

**IT'S A PENALTY**  
**(Formerly HAPPY CHILD INTERNATIONAL FOUNDATION)**  
**(A Charitable Incorporated Organisation)**  
**REPORT AND FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 30 SEPTEMBER 2024**

**Charity No: 1161848**

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**IT'S A PENALTY  
FOR THE YEAR ENDED 30 SEPTEMBER 2024**

**Reference and Administrative Information**

**Registered Charity Number**

1161848

**Trustees**

The Trustees serving during the year and since the year end were as follows:

K Corich	
C Williamson	
E McAlpine	
C McLellan	Resigned 3 <sup>rd</sup> October 2023
A Akintoye	Resigned 14 <sup>th</sup> September 2024
E McMahon	
R Aron	Appointed 2 <sup>nd</sup> July 2024
I Falkenberg	Appointed 2 <sup>nd</sup> July 2024
M Malik	Appointed 2 <sup>nd</sup> July 2024
C Watson	Appointed 2 <sup>nd</sup> July 2024

**Management**

S De Carvalho MBE

**Principal office**

Leatherhead Institute  
67 High Street  
Leatherhead  
KT22 8AH

**Independent Examiner**

Mr S Robinson  
Chartered Accountant  
The Pinnacle  
170 Midsummer Boulevard  
Milton Keynes  
MK9 1BP

**Bankers**

Santander  
Customer Service Centre  
Bootle  
Merseyside  
L30 4GB

**IT'S A PENALTY  
FOR THE YEAR ENDED 30 SEPTEMBER 2024**

**Report of the Trustees**

The Trustees present their Annual Report and financial statements of the Charitable Incorporated Organisation for the year ended 30 September 2024. The financial statements comply with the Charities Act 2011, the Trust's Deed and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019).

**Structure, Governance and Management**

**Charitable status**

It's a Penalty is a Charitable Incorporated Organisation (CIO) governed by its constitution and has charitable status under the Charities Commission Association, Charity Number; 1161848. The CIO was recognised by the Charity Commission on 27 May 2015.

**Organisation structure**

The Trustees assume responsibility for the overall management of the CIO. Day-to-day management is delegated to the Senior Management Team and Sarah De Carvalho is the Chief Executive Officer.

The Board of Trustees meets six times each year to discuss current and future projects and to approve decisions such as the appointment of new Trustees and the remuneration of the one key management employee.

**Trustee Recruitment and Appointment**

The Trustees were recruited with complementary skills and experience in mind from the corporate, public and third sectors. Each bring a contribution of global networking, strategic management, marketing, international development, accountancy. New Trustees are recruited by advertisement and/or recommendation by existing Trustees or the CEO.

**Trustee Induction and Training**

When recruiting new Trustees, the Board ensures that such candidates fully understand the Charity's purposes and aims and possess the necessary skills to carry out their responsibilities.

**Risk Management**

The Trustees accept that the management of risk is ultimately their responsibility and, having examined the major strategic, business and operational risks which the CIO faces, confirm that appropriate control systems have been established to mitigate such risks, as far as is possible.

**Pay policy for senior staff**

The pay of the senior staff is reviewed annually, and changes are made based on factors such as changes in comparable average earnings and the financial position of the charity.

**Objectives, Activities and Performance for the Public Benefit**

The CIO was established to preserve the health of children and young people around the world by protecting them from sexual and other exploitation and the relief of poverty of children and young people around the world by the provision of funds and services to relieve the effects of poverty.

The Trustees confirm they have referred to the guidance contained in the Charity Commission's general guidance on public benefits when reviewing the CIO's aims and objectives.

In pursuit of its aims and objectives, the CIO seeks to fundraise to protect children from exploitation, abuse and/or alleviating child poverty in cities hosting sporting events and elsewhere; grants to charitable organisations in cities hosting sporting events and elsewhere; campaign against child exploitation

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**Report of the Trustees (cont'd)**

campaign for the enactment, strengthening and enforcement of legislation to protect children from sexual exploitation globally.

**Summary of activities**

It's a Penalty is a UK-based NGO with a global output, focused on ending abuse, exploitation and human trafficking worldwide through awareness-raising campaigns, advocacy for legal reform, educational programmes and youth empowerment.

