



FOUNDATION

ANNUAL REPORT

AND FINANCIAL STATEMENTS FOR YEAR ENDING 31ST JULY 2024

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FUELING FUTURES

REFERENCE & ADMIN DETAILS

Charity Name: Gumball 3000 Foundation

Charity Number: 01158246

Company Number: 08863453

TRUSTEES

Johnnie Stanley Cooper

Cynthia Irene Cooper

FOUNDER

Maximillion Fife Alexander Cooper

PRINCIPLE & REGISTERED OFFICE

Gumball Headquarters, 303-315 Latimer Road, London, W10 6RA

Tel: +44 (0) 2089647878

Website: www.gumball3000foundation.org

Email: info@gumball3000foundation.org

Instagram: [@gumball3000foundation](https://www.instagram.com/gumball3000foundation)

BANKERS

Barclays Bank Plc, Leicestershire, LE87 2BB

SOLICITORS

Fladgate LLP, 16 Great Queen St, Holdborn, London, WC2B 5DG

MESSAGE FROM THE FOUNDER

The Gumball 3000 Foundation was established in 2013 to benefit underprivileged youth through educational and recreational infrastructure based projects around the world. The mission is to give underprivileged youth greater opportunities in life, ensuring that the legacy of Gumball is both positive and lasting.

Further to capitalizing on a powerful alumni of individuals, the Foundation works alongside established charities and global commercial partners to assist in their charitable efforts and to guide their respective and considerable philanthropic attentions to causes which Gumball can identify from as its unique position as successful youth culture brand.

The Gumball 3000 Foundation selects partners who share the same values and meet the criteria for responsible governance, giving underprivileged youths across the world the opportunities they deserve.

The Foundation has worked closely with several charitable partners including The King's Trust, Laureus Sport For Good Foundation, The Skatepark Project and Football Beyond Borders.



Maximillion Cooper
Founder, Gumball 3000 Group



TRUSTEE'S REPORT

The trustees are pleased to present their annual directors' report together with the consolidated financial statements of the charity and its subsidiary for the year ending 31st July 2024, which are also prepared to meet the requirements for a directors' report and accounts for Companies Act purposes.

The trustees confirm that the annual report and financial statements of the company comply with the current statutory requirements, the requirements of the company's governing document and the provisions of the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities" issued in January 2016.



Johnnie Cooper, Trustee, Gumball 3000 Foundation



Cynthia Cooper, Trustee, Gumball 3000 Foundation



GOVERNANCE & OBJECTIVES

The key objectives of the charity are:

- To advance in life and help young people through:
 - The provision of recreational and leisure time activities provided in the interest of social welfare, designed to improve their conditions of life
 - Providing support and activities which develop their skills, capacities and capabilities to enable them to participate in society as mature and responsible individuals
- To help young people, especially but not exclusively through leisure time activities, so as to develop their capabilities so that they may grow to full maturity as individuals and members of society
- To act as a resource for young people up to the age of 30 across the world by providing advice and assistance and organising programmes of physical, educational and other activities as a means of:
 - Advancing in life and helping young people by developing their skills, capacities and capabilities to enable them to participate in society as independent, mature and responsible individuals
 - Advancing education
 - Relieving unemployment
 - Providing recreational and leisure time activity in the interests of social welfare for people living in the area of benefit who have need by reason of their youth, age, infirmity or disability, poverty or social and economic circumstances with a view to improving the conditions of life of such persons



FOUNDATION OVERVIEW

The Gumball 3000 Foundation was launched in 2013 to support under-represented youth through educational, recreational and infrastructure-based projects around the world. The Foundation's mission is to give young people valuable opportunities in life, ensuring that future generations are invested in and presented with every occasion to be the best version of themselves.

The Foundation utilises its extensive network and expertise within the sporting and creative domains to work in collaboration with selected charity partners on a number of sport, music, fashion and art-based projects, which the Foundation can relate to as a youth brand.

