021 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (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, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditors' responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company 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 charitable company'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 trustees are responsible for the other information. The other information comprises the information included in the Annual Report, other than the financial statements and our Report of the Independent Auditors thereon.

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.

In connection with our audit of the financial statements, 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 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 the audit:

- the information given in the Report of the Trustees for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Report of the Trustees has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception
In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Report of the Trustees.

We have nothing to report in respect of the following matters where 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 charitable company for the purposes 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 charitable company'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.

Our 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 a Report of the Independent Auditors that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

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

- The Charity is required to comply with charity law and, based on our knowledge of its activities, we identified that the legal requirement to accurately account for restricted funds was of key significance.
- We gained an understanding of how the charity complied with its legal and regulatory framework, including the requirement to properly account for restricted funds, through discussions with management and a review of the documented policies, procedures and controls.
- The audit team, which is experienced in the audit of charities, considered the charity's susceptibility to material misstatement and how fraud may occur. Our considerations included the risk of management override.
- Our approach was to check that all restricted income was properly identified and separately accounted for and to ensure that only valid and appropriate expenditure was charged to restricted funds. This included reviewing journal adjustments and unusual transactions.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at www.frc.org.uk/auditorsresponsibilities. This description forms part of our Report of the Independent Auditors.

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.

Stephen Anderson (Senior Statutory Auditor)
for and on behalf of Knox Cropper LLP
153-155 London Road
Hemel Hempstead
Hertfordshire
HP3 9SQ

Date: 29/3/2022

KICK IT OUT

Statement of Financial Activities
(Incorporating an Income and Expenditure Account)
for the Year Ended 30 June 2021

	Notes	Unrestricted funds £	Restricted funds £	2021 Total funds £	2020 Total funds £
INCOME AND ENDOWMENTS FROM					
Voluntary income	2	**1,984,141**	**7,500**	**1,991,641**	759,198
Charitable activities	5				
Grassroots Football		**-**	**80,000**	**80,000**	80,000
Raise your game		**500**	**-**	**500**	-
Fans Programme		**-**	**-**	**-**	25,000
Education		**-**	**-**	**-**	27,692
Confidential Reporting		**-**	**40,000**	**40,000**	63,300
F.L. Life Skills		**-**	**29,520**	**29,520**	19,498
P.L. Equality Inspires		**-**	**70,000**	**70,000**	85,000
Raise your game		**-**	**-**	**-**	100,000
Windrush project		**-**	**-**	**-**	15,000
Other trading activities	3	**17,161**	**-**	**17,161**	6,144
Investment income	4	**221**	**-**	**221**	1,819
Other income		**75,746**	**-**	**75,746**	66,830
Total		**2,077,769**	**227,020**	**2,304,789**	1,249,481
EXPENDITURE ON					
Raising funds	6	**209,854**	**7,500**	**217,354**	19,208
Charitable activities	7				
Professional Game		**147,773**	**602**	**148,375**	238,554
Grassroots Football		**137,190**	**81,039**	**218,229**	161,305
Raise your game		**139,941**	**650**	**140,591**	143,149
Seasons of Action		**-**	**-**	**-**	43,134
Fans Programme		**96,924**	**939**	**97,863**	138,521
Education		**-**	**-**	**-**	109,540
Confidential Reporting		**261,799**	**42,050**	**303,849**	172,995
F.L. Life Skills		**14,446**	**29,510**	**43,956**	29,524
P.L. Equality Inspires		**4,628**	**55,733**	**60,361**	116,332
Windrush project		**-**	**-**	**-**	15,000
Player engagement		**89,816**	**599**	**90,415**	-
Campaigning		**132,909**	**(7,426)**	**125,483**	-
Advocacy and public policy		**112,975**	**1,229**	**114,204**	-
Leadership in football		**36,178**	**41**	**36,219**	-
Total		**1,384,433**	**212,466**	**1,596,899**	1,187,262
NET INCOME		**693,336**	**14,554**	**707,890**	62,219
RECONCILIATION OF FUNDS					
Total funds brought forward		**721,538**	**-**	**721,538**	659,319

The notes form part of these financial statements

Statement of Financial Activities
(Incorporating an Income and Expenditure Account)
for the Year Ended 30 June 2021

	Notes	Unrestricted funds £	Restricted funds £	**2021 Total funds £**	2020 Total funds £
TOTAL FUNDS CARRIED FORWARD		**1,414,874**	**14,554**	**1,429,428**	721,538