**Campaigns**

Each It's a Penalty Campaign harnesses the power of sport to prevent abuse, exploitation and human trafficking on a global scale, positioning each major sporting event as a platform for worldwide action and change.

*Pacific Games Solomon Islands (November-December 2023)*

In collaboration with UNICEF Pacific, the Solomon Islands National Institute of Sports (SINIS), the Solomon Islands Government, and the 2023 Pacific Games Organizing Committee, It's a Penalty's 2023 Pacific Games Campaign launched in the Solomon Islands during November-December 2023 to #KeepKidsSafe. The campaign aimed to address child protection issues, particularly the sexual exploitation and abuse of children in sports settings. Other collaborators included Solomon Airlines, Fexco, British HC in Solomon Islands, Brisbane Airport, Salvation Army Solomon Islands and International Safeguards for Children in Sport.

- In total, the Pacific Games campaign had a potential reach of 805,710 in the Pacific and worldwide.
- 600,474 people reached by It's a Penalty's informative posts on social media, through targeted Meta ads directed at audiences in 16 Pacific countries.
- Campaign posters on giant screens throughout Brisbane Airport had a potential reach of 107,991, reaching passengers travelling to the Pacific Games and beyond.
- 840 campaign posters were distributed by Fexco at their currency exchange stores in Honiara, in-flight on Solomon Airlines flights, and by their teams at the Pacific Games booths - 16,000+ potential reach.
- 1000+ calls were made to the Seif Ples child helpline during the campaign.
- UNICEF Pacific capacity-building training with Seif Ples helpline and creating a Code of Conduct for the Games that prioritised child safeguarding, and Salvation Army delivering community education sessions on the protection of children from abuse and exploitation.

*Las Vegas Super Bowl LVIII (February 2024)*

In advance of the Super Bowl in Las Vegas, It's a Penalty launched our seventh Super Bowl campaign to raise awareness about human trafficking, exploitation and abuse, the penalties for offenders, signs to look out for, how to report a suspected case and support available for survivors. Running from the beginning of January through the end of February 2024, the It's a Penalty Las Vegas Campaign, with support from our partners and local NGOs, encouraged millions of people to help prevent modern slavery and protect survivors locally and globally.

Partners for the Las Vegas Campaign included our Headline Partners Wynn Resorts, MGM Resorts International, and Caesars Entertainment; Supporting Partners Las Vegas Raiders, AHLA Foundation, Hilton, IHG Hotels & Resorts, Airbnb, Carlson Family Foundation, and Southwest; Spotlight Partners LVMPD Foundation, LVMPD, and R&R Partners; Friends St Jude's Ranch for Children, Signs of HOPE, Be a S.H.E.R.O Foundation, and The Embracing Project; Participating Airlines British Airways and American Airlines.

Impact highlights include:

- 73% of survey participants said the It's a Penalty campaign increased their awareness of how to report crimes of exploitation and human trafficking.
- 71.5% of survey participants said the campaign increased their confidence or likelihood to report suspected cases of exploitation and human trafficking.

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**Report of the Trustees (cont'd)**

- 13 juvenile victims of Sex Trafficking recovered; 2 sex trafficking a juvenile arrests; 26 luring a child/soliciting a minor online arrests during the campaign.
- 100+ volunteers joined It's a Penalty to pack human trafficking awareness kits and essential kits for survivors.
- With each campaign, It's a Penalty partners with the National Center for Missing and Exploited Children. Due to everyone's efforts and support, we are pleased to say 15 missing children from Las Vegas were found.
- 200+ hotel and resort employees trained by It's a Penalty staff.

*Paris Olympics & Paralympics (July-September 2024)*

As the world's gaze turned to Paris for the 2024 Olympics and Paralympics, It's a Penalty launched a crucial campaign to inform the public about human trafficking and exploitation, in order to prevent it, in France and globally. Running from the beginning of July through the end of September 2024, the It's a Penalty Paris 2024 Olympics & Paralympics Campaign, with support from our partners and local NGOs, equipped millions of people with awareness of the prevalence of human trafficking, how to spot the signs, and how to safely and effectively report instances of exploitation.