To date, the Gumball 3000 Foundation has raised over \$8M and supported thousands of young people through its initiatives worldwide.



KO PANYI FLOATING FOOTBALL PITCH, THAILAND

GUMBALL 3000 RALLY

The annual Gumball 3000 Rally is a week-long tour that brings together over 40 nationalities, from rockstars to royalty and unites people through a celebration of pop culture and universal language of automobiles.

Over 100 incredible cars participate, driving 3,000 miles incorporating spectacular cities and global landmarks, in a bucket-list adventure that attracts millions of spectators each year.



A large, expressive orange brushstroke graphic that starts from the top-left corner and sweeps diagonally across the frame, ending near the bottom-left. The stroke has a rough, textured appearance with visible bristles and varying shades of orange.

FUNDRAISING INITIATIVES

CHARITY GRID

Ahead of flag drop, all rally entrants are given the opportunity to claim pole position on the grid by donating to the Foundation. Pole position creates a great sense of competition amongst the teams who, whilst competing, are also raising funds for the Gumball 3000 Foundation and its charitable partners.

The top ten teams who have raised the most money will line up at the front of the start grid, with the team raising the highest amount taking the coveted pole position. Team 26 started from Pole Position on the 25th Anniversary Rally in 2024, raising an astonishing £118,888.88!

In 2024, the Charity Grid raised: **£548,414**



CHARITY GALA & AUCTION

IN PARTNERSHIP WITH
CHRISTIE'S

The Gumball 3000 Foundation has hosted its annual charity auction in a number of cities worldwide in accordance with the rally route. The event is a core component of its rally fundraising campaign - helping to raise funds for the Foundation and in turn its charity partners.

The live auction, in partnership with Christie's, is held exclusively for Gumballers and features a range of sporting, celebrity and pop culture memorabilia as well as money can't buy experience, all kindly donated by a variety of partners, celebrities, athletes and Gumball 3000 alumni.

In addition to the Live Auction, the Gumball 3000 Foundation also opens its annual online auction to a wider global audience helping to raise as much money as possible for the Foundation.

Total raised in 2024: £464,185*

*Note: Due to the 2024 fundraising gala falling outside of the financial reporting year, this figure is not reflected in these accounts.