The notes form part of these financial statements

KICK IT OUT

Balance Sheet
30 June 2021

	Notes	Unrestricted funds £	Restricted funds £	2021 Total funds £	2020 Total funds £
FIXED ASSETS					
Tangible assets	14	**7,730**	**-**	**7,730**	13,241
CURRENT ASSETS					
Debtors	15	**761,500**	**-**	**761,500**	85,383
Cash at bank		**727,260**	**14,558**	**741,818**	687,785
		1,488,760	**14,558**	**1,503,318**	773,168
CREDITORS					
Amounts falling due within one year	16	**(81,620)**	**-**	**(81,620)**	(64,871)
NET CURRENT ASSETS		**1,407,140**	**14,558**	**1,421,698**	708,297
TOTAL ASSETS LESS CURRENT LIABILITIES		**1,414,870**	**14,558**	**1,429,428**	721,538
NET ASSETS		**1,414,870**	**14,558**	**1,429,428**	721,538
FUNDS	17				
Unrestricted funds				**1,414,870**	721,538
Restricted funds				**14,558**	-
TOTAL FUNDS				**1,429,428**	721,538

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

.....
Sanjay Bhandari - Chair - Trustee

Signed by: Sanjay Bhandari
Date & Time: 29 Mar, 2022 11:51:02 BST

The notes form part of these financial statements

Cash Flow Statement
for the Year Ended 30 June 2021

	Notes	2021 £	2020 £
Cash flows from operating activities			
Cash generated from operations	19	**58,145**	(100,381)
Net cash provided by/(used in) operating activities		**58,145**	(100,381)
Cash flows from investing activities			
Purchase of tangible fixed assets		**(4,333)**	(4,456)
Interest received		**221**	1,819
Net cash used in investing activities		**(4,112)**	(2,637)
Change in cash and cash equivalents in the reporting period		**54,033**	(103,018)
Cash and cash equivalents at the beginning of the reporting period		**687,785**	790,803
Cash and cash equivalents at the end of the reporting period		**741,818**	687,785

The notes form part of these financial statements

1. ACCOUNTING POLICIES

Basis of preparing the financial statements
The financial statements of the charitable company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

Following a review of forecasts and projections, the trustees are satisfied that the charity will continue operations for the foreseeable future and hence the accounts have been drawn up on a going concern basis.

Company Status
Kick it Out Limited is a company limited by guarantee. In the event of the Charity being wound up, the liability in respect of the guarantee is limited to £1 per member of the Charity.

Income
Voluntary income is received by way of donations and grants and is included in the statement of financial activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

Grants receivable are recognised in the statement of Financial Activities in the year in which the offer is conveyed to the charity except in those cases where the offer is conditional, such grants being recognised when the conditions attached are fulfilled.

Income received from the sale of merchandise is accounted for when the sale takes place.

Bank interest receivable is accounted for on a receivable basis.

Donated Services
On receipt, donated services are recognised in income on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt. In accordance with the Charities SORP (FRS 102), the general time of volunteers is not recognised.

Expenditure
Expenditure is accounted for on an accruals basis and has been included under expense categories that aggregate all costs for allocation to activities. Support costs, expenses which cannot be directly attributed to particular activities, have been apportioned on a fair and reasonable basis (as estimated) by management and which approximates the utilisation of resources. Governance costs include the management of the charitable company's assets, organisational management and compliance with constitutional and statutory requirements.

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

Short leasehold	- 33% on cost
Office Equipment	- 25% on cost
Fixtures and fittings	- 20% on cost
Website	- 25% on cost

continued...

1. ACCOUNTING POLICIES - continued

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

Fund accounting
General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objects of the Charity and which have not been designated for other purposes.

Designated funds comprise unrestricted funds that have been set aside by the Trustees for particular purposes. The aim and use of each designated fund is set out in the notes to the financial statements.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the Charity for particular purposes. The cost of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

Pension costs and other post-retirement benefits
The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

Grants payable
Grants payable are charged to the Statement of Financial Activities in the year in which the offer is conveyed to the recipient except in those cases where the offer is conditional, such grants being recognised as expenditure when the conditions attaching are fulfilled.

Financial instruments
The charity only has basic financial instruments. Accordingly, debtors, creditors and cash at bank are initially recognised at transaction value and subsequently measured at settlement value. Cash at bank includes cash and highly liquid investments with a maturity date of three months or less.

2. VOLUNTARY INCOME

	2021	2020
	£	£
Voluntary income	**1,991,641**	750,198
Grants	**-**	9,000
	1,991,641	759,198

continued...