Partners for the Paris Campaign included our Headline Partner Booking.com; Main Partner Accor; Supporting Partners IHG Hotels & Resorts and Sysdoc; Spotlight Partners UK Border Force, Stop the Traffik, Samilia and Blue Heart Campaign; Local Partner Le Collectif 'Ensemble Contre La Traite des Etres Humains'; and Participating Airlines British Airways, Emirates, Cathay Pacific and JetBlue.

**Impact highlights include:**

- 263.8 million people potentially reached via the campaign through July - September 2024.
- 83% of respondents to a post campaign survey noted increased awareness of human trafficking.
- 72% of respondents to a post campaign survey noted increased knowledge of the signs of human trafficking.
- 82% of respondents to a post campaign survey noted increased awareness of how to find help and report suspected cases of human trafficking and exploitation.
- 76% of respondents to a post campaign survey noted increased confidence or likelihood to report suspected cases of human trafficking and exploitation.
- 75,984 people reach through social media content about the campaign activities, human trafficking and exploitation in Paris, France and across Europe, how to spot the signs and how to safely report.
- During the campaign, our Headline Partner Booking.com shared information about the campaign, including modern slavery indicators, escalation paths and training resources with 75,000 of their partners in France and Belgium across accommodations, cars, rides and flights.
- Our campaign signage was displayed at several key transport hubs in the region, including: London Gatwick, Heathrow Express, Brussels South Charleroi Airport, and UK Border Force at Paris Gare du Nord, London St Pancras International, Lille and Brussels train stations. The posters were also live on Brussels' STBI transport network in Belgium as a result of our collaboration with local Belgium NGO Samilia and the UNODC's Blue Heart Campaign.

**CommonProtect**

CommonProtect is It's a Penalty's advocacy programme focused on legal reform and systems change in order to protect children from sexual exploitation and abuse (CSEA) throughout the Commonwealth. Throughout 2023/24 several activities have been undertaken as part of CommonProtect, including:

- Collaboration with fellow members of the Commonwealth Children's Interest Group (ComCIG) to advance the implementation of the Kigali Declaration on Child Care and Protection Reform across the Commonwealth and profile child protection issues, including: submitting briefing paper to Commonwealth Youth Ministers ahead of CYMM,
- Developing collaborative partnerships to support advocacy goals with the Commonwealth Secretariat, Commonwealth Human Rights Initiative, Commonwealth Lawyers Association, Commonwealth Network 8.7.
- Producing an extensive Mapping Study and Report on a Roadmap for the implementation of the Kigali Declaration on Child Care and Protection Reform in the Commonwealth, in partnership with ComCIG members and the Commonwealth Secretariat (Social Policy Division).

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**Report of the Trustees (cont'd)**

- Worked with the Commonwealth Lawyers Association and the Rule of Law Division at the Commonwealth Secretariat to put forward a proposal on a potential Child Rights Project to the Commonwealth Law Ministers Meeting in March 2024. The proposal for a Kigali Declaration/child rights project led by the Commonwealth Lawyers Association 'and partners' was noted by Law Ministers and included in their outcome document (para 34). Law Ministers have requested an update at their next meeting, which is how this matter now comes more firmly onto their Agenda going forward.
- Attending key events as advocacy opportunities, including: Commonwealth Education Ministers Meeting (CEMM), and International Youth Day.

Most significantly, CommonProtect's focus this year has been on maximising advocacy opportunities ahead of 2024's Commonwealth Heads of Government Meeting (held in October in Samoa):

- Two official CHOGM side events were successfully proposed to run: the first, a joint side event with the Commonwealth Secretariat and ComCIG members COSW and Hope and Homes, to focus on children and to take forward next steps implementation of the Kigali Declaration on Child Care and Protection Reform; the second, in partnership with the Commonwealth Human Rights Initiative, IOSH, and CTUG, on modern slavery, exploitation and climate change.
- Continued involvement with advocacy networks with a view to developing advocacy Asks for CHOGM (Commonwealth Children's Interest Group; Commonwealth Network 8.7; Commonwealth Consortium for Education; Independent Forum of Commonwealth Organisations).
- Registering attendance at various fora taking place alongside CHOGM in Samoa: Commonwealth People's Forum, Youth Forum and Women's Forum.