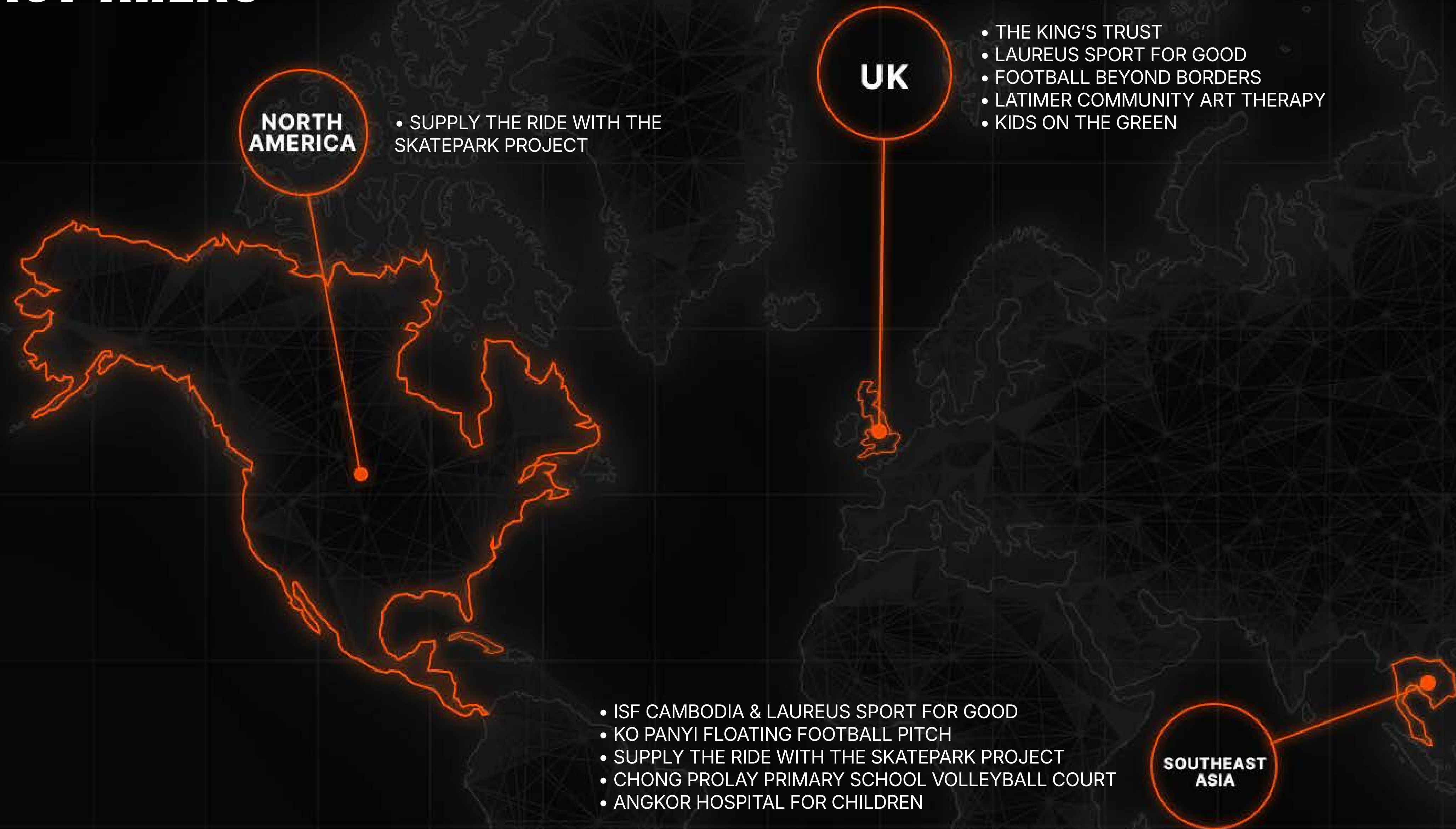
2024 CHARITY GALA: ANGKOR WAT, CAMBODIA



IMPACT

2024

IMPACT AREAS



*Includes joint ventures with charity partners

PARTNERSHIPS





The King's Trust believes that every young person should have the chance to succeed, no matter their background or the challenges they are facing. They help young people from disadvantaged communities and those facing the greatest adversity by supporting them to build the confidence and skills to live, learn and earn. The King's Trust does this by providing many different opportunities and programmes to help with a number of different skills.



The Gumball 3000 Foundation became Gold Patrons of The King's Trust (formerly The Prince's Trust) following the 2023 Gumball rally.

The Gumball 3000 Foundation is dedicated to creating valuable opportunities in the creative sector for young people at The Trust.

“
THE COMMITMENT OF THE GUMBALL 3000 FOUNDATION TO YOUNG PEOPLE IS EXTRAORDINARY. **OUR WORK TOGETHER GENUINELY REPRESENTS ONE OF THE TRUST'S MOST INNOVATIVE, CREATIVE AND EXCITING PARTNERSHIPS,** WHICH CONTINUES TO GROW AND EVOLVE AS WE DEVELOP NEW OPPORTUNITIES FOR YOUNG PEOPLE.

CATHERINE HUTCHINSON

HEAD OF CORPORATE PARTNERSHIPS, THE KING'S TRUST





TIME WITH YOUNG PEOPLE

The Gumball 3000 Foundation joined forces with The King's Trust, Metropolis Studios, and Teks to provide a bespoke songwriting workshop at the famous Metropolis Studios in West London.

The Gumball 3000 Foundation supported young people from The King's Trust Enterprise Programme to build their aspirations, get work ready, and raise future aspirations through exploring their creativity. The young people showcased their skills in the same studio as the successful legendary musicians including Amy Winehouse, Adele, Kendrick Lamar, and Travis Scott.





