

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

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KICK IT OUT

Report of the Trustees for the Year Ended 30 June 2021

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.

KICK IT OUT

Report of the Trustees for the Year Ended 30 June 2021

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

KICK IT OUT

**Report of the Trustees
for the Year Ended 30 June 2021**

REFERENCE AND ADMINISTRATIVE DETAILS

Auditors

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

KICK IT OUT

Report of the Trustees for the Year Ended 30 June 2021

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

KICK IT OUT

Report of the Trustees for the Year Ended 30 June 2021

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

KICK IT OUT

Report of the Trustees for the Year Ended 30 June 2021

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:
 - o 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
 - o Leverage our brand to attract talent from under-represented groups into the football industry
 - o Provide support, advice, and guidance to candidates from under-represented groups
 - o Track and monitor the career journey for talented potential candidates
 - o 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.

KICK IT OUT

Report of the Trustees for the Year Ended 30 June 2021

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.

**Report of the Independent Auditors to the Members 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. 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

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 £
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
		<u>1,488,760</u>	<u>14,558</u>	<u>1,503,318</u>	<u>773,168</u>
CREDITORS					
Amounts falling due within one year	16	(81,620)	-	(81,620)	(64,871)
NET CURRENT ASSETS		<u>1,407,140</u>	<u>14,558</u>	<u>1,421,698</u>	<u>708,297</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>1,414,870</u>	<u>14,558</u>	<u>1,429,428</u>	<u>721,538</u>
NET ASSETS		<u>1,414,870</u>	<u>14,558</u>	<u>1,429,428</u>	<u>721,538</u>
FUNDS	17				
Unrestricted funds				1,414,870	721,538
Restricted funds				14,558	-
TOTAL FUNDS				<u>1,429,428</u>	<u>721,538</u>

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

KICK IT OUT**Cash Flow Statement
for the Year Ended 30 June 2021**

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

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

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
	<u>1,991,641</u>	<u>759,198</u>

KICK IT OUT

Notes to the Financial Statements - continued for the Year Ended 30 June 2021

3. OTHER TRADING ACTIVITIES

	2021	2020
	£	£
Fundraising/trading	<u>17,161</u>	<u>6,144</u>

4. INVESTMENT INCOME

	2021	2020
	£	£
Deposit account interest	<u>221</u>	<u>1,819</u>

5. INCOME FROM CHARITABLE ACTIVITIES

		2021	2020
	Activity	£	£
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
		<u>220,020</u>	<u>415,490</u>

6. RAISING FUNDS

Raising donations and legacies

	2021	2020
	£	£
Staff costs	<u>47,687</u>	<u>-</u>

KICK IT OUT

Notes to the Financial Statements - continued for the Year Ended 30 June 2021

6. RAISING FUNDS - continued

Other trading activities

	2021 £	2020 £
Fundraising costs	<u>169,667</u>	<u>19,208</u>
Aggregate amounts	<u>217,354</u>	<u>19,208</u>

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
	<u>543,526</u>	<u>836,019</u>	<u>1,379,545</u>

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
	<u>812,828</u>	<u>1,139</u>	<u>22,052</u>	<u>836,019</u>

KICK IT OUT

Notes to the Financial Statements - continued for the Year Ended 30 June 2021

8. SUPPORT COSTS - continued

Activity	Basis of allocation
Management	Based on activities
Finance	Based on activities
Governance costs	Based on activities

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

KICK IT OUT

Notes to the Financial Statements - continued for the Year Ended 30 June 2021

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

KICK IT OUT

Notes to the Financial Statements - continued for the Year Ended 30 June 2021

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	<u>721,539</u>	<u>(1)</u>	<u>721,538</u>

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	<u>13,490</u>	<u>37,306</u>	<u>9,508</u>	<u>4,375</u>	<u>64,679</u>
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	<u>13,491</u>	<u>29,575</u>	<u>9,508</u>	<u>4,375</u>	<u>56,949</u>
NET BOOK VALUE					
At 30 June 2021	<u>(1)</u>	<u>7,731</u>	<u>-</u>	<u>-</u>	<u>7,730</u>
At 30 June 2020	<u>4,496</u>	<u>8,743</u>	<u>2</u>	<u>-</u>	<u>13,241</u>

KICK IT OUT

Notes to the Financial Statements - continued for the Year Ended 30 June 2021

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
	<u>761,500</u>	<u>85,383</u>

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
	<u>81,620</u>	<u>64,871</u>

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
	<u>721,538</u>	<u>693,332</u>	<u>-</u>	<u>1,414,870</u>
Restricted funds				
Premier League	-	14,558	-	14,558
	<u>721,538</u>	<u>707,890</u>	<u>-</u>	<u>1,429,428</u>

KICK IT OUT

Notes to the Financial Statements - continued for the Year Ended 30 June 2021

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)	-
	<u>227,020</u>	<u>(212,462)</u>	<u>14,558</u>
TOTAL FUNDS	<u>2,304,789</u>	<u>(1,596,899)</u>	<u>707,890</u>

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
	<u>645,147</u>	<u>76,391</u>	<u>-</u>	<u>721,538</u>
Restricted funds				
Football Association	14,172	(14,172)	-	-
TOTAL FUNDS	<u>659,319</u>	<u>62,219</u>	<u>-</u>	<u>721,538</u>

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)
	<u>825,389</u>	<u>(748,998)</u>	<u>76,391</u>
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)	-
	<u>424,092</u>	<u>(438,264)</u>	<u>(14,172)</u>
TOTAL FUNDS	<u>1,249,481</u>	<u>(1,187,262)</u>	<u>62,219</u>

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
	<u>645,147</u>	<u>769,723</u>	<u>-</u>	<u>1,414,870</u>
Restricted funds				
Football Association	14,172	(14,172)	-	-
Premier League	-	14,558	-	14,558
	<u>14,172</u>	<u>386</u>	<u>-</u>	<u>14,558</u>
TOTAL FUNDS	<u>659,319</u>	<u>770,109</u>	<u>-</u>	<u>1,429,428</u>

KICK IT OUT

Notes to the Financial Statements - continued for the Year Ended 30 June 2021

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)
	<u>2,903,158</u>	<u>(2,133,435)</u>	<u>769,723</u>
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)	-
	<u>651,112</u>	<u>(650,726)</u>	<u>386</u>
TOTAL FUNDS	<u>3,554,270</u>	<u>(2,784,161)</u>	<u>770,109</u>

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:

- o promote positive fan behaviour, and reduce offensive behaviour, in and beyond the stadium (including online);

- o improve the match day and non-match day experience for all fans by making football more diverse and inclusive;

- o 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

- o 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.

KICK IT OUT

Notes to the Financial Statements - continued for the Year Ended 30 June 2021

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.