3. OTHER TRADING ACTIVITIES

	2021	2020
	£	£
Fundraising/trading	17,161	6,144

4. INVESTMENT INCOME

	2021	2020
	£	£
Deposit account interest	221	1,819

5. INCOME FROM CHARITABLE ACTIVITIES

	Activity	2021	2020
		£	£
Grants	Grassroots Football	80,000	-
Fans Programme	Grassroots Football	-	80,000
Raise your game	Raise your game	500	-
Fans Programme	Fans Programme	-	25,000
Other income	Education	-	400
UEFA	Education	-	27,292
Confidential Reporting	Confidential Reporting	40,000	40,000
Grants-Confidential Reporting	Confidential Reporting	-	23,300
Academy Training	F.L. Life Skills	29,520	19,498
Academy Training	P.L. Equality Inspires	-	85,000
Grants	P.L. Equality Inspires	70,000	-
Raise your game	Raise your game	-	100,000
Grants	Windrush project	-	15,000
		220,020	415,490

6. RAISING FUNDS

Raising donations and legacies

	2021	2020
	£	£
Staff costs	47,687	-

continued...

6. RAISING FUNDS - continued

Other trading activities

	2021	2020
	£	£
Fundraising costs	**169,667**	19,208
Aggregate amounts	**217,354**	19,208

7. CHARITABLE ACTIVITIES COSTS

	Direct Costs	Support costs (see note 8)	Totals
	£	£	£
Professional Game	**82,997**	**65,378**	**148,375**
Grassroots Football	**97,426**	**120,803**	**218,229**
Raise your game	**74,796**	**65,795**	**140,591**
Fans Programme	**46,868**	**50,995**	**97,863**
Confidential Reporting	**97,102**	**206,747**	**303,849**
F.L. Life Skills	**9,593**	**34,363**	**43,956**
P.L. Equality Inspires	**23,492**	**36,869**	**60,361**
Player engagement	**25,038**	**65,377**	**90,415**
Campaigning	**32,519**	**92,964**	**125,483**
Advocacy and public policy	**35,033**	**79,171**	**114,204**
Leadership in football	**18,662**	**17,557**	**36,219**
	543,526	**836,019**	**1,379,545**

8. SUPPORT COSTS

	Management	Finance	Governance costs	Totals
	£	£	£	£
Professional Game	**63,564**	**89**	**1,725**	**65,378**
Grassroots Football	**117,455**	**163**	**3,185**	**120,803**
Raise your game	**63,970**	**90**	**1,735**	**65,795**
Fans Programme	**49,580**	**70**	**1,345**	**50,995**
Confidential Reporting	**201,012**	**282**	**5,453**	**206,747**
F.L. Life Skills	**33,409**	**47**	**907**	**34,363**
P.L. Equality Inspires	**35,846**	**50**	**973**	**36,869**
Player engagement	**63,564**	**89**	**1,724**	**65,377**
Campaigning	**90,384**	**127**	**2,453**	**92,964**
Advocacy and public policy	**76,975**	**107**	**2,089**	**79,171**
Leadership in football	**17,069**	**25**	**463**	**17,557**
	812,828	**1,139**	**22,052**	**836,019**

continued...

8. SUPPORT COSTS - continued

Activity	Basis of allocation
Management	Based on acivities
Finance	Based on acivities
Governance costs	Based on acivities

9. NET INCOME/(EXPENDITURE)

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

	2021	2020
	£	£
Auditors' remuneration	**7,020**	4,060
Auditors' remuneration for non audit work	**1,080**	-
Depreciation - owned assets	**9,844**	8,995

10. TRUSTEES' REMUNERATION AND BENEFITS

During the year the Charity paid Pebbles Performance Limited £36,000 plus VAT for the services of Sanjay Bhandari, who acted as Interim Chief Executive Officer. Mr Bhandari is a Trustee of the Charity and Chair of the Board and is also a director and shareholder of Pebbles Performance Limited. This transaction was approved by the Board of Trustees at a meeting where Mr Bhandari recused himself without contributing to either the discussion or the decision.

The amount owed to Pebbles Performance Limited at the year end was nil (2020: nil).

Trustees' expenses

There were no trustees' expenses paid for the year ended 30 June 2021 nor for the year ended 30 June 2020.

11. STAFF COSTS

	2021	2020
	£	£
Wages and salaries	**589,048**	631,324
Social security costs	**60,445**	60,077
Other pension costs	**13,379**	19,769
	662,872	711,170

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

	2021	2020
Support and Governance	**8**	8
Charitable Activities	**8**	9
	16	17

continued...