In 2023-2024, the Gumball 3000 Foundation's £125,000 donation to the Trust enabled them **to support 110 young people** through their entire journey - from their very first phone call introduction, all the way to supporting them onto their next steps which is education, employment, and training.

In 2024-2025, the Gumball 3000 Foundation's donation to the Trust **will support approximately 132 young people.**



Volunteering also included supporting The King's Trust during the Christmas 2024 appeal, **donating clothes and time to support 55 young people** from our index of multiple deprivation target areas, including those facing homelessness, low income, and refugee status.



Gumball 3000 Foundation were nominated for the Rising Star Award at **The King's Trust Partnership Awards 2024** for innovative and creative approaches to supporting young people in the music and creative industries.



46 hours total from 8 Gumball 3000 Foundation employees **supporting 64 young people** through volunteering initiatives in 2024.



Founded under the Patronage of Nelson Mandela, Laureus Sport for Good uses sport as a powerful and cost-effective tool to help children and young people overcome violence, discrimination and disadvantage in their lives.

Over the past two decades, Laureus has developed a global network of grantee partners and a worldwide charitable infrastructure. Laureus have also developed a depth of understanding and corresponding credibility in their field and are recognised as a leading organisation in the fast-growing Sport for Development community.



The Gumball 3000 Foundation has been a long term supporter and partner of Laureus Sport for Good, working closely with them on an array of incredible sports programmes both domestically and worldwide.

The Gumball 3000 Foundation works with Laureus to identify specific programmes along the rally route, incorporating activities into the rally and offering greater visibility for these programmes

The Gumball 3000 Foundation donates over £100,000 to Laureus Sport for Good annually.

£100,000





ISF CAMBODIA

For the 2024 Gumball 3000 Rally, the Gumball 3000 Foundation and Laureus Sport for Good identified ISF Cambodia as a beneficiary of Gumball's annual grant to Laureus.

Funding went towards young people from Indochina Starfish Foundation Cambodia (ISF Cambodia) that provides underprivileged children in the country with access to education, healthcare and sport.

"One of the most special moments was seeing how excited our players were to interact with the Gumball 3000 team guests."

"The encouragement from the guests (drivers) combined with the kids' enthusiasm created a great atmosphere. It even showed the importance of sport and unity, reminding everyone that positive change is possible when we come together."

Borann Sok - ISF Cambodia football programme coordinator.





Football Beyond Borders (FBB) was founded in 2013 and exists to change the lives of young people. Working in partnership with schools, FBB works with young people from disadvantaged backgrounds who are disengaged at school, helping them to fulfil their potential and finish school with the skills and grades to make a successful transition into adulthood. FBB achieves this by providing long-term, intensive support, built around relationships and young people's passions, in the classroom and beyond and have since onboarded over 3,000 students across numerous schools all over the UK.



In 2024, the Gumball 3000 Foundation supported all 400 of FBB's young people in Year 10 to take part in enrichment trips during the holiday half-terms.

These sessions focussed on building young people's group identity and the building of peer-to-peer relationships by interacting with environments outside of school. We hosted multiple football tournaments, workshops and trips leading up to the end-of-year residential. Alongside this, we ensured young people received 6 in-school delivery sessions consisting of therapeutic 1-2-1 mentoring and SEL-focused group sessions.



400 STUDENTS
SUPPORTED

£36,700



“

I REALLY LIKED HOW **MODERN AND COLOURFUL** THE WORKSHOP WAS.

“

IT'S **A NEW EXPERIENCE.**
I'M LEARNING NEW SKILLS.

FOOTBALL BEYOND BORDERS STUDENTS

GUMBALL 3000 FOUNDATION X FBB: DJ & GRAPHIC DESIGN WORKSHOP





THE SKATEPARK PROJECT™

The Skatepark Project (formerly Tony Hawk Foundation) was set up to create high-quality, public skateparks in low-income communities around the world. Skateparks not only encourage youths to be active and healthy but are spaces where they meet other creative, like-minded individuals, from communities and together build self-confidence and awareness of the sometimes misunderstood sport.