**Student Ambassador Programme**

It's a Penalty's Student Ambassador Programme educates and empowers university students to become ambassadors of change against abuse, exploitation and human trafficking. The programme includes training courses on human trafficking, being an active bystander, consent and planning campaigns. After completing their core training, students are supported by the Student Ambassador Programme team to engage with the community through various activism projects. These include hosting events on campus to educate their peers, promoting responsible procurement, writing and sharing articles, creating educational content for social media, fundraising events and awareness-raising initiatives in their local community.

This year 2023/24 has seen the continued development and rapid rise of the Student Ambassador Programme. As of September 2024, SAP had a total of 407 students enrolled at 67 universities across the UK, with 18 campus leads established. Collective reach from Student Ambassador challenges of about 70,000 so far this year, with particular success through engagement over Student Ambassador produced TikTok content. In January 2024, we also launched the programme in the US at the Rosen College of Hospitality Management in the University of Central Florida.

A key project of SAP has been our collaborative project with the West Midlands Anti Slavery Network, which has involved development of the Programme specifically in the West Midlands region, established a lived experience panel to contribute to anti-slavery and exploitation work in the West Midlands, attending university fairs to increase recruitment and engagement in the region, and developing regional opportunities for students.

As well as the West Midlands project, we have been working to develop a project focused on mitigating risks faced by international students in the UK, particularly regarding exploitation and modern slavery risks. This work, done in partnership with Birmingham City Council and other partners, has involved submitting Freedom of Information Act requests to UK universities to establish an evidence base, connecting with safeguarding staff at universities, and consulting with local partners.



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FOR THE YEAR ENDED 30 SEPTEMBER 2024**

**Report of the Trustees (cont'd)**

**Financial Review**

Income totalled £536,650 (2023: £456,015) and expenditure was £548,575 (2023: £486,936). We are extremely grateful and thankful for both the donations received and the kind support of our volunteers. There was a surplus at the year end of £21,461 (2023: £33,386).

The closing cash position at the year-end was £6,774, with net cash used from operations of £34,805. There were no restricted reserves at the year end and the Board is intent in maintaining a healthy level of unrestricted reserves.

**Plans for the future**

***Campaigns***

Partnering with the sports industry, travel & tourism and hospitality industry, NGO's and law enforcement to raise awareness and educate about human trafficking, exploitation and abuse in order to prevent it, It's a Penalty will be running campaigns during the following major sporting events:

- Super Bowl New Orleans 2025 (February)
- UEFA Women's Euros 2025 (July)
- Super Bowl San Francisco 2026 (February)
- FIFA World Cup 2026 – US, Canada and Mexico (June-July)
- Commonwealth Games 2026 - Glasgow (July-Aug)

***Advocacy – Commonprotect (legal reform for child protection)***

Following our successful events at CHOGM in Samoa in October 2024, the team will be taking steps in partnership to improve on child protection throughout the Commonwealth.

***Training***

It's a Penalty will be developing our bespoke training courses for educating about human trafficking and exploitation for our partners in the travel & tourism and hospitality industry as well as our training for students at Universities.

**Reserves policy**

As at 30 September 2024, the CIO currently has no restricted reserves and unrestricted general reserves of £21,461, this is equivalent to three months of salary costs. Due to the nature of the campaigns, funding is received and agreed well in advance and there is regular review of the budgeted spend.

**Trustees' Responsibilities Statement**

The Trustees are responsible for preparing the Trustees' Annual Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The law applicable to charities in England & Wales requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the Charity and of the incoming resources and application of resources of the Charity for that period. 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 2019 (FRS102);
- 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 Charity will continue in operation.

The Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the Charity and enable them to ensure that the financial



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**Report of the Trustees (cont'd)**

statements comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008 and the provisions of the Trust Deed. They are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Report of the Trustees was approved by written procedure amongst Trustees on *17-01-2025* and signed on their behalf by:

*K Corich*

.....