11. STAFF COSTS - continued

The number of employees whose employee benefits (excluding employer pension costs) exceeded £60,000 was:

	2021	2020
£70,001 - £80,000	-	1

12. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted funds £	Restricted funds £	Total funds £
INCOME AND ENDOWMENTS FROM			
Voluntary income	750,198	9,000	759,198
Charitable activities			
Grassroots Football	-	80,000	80,000
Fans Programme	-	25,000	25,000
Education	400	27,292	27,692
Confidential Reporting	-	63,300	63,300
F.L. Life Skills	-	19,498	19,498
P.L. Equality Inspires	-	85,000	85,000
Raise your game	-	100,000	100,000
Windrush project	-	15,000	15,000
Other trading activities	6,144	-	6,144
Investment income	1,817	2	1,819
Other income	66,830	-	66,830
Total	825,389	424,092	1,249,481
EXPENDITURE ON			
Raising funds	19,208	-	19,208
Charitable activities			
Professional Game	155,626	82,928	238,554
Grassroots Football	64,182	97,123	161,305
Raise your game	44,928	98,221	143,149
Seasons of Action	43,134	-	43,134
Fans Programme	64,181	74,340	138,521
Education	82,248	27,292	109,540
Confidential Reporting	149,695	23,300	172,995
F.L. Life Skills	29,524	-	29,524
P.L. Equality Inspires	96,271	20,061	116,332
Windrush project	-	15,000	15,000
Total	748,997	438,265	1,187,262
NET INCOME/(EXPENDITURE)	76,392	(14,173)	62,219

continued...

12. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES - continued

	Unrestricted funds £	Restricted funds £	Total funds £
RECONCILIATION OF FUNDS			
Total funds brought forward	645,147	14,172	659,319
TOTAL FUNDS CARRIED FORWARD	721,539	(1)	721,538

13. DONATED SERVICES

During the year to 30 June 2021 the charity received donations in kind, in the form of donated services totalling £560,574. This income has been included in the financial statements under the heading 'Voluntary income'. The corresponding expenditure has been recognised according to its nature:
- Advertising £156,000
- Professional fees £404,547

14. TANGIBLE FIXED ASSETS

	Short leasehold £	Office Equipment £	Fixtures and fittings £	Website £	Totals £
COST					
At 1 July 2020	**13,490**	**32,973**	**9,508**	**4,375**	**60,346**
Additions	**-**	**4,333**	**-**	**-**	**4,333**
At 30 June 2021	**13,490**	**37,306**	**9,508**	**4,375**	**64,679**
DEPRECIATION					
At 1 July 2020	**8,994**	**24,230**	**9,506**	**4,375**	**47,105**
Charge for year	**4,497**	**5,345**	**2**	**-**	**9,844**
At 30 June 2021	**13,491**	**29,575**	**9,508**	**4,375**	**56,949**
NET BOOK VALUE					
At 30 June 2021	**(1)**	**7,731**	**-**	**-**	**7,730**
At 30 June 2020	4,496	8,743	2	-	13,241

continued...

15. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2021	2020
	£	£
Trade debtors	**102,760**	220
Other debtors	**50**	30,101
Prepayments and accrued income	**658,690**	55,062
	761,500	85,383

Included in prepayments and accrued income above is accrued income of £603,221, of which £250,000 is not due until twelve months after the balance sheet date.

16. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2021	2020
	£	£
Trade creditors	**27,133**	22,830
Social security and other taxes	**47,716**	17,101
Other creditors	**271**	-
Accruals and deferred income	**6,500**	24,940
	81,620	64,871

17. MOVEMENT IN FUNDS

	At 1.7.20	Net movement in funds	Transfers between funds	At 30.6.21
	£	£	£	£
Unrestricted funds				
General fund	**708,296**	**693,332**	**(4,333)**	**1,397,295**
Fixed Asset Fund	**13,242**	**-**	**4,333**	**17,575**
	721,538	**693,332**	**-**	**1,414,870**
Restricted funds				
Premier League	**-**	**14,558**	**-**	**14,558**
TOTAL FUNDS	**721,538**	**707,890**	**-**	**1,429,428**

continued...

17. MOVEMENT IN FUNDS - continued

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

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	**2,077,769**	**(1,384,437)**	**693,332**
Restricted funds			
Football Association	**120,000**	**(120,000)**	**-**
Premier League	**70,000**	**(55,442)**	**14,558**
Twitter	**7,500**	**(7,500)**	**-**
Life Skills	**29,520**	**(29,520)**	**-**
	227,020	**(212,462)**	**14,558**
TOTAL FUNDS	**2,304,789**	**(1,596,899)**	**707,890**

Comparatives for movement in funds

	At 1.7.19 £	Net movement in funds £	Transfers between funds £	At 30.6.20 £
Unrestricted funds				
General fund	627,369	85,386	(4,459)	708,296
Fixed Asset Fund	17,778	(8,995)	4,459	13,242
	645,147	76,391	-	721,538
Restricted funds				
Football Association	14,172	(14,172)	-	-
TOTAL FUNDS	659,319	62,219	-	721,538

continued...