The process of creating a skatepark, as advocated by the Skatepark Project, involves youth in planning, fundraising, and helping the design of the facility that will become their second home. In communities where the Skatepark Project has helped open a skatepark, it is used all day, every day, and is without exception the most popular recreational facility in town.

The Gumball Foundation has supported TSP over the past decade, providing funding for skatepark builds in the US and hosting vert ramp demos on the rally with Tony Hawk and other pro skaters.



SUPPLY THE RIDE

This year, the Gumball 3000 Foundation partnered with The Skatepark Project to support their Supply The Ride programme to deliver pre-assembled skateboards and equipment to communities around the world - incorporating this initiative into the rally route.

The Gumball 3000 Foundation facilitated TSP's first international Supply The Ride campaign, working with another organisation, Skateistan, to provide skateboard equipment to the young skaters in Cambodia.

This exciting initiative saw street artist Opake spray paint 50 bespoke skateboard decks as part of a live art installation display at the Gumball 3000 Grid at Wat Botum, Phnom Penh.

\$75,000



100+ SKATEBOARD
UNITS DONATED



PHNOM PENH, CAMBODIA
BROOKLYN, USA



LEGACY PROJECTS

Along the 2024 Gumball 3000 Rally route

ABOUTASIA
travel



KAMPONG KHLEANG FLOATING SPORTS FACILITY

Chong Prolay is a rural fishing village located within the Kampong Khleang commune on the Tonle Sap lake in Cambodia. Chong Prolay Primary School is the first and only floating school in the village and serves **55 children (30 girls & 25 boys in Grades 1 & 2)**. The school children mainly learn basic arithmetic and reading skills but did not have access to a playground or recreational sports facility.

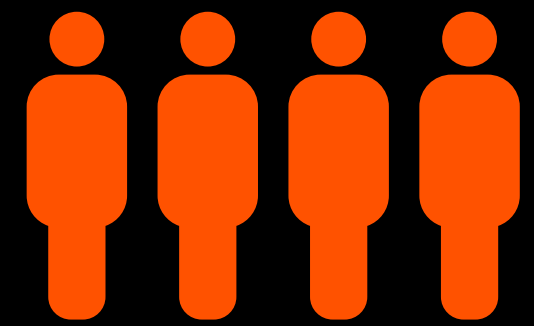
The Gumball 3000 Foundation funded the construction of a full-sized floating volleyball court, which also serves as a recreational playground for the local children. The facility is attached to the primary school, which was also refurbished as part of this project.

A special thanks to ABOUTAsia Travel for all of their hard work on this project.



CHONG PROLAY PRIMARY SCHOOL FLOATING SPORTS FACILITY, KAMPONG KHLEANG, 2024

KAMPONG KHLEANG FLOATING SPORTS FACILITY

 55

PUPILS BENEFITED

"These children lack sufficient resources and the construction of the new floating sports field has become an essential part of their education - helping them improve both their academic and physical skills for better health."

"Since the school and sports facility has been improved, the children have been excited to attend school."

Sam Kinsam - Principle, Chong Prolay Primary School

KO PANYI FLOATING FOOTBALL PITCH

Ko Panyi's floating football pitch was born out of inspiration after the World Cup in 1986. With little access to land to play on, a group of locals decided to build a pitch on the water. This group later became Panyee FC, who have competed in and won a number of championships in Thailand.

Thousands of games later the pitch was in need of repair, so the Gumball 3000 Foundation funded a full refurbishment to allow the local youth and Panyi community to continue to enjoy their spectacular innovation.

During the 25th Anniversary Rally, the Gumball 3000 Foundation co-hosted a small-sided football match with World Champion Football Freestyler Séan Garnier, Gumball participants and young people from the local community.