K Corich

**IT'S A PENALTY  
FOR THE YEAR ENDED 30 SEPTEMBER 2024**

**INDEPENDENT EXAMINER'S REPORT**

I report to the Trustees on my examination of the accounts of It's a Penalty (the CIO) for the year ended 30 September 2024.

**Responsibilities and basis of report**

As the Charity Trustees of the CIO you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the CIO's accounts carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

**Independent examiner's statement**

I confirm that I am qualified to undertake the examination because I am a member of the Institute of Chartered Accountants in England and Wales, which is one of the listed bodies.

I have completed my examination. I can confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the CIO as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



**Steve Robinson FCA  
Chartered Accountant  
The Pinnacle  
170 Midsummer Boulevard  
Milton Keynes  
MK9 1BP**

**Date: 20 January 2025**

## IT'S A PENALTY

### STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 30 SEPTEMBER 2024

		Unrestricted	Restricted	Total	Total
		General	Funds	2024	2023
	Notes	£	£	£	£
<b><u>Income</u></b>					
<b>Income from Generated funds</b>					
Donations and grants	2	498,392	38,258	536,650	456,015
<b>Total Income</b>		498,392	38,258	536,650	456,015
<b><u>Expenditure</u></b>					
<b>Charitable Activities</b>					
Expenditure on charitable activities	3	495,522	38,258	533,780	462,627
<b>Cost of Raising funds</b>					
Expenditure on raising funds		-	-	-	-
<b>Other Expenditure</b>					
Support costs	4	14,795	-	14,795	24,309
<b>Total expenditure</b>		510,317	38,258	548,575	486,936
<b>Net movement in funds</b>		(11,925)	-	(11,925)	(30,921)
Balance at 1 October 2023		33,386	-	33,386	64,307
<b>Balance at 30 September 2024</b>		21,461	-	21,461	33,386

All of the above results are derived from continuing activities.

All gains and losses recognised in the period are included above.

The split of comparative funds is shown in note 13.

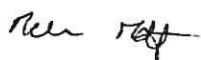
The notes on pages 12 to 16 form part of these financial statements.

# IT'S A PENALTY

## BALANCE SHEET AS AT 30 SEPTEMBER 2024

	Notes	2024		2023	
		£	£	£	£
<b>Fixed Assets</b>					
Intangible assets	6		-		-
<b>Current Assets</b>					
Debtors	7	18,691		-	
Cash at bank and in hand		6,774		41,579	
		<u>25,465</u>		<u>41,579</u>	
<b>Creditors: amounts falling due within one year</b>	8	<u>(4,004)</u>		<u>(8,193)</u>	
<b>Net current assets / (liabilities)</b>			<u>21,461</u>		<u>33,386</u>
<b>Net assets</b>			<u>21,461</u>		<u>33,386</u>
<b>Represented by:</b>	9/10				
Unrestricted funds			21,461		33,386
Restricted funds			<u>-</u>		<u>-</u>
<b>Total Charity Funds</b>			<u>21,461</u>		<u>33,386</u>

The financial statements were approved by the Trustees on 17 January 2025 and were signed on their behalf by:



.....  
M Malik

Trustee

The notes on pages 12 to 16 form part of these financial statements.

## IT'S A PENALTY

### STATEMENT OF CASH FLOWS FOR THE YEAR ENDED 30 SEPTEMBER 2024

		2024	2023
		£	£
<b>Cash flows from operating activities:</b>			
Net cash (used in)/generated from operations	12	<u>(34,805)</u>	<u>(34,144)</u>
<b>Net cash flows</b>		<u><b>(34,805)</b></u>	<u><b>(34,144)</b></u>
 <b>(Decrease)/increase in cash and cash equivalents in the year</b>		 <b>(34,805)</b>	 <b>(34,144)</b>
Cash and cash equivalents at beginning of year		<u>41,579</u>	<u>75,723</u>
<b>Cash and cash equivalents at end of year</b>		<u><b>6,774</b></u>	<u><b>41,579</b></u>

**IT'S A PENALTY  
FOR THE YEAR ENDED 30 SEPTEMBER 2024**

**NOTES TO THE FINANCIAL STATEMENTS**

**1. Accounting policies**

**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 1 January 2019) - (Charities SORP (FRS 102)).

It's a Penalty meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s).