17. MOVEMENT IN FUNDS - continued

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

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	825,389	(740,003)	85,386
Fixed Asset Fund	-	(8,995)	(8,995)
	825,389	(748,998)	76,391
Restricted funds			
Football Association	164,499	(178,671)	(14,172)
Ministry of Housing, Communities & Local Government	23,300	(23,300)	-
UEFA	27,292	(27,292)	-
Premier League	194,001	(194,001)	-
Church Urban	15,000	(15,000)	-
	424,092	(438,264)	(14,172)
TOTAL FUNDS	1,249,481	(1,187,262)	62,219

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

	At 1.7.19 £	Net movement in funds £	Transfers between funds £	At 30.6.21 £
Unrestricted funds				
General fund	627,369	778,718	(8,792)	1,397,295
Fixed Asset Fund	17,778	(8,995)	8,792	17,575
	645,147	769,723	-	1,414,870
Restricted funds				
Football Association	14,172	(14,172)	-	-
Premier League	-	14,558	-	14,558
	14,172	386	-	14,558
TOTAL FUNDS	659,319	770,109	-	1,429,428

continued...

17. MOVEMENT IN FUNDS - continued

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

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	2,903,158	(2,124,440)	778,718
Fixed Asset Fund	-	(8,995)	(8,995)
	2,903,158	(2,133,435)	769,723
Restricted funds			
Football Association	284,499	(298,671)	(14,172)
Ministry of Housing, Communities & Local Government	23,300	(23,300)	-
UEFA	27,292	(27,292)	-
Premier League	264,001	(249,443)	14,558
Church Urban	15,000	(15,000)	-
Twitter	7,500	(7,500)	-
Life Skills	29,520	(29,520)	-
	651,112	(650,726)	386
TOTAL FUNDS	3,554,270	(2,784,161)	770,109

Football Association - A grant to fund Confidential Reporting and Grassroots activities.

Premier League - A grant to fund the Equality Inspires programme and a grant from the Fans Fund to:
- promote positive fan behaviour, and reduce offensive behaviour, in and beyond the stadium (including online);
- improve the match day and non-match day experience for all fans by making football more diverse and inclusive;
- provide education and training and other opportunities that promote diversity and inclusion, or programmes that tackle discrimination or anti-social behaviour in football, to make the game more welcoming and more representative of its wider communities; and
- facilitate positive engagement between Clubs, fans and local authorities or other stakeholders with a legitimate interest in match days."

Twitter - A grant to support digital marketing activity, including content creation and paid advertisements on Twitter.

Life Skills - League Football Education funding for life skills training.

continued...

18. RELATED PARTY DISCLOSURES

There were no related party transaction for the year ended 30 June 2021 other than disclosed in note 10 to the accounts.

19. RECONCILIATION OF NET INCOME TO NET CASH FLOW FROM OPERATING ACTIVITIES

	2021	2020
	£	£
Net income for the reporting period (as per the Statement of Financial Activities)	**707,890**	62,219
Adjustments for:		
Depreciation charges	**9,844**	8,995
Interest received	**(221)**	(1,819)
Increase in debtors	**(676,117)**	(1,872)
Increase/(decrease) in creditors	**16,749**	(167,904)
Net cash provided by/(used in) operations	**58,145**	(100,381)

20.. ANALYSIS OF CHANGES IN NET FUNDS

	At 1.7.20	Cash flow	At 30.6.21
	£	£	£
Net cash			
Cash at bank	**687,785**	**54,033**	**741,818**
	687,785	**54,033**	**741,818**
Total	**687,785**	**54,033**	**741,818**

21. IMPACT OF COVID-19 PANDEMIC

COVID-19 had an impact on the charity's operations, and a number of staff were furloughed under the government's Coronavirus Job Retention Scheme. Whilst COVID-19 had significant impact on professional football as a whole, not least through the absence of gate receipts, the charity's funding remained at a level which is at least consistent with previous years. We follow government policy, and are committed to continuing our operations in the best and safest way possible and since the release of the office, all staff now work from home. Management has determined that there is no material uncertainty that casts doubt on Kick It Out's ability to continue as a going concern.