FLOATING FOOTBALL PITCH, KO PANYI, THAILAND, 2024

“

IT'S **ABSOLUTELY AMAZING!** WHAT A
SPECTACULAR THING TO DO!

DAILY DRIVEN EXOTICS ON THE KO PANYI PITCH RENOVATION

AUTOMOTIVE YOUTUBERS/INFLUENCERS

OTHER SUPPORTED CAUSES

CHARITABLE DONATIONS WERE ALSO MADE TO:



ANGKOR HOSPITAL FOR
CHILDREN



LATIMER COMMUNITY
ART THERAPY



KIDS ON THE GREEN

FINANCIAL STATEMENTS

FOR YEAR ENDING 31ST JULY 2024

1st August 2023 – 31st July 2024

Consolidated Statement of Financial Activities
(Including Income & Expenditure account)

	Unrestricted Funds £	Restricted Funds £	Year to 31st July 2024 Total £	Year to 31st July2023Total £
Notes				
Incoming Resources				
Incoming Resources from Generated Funds				
1 Voluntary Income	548,414	-	548,414	496,877
2 Activities for Generating Funds	12,390	-	12,390	423,469
3 Other incoming Resources	-	-	-	-
Total Incoming Resources	560,804	-	560,804	920,346
Costs of Generating Funds				
4 Costs of generating voluntary income	2,021	-	2,021	10,999
5 Fundraising trading - Cost of goods sold	30,497	-	30,497	327,747
Net incoming resources available for charitable application	528,286	-	528,286	581,599
Charitable Activities				
6 Youth	194,341	-	194,341	125,418
7 Development	35,821	-	35,821	261,826
8 Environment	-	-	-	-
Total Charitable Activities	230,162	-	230,162	387,244
9 Governance Costs	-	-	-	13
10 Other resources expended	210,085	-	210,085	145,580
Total Resources Expended	210,085	-	210,085	145,593
Net income/ (Expenditure) for the year	88,038	-	88,038	48,762
11 Other recognised Gains/Losses	-	-	-	138,872
Net Movement in funds	88,038	-	88,038	90,110
Reconciliation of funds				
Total funds bought forward at 1st August 2023	462,216	-	462,216	552,325
Total funds bought forward at 1st August 2024	550,254	-	550,254	462,216

Balance Sheets at 31st July 2024

	£	At 31st July 2024 £	At 31st uly 2023 £
Notes			
Fixed Assets			
Tangible Assets	-	-	-
		-	-
Current Assets			
Stock	-		
Debtors	173,500		
Cash at Bank	376,754		
	550,254		
	-		
Creditors: Amounts falling due within one year			
Net Current Assets		550,254	462,216
Total Assets less Current Liabilites		550,254	462,216
Creditors: Amounts falling due after more than one year		-	-
Provisions for Liabilities and Charges		-	-
Net Assets		550,254	462,216
Charitable Funds			
Designated Fund - Fixed Assets	-		
Designated Fund - Other	-		
General Reserves	550,254		
Total Charitable Unrestricted Funds		550,254	462,216
Endowment Funds	-		
Restricted Funds	-		
		-	-
Total Funds		550,254	462,216

Consolidated cash flow statement

		Year to 31st July 2024 £	Year to 31st July 2023 £
Notes	£		
Net cash inflow/(outflow) from operating activities		550,254	462,216
Returns on investments and servicing of finance	-		
Capital expenditure and financial investment	-		
		-	-
Net cash inflow/(outflow) before management of liquid resources and financing		550,254	462,216
Management of liquid resources		-	-
Net cash (outflow)/inflow from management of liquid resources		550,254	462,216
Financing	-		
Net cash inflow from financing		-	-
Increase in cash in the year		550,254	462,216

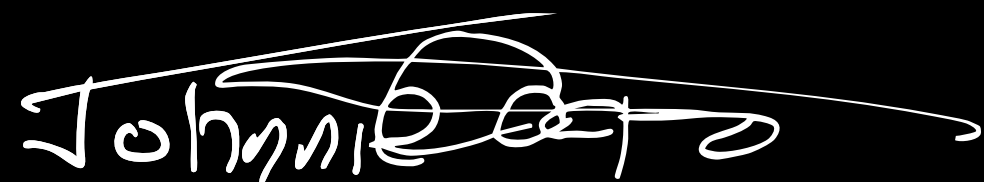
For the financial year ending 31st July 2024, the charity was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

The members have not required the charity to obtain an Audit of its accounts for the year in question in accordance with section 476.

The trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to the accounting records and the preparation of accounts.

These accounts 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 and authorised for issue on 30th April 2025.



Johnnie Cooper, Trustee, Gumball 3000 Foundation



Cynthia Cooper, Trustee, Gumball 3000 Foundation



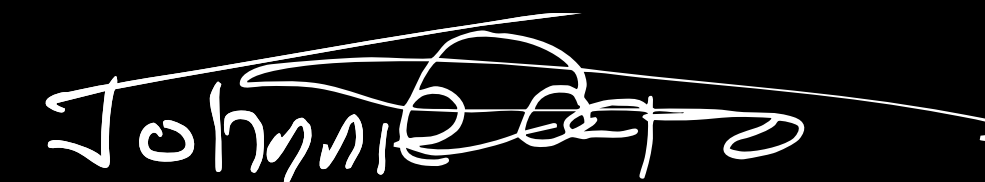
Independent Examiner's Report

The accounts were not subject to Independent Examination

Small Company Provision

This report has been prepared in accordance with the small companies regime under the Companies Act 2006

Approved by the board 30th April 2025



Johnnie Cooper, Trustee, Gumball 3000 Foundation



Cynthia Cooper, Trustee, Gumball 3000 Foundation

1. Accounting Policies

a) Basis of Preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102 – effective 1st January 2015) and the Companies Act 2006

In preparing the accounts, the trustees have considered whether in applying the accounting policies required by FRS 102 and the Charities SORP FRS 102 the restatement of comparative items was required. On review, there were no transition adjustments required.

b) Company Status

The charity is a company limited by guarantee. The members of the company are the trustees named on page 2. In the event of the charity being wound up, the liability in respect of the guarantee is limited to £10.00 per member of the charity

c) Going Concern

After making appropriate enquiries, the Trustees have a reasonable expectation that the company has adequate resources to continue in operational existence for the foreseeable future. For this reason, they continue to adopt the going concern basis in preparing the financial statements

d) Incoming Resources

Voluntary income including donations, gifts, legacies and grants that provide core funding or are of a general nature are recognised where there is entitlement, certainty of receipt and the amount can be measured with sufficient reliability.

e) Tangible Fixed Assets

Individual fixed assets are capitalised at cost
Tangible fixed assets are depreciated on a straight line basis over their estimated useful

f) Debtors

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

g) Cash at bank and in hand

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

h) Creditors

Creditors are recognised when the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors are normally recognised at their settlement amount after allowing for any trade discount.

i) Fund Accounting

The charity has a number of restricted income funds to account for situations where a donor requires that a donation must be spent on a particular purpose or where funds have been raised for a specific purpose. Further explanations of the nature and purpose of each fund is included in the notes to the financial statements. All other funds are unrestricted income funds, which can be used in accordance with the charity's objectives.

j) Finance and Operating Leases

Rentals applicable to operating leases are charged to the Statement of Financial Activities over the period in which the cost is incurred. The charity currently has no assets under finance leases.

k) Irrecoverable VAT

All resources expended are classified under activity headings that aggregate all costs related to the category. Irrecoverable VAT is charged against a category of resources expended for which it was incurred.

l) Operating Leases

Rentals payable under operating leases are charged in the statement of financial activities on a straight-line basis over the lease term.

m) Pensions

The Charity currently has no pension scheme in place.



FOUNDATION

END OF REPORT