**Income**

**Donations and Grants**

Income from donations and grants is included in incoming resources when received. Income is then deferred when a condition which is placed upon the Charity's entitlement to it has not yet been completed.

Donations receivable for the general purposes of the Charity are credited to general unrestricted funds. Donations for purposes restricted by the wishes of the donor are taken to restricted funds.

Intangible income in the form of valuable good or services donated to the Charity at some actual expense to the donor are included in the Statement of Financial Activities when the benefit is quantifiable and measurable.

**Expenditure**

Expenditure is included in the Statement of Financial Activities on an accruals basis, inclusive of any VAT which cannot be recovered.

**Intangible Assets and Amortisation**

Intangible assets are stated at cost less accumulated amortisation and any accumulated impairment losses. Amortisation is provided at rates calculated to write off the cost less estimated residual value of each asset over its expected useful life, as follows:

Website Development	3 years straight line
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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 objectives 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.

**IT'S A PENALTY  
FOR THE YEAR ENDED 30 SEPTEMBER 2024**

**NOTES TO THE FINANCIAL STATEMENTS (cont'd)**

Restricted funds comprise funds donated for specific purposes. The aim and use of each fund is set out in the notes.

**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.

**Cash at bank and in hand**

Cash at bank and cash 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.

**Creditors and provisions**

Creditors and provisions are recognised where 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 and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

**Financial instruments**

The CIO only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

**1. Going concern**

At the time of approving the financial statements, the Trustees have a reasonable expectation that the CIO has adequate resources to continue in operational existence for the foreseeable future. In making this assessment, the mitigating actions that can be taken to control costs and the ability of the Charity to borrow or fundraise for additional funds, that the Charity has adequate resources to continue in operational existence for the foreseeable future. Thus the Trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

**2. Donations and grants**

	<b>2024</b>	<b>2023</b>
	<b>£</b>	<b>£</b>
Institutional income	314,510	327,783
Other income	<u>222,140</u>	<u>128,232</u>
	<u>536,650</u>	<u>456,015</u>

Total Income from donations and grants was £536,650 (2023: £456,015) of which £38,258 (2023: £Nil) was restricted.

Other income includes £58,727 (2023: £99,075) relating to donations in kind principally provided for professional services contributing to advancing our advocacy agenda.

Included within institutional income is an amount of £38,258 (2023: £nil) relating to donations in kind received by the Charity.



**IT'S A PENALTY  
FOR THE YEAR ENDED 30 SEPTEMBER 2024**

**NOTES TO THE FINANCIAL STATEMENTS (cont'd)**

**3. Expenditure on charitable activities**

	Unrestricted	Restricted	2024	2023
It's a Penalty Campaign	£	£	£	£
Salaries & NI	121,121	-	121,121	129,936
Consultants	125,289	-	125,289	100,564
Design & Artwork	24,677	-	24,677	4,050
Website	2,541	-	2,541	3,144
Promotion	88,732	38,258	126,990	50,108
Social Media Development	10,413	-	10,413	77,617
Filming & Production	33,239	-	33,239	9,850
Travel & Accommodation	18,450	-	18,450	21,156
Legal Expenses	58,727	-	58,727	66,202
Charitable Donations	9,239	-	9,239	-
Subscriptions	355	-	355	-
Telephone & Internet	499	-	499	-
Bank Fees	567	-	567	-
Printing & Stationery	917	-	917	-
Currency gain/(loss)	756	-	756	-
Total	495,522	38,258	533,780	462,627

Expenditure includes £58,727 (2023: £99,075) relating to donations in kind for professional services contributing to advancing our advocacy agenda.

**4. Other Expenditure**

	Unrestricted	Restricted	2024	2023
Support Costs	£	£	£	£
Accountancy	11,280	-	11,280	10,000
Travel & Refreshments	-	-	-	6,146
Other Costs	457	-	457	5,383
Governance costs				
Independent Examiner's Fee	3,058	-	3,058	2,780
	14,795	-	14,795	24,309

**5. Staff numbers and expenses**

There was no Trustees' remuneration during the financial year and trustee expenditure of £nil was reimbursed (2023: £nil).

The average number of persons employed by the CIO during the year was:

	2024	2023
Average staff headcount	2	2
<b>Staff costs</b>	<b>£</b>	<b>£</b>
Wages and salaries	109,407	116,875
Social security costs	7,588	8,680
Pension	4,126	4,416
	121,121	129,971

**IT'S A PENALTY  
FOR THE YEAR ENDED 30 SEPTEMBER 2024**

**NOTES TO THE FINANCIAL STATEMENTS (cont'd)**

**5. Staff numbers and expenses (cont'd)**

One employee's emoluments exceeded £60,000  
as disclosed below:

	£	£
Salary	77,500	80,000
Social security costs	5,746	6,207
Pension	3,100	3,200
	<u>86,346</u>	<u>89,407</u>

**6. Intangible Assets**

	Website £	Total £
<b>Cost</b>		
Brought forward	6,000	6,000
Additions	-	-
Carried forward	<u>6,000</u>	<u>6,000</u>
<b>Amortisation</b>		
Brought forward	6,000	6,000
Charge for the year	-	-
Carried forward	<u>6,000</u>	<u>6,000</u>
<b>Carrying value</b>		
At 30 September 2023	<u>-</u>	<u>-</u>
At 30 September 2024	<u>-</u>	<u>-</u>

**7. Debtors**

	2024 £	2023 £
Trade Debtors	13,135	-
Prepayments	5,556	-
Total	<u>18,691</u>	<u>-</u>

**8. Creditors: amounts falling due within one year**

	2024 £	2023 £
Trade Creditors	3,058	3,780
Taxation and Social Security	646	3,800
Accruals	300	613
Total	<u>4,004</u>	<u>8,193</u>

**9. Analysis of net assets between funds**

	Unrestricted Funds £	Restricted Funds £	Total 2024 £	Total 2023 £
Fund balances at 30 September 2024 are represented by:				
Tangible fixed assets	-	-	-	-
Current assets	25,465	-	25,465	41,579
Creditors due within one year	<u>(4,004)</u>	<u>-</u>	<u>(4,004)</u>	<u>(8,193)</u>
	<u>21,461</u>	<u>-</u>	<u>21,461</u>	<u>33,386</u>

**IT'S A PENALTY  
FOR THE YEAR ENDED 30 SEPTEMBER 2024**

**NOTES TO THE FINANCIAL STATEMENTS (cont'd)**

**10. Analysis of charitable funds**

	Unrestricted Funds	Restricted Funds	Total Funds
	£	£	£
Brought forward at 30 September 2023	33,386	-	33,386
Income	498,392	38,258	536,650
Expenditure	(510,317)	(38,258)	(548,575)
Transfers	-	-	-
<b>Balance at 30 September 2024</b>	<b>21,461</b>	<b>-</b>	<b>21,461</b>

**11. Related parties**

It's a Penalty received £21,600 (2023 - £12,019) in donations from Sysdoc Ltd in which K Corich is a director.

**12. Cash flows from operating activities**

	2024 £	2023 £
Net income for the year	(11,925)	(30,921)
<i>Adjustments for:</i>		
(Increase)/ decrease in debtors	(18,691)	-
Increase/(decrease) in creditors	(4,189)	(3,223)
Net cash (used in)/provided by operating activities	(34,805)	(34,144)

**13. Comparative Statement of Financial Activities**

	Unrestricted General £	Restricted Funds £	Total 2023 £
<b><u>Income</u></b>			
<b>Income from Generated funds</b>			
Donations and grants	456,015		456,015
<b>Total Income</b>	456,015		456,015
<b><u>Expenditure</u></b>			
<b>Charitable Activities</b>			
Expenditure on charitable activities	462,627	-	462,627
<b>Other Expenditure</b>			
Support costs	24,309	-	24,309
<b>Total expenditure</b>	486,936	-	486,936
<b>Net movement in funds</b>	(30,921)	-	(30,921)
Balance at 1 October 2022	64,307	-	64,307
<b>Balance at 30 September 2023</b>	<b>33,386</b>	<b>-</b>	<b>33,386</b>