

Charity Registration No. 1177250

Company Registration No. CE013322 (England and Wales)

BEHIND EVERY KICK
ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MAY 2020

BEHIND EVERY KICK

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	Mr Adam Wilson	
	Mr Andrew Soning	
	Ms Helen James	(Appointed 18 June 2019)
	Mr Nicholas Green	(Appointed 19 September 2019)
Charity number	1177250	
Principal address	18 Great Portland Street London W1W 8QP	
Independent examiner	FSPG 21 Bedford Square London WC1B 3HH	

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BEHIND EVERY KICK

BOARD OF TRUSTEES REPORT

FOR THE YEAR ENDED 31 MAY 2020

The Trustees present their report and financial statements for the year ended 31 May 2020.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the Charity's CIO Foundation dated 20 February 2018, the Charities Act 2011 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" (as amended for accounting periods commencing from 1 January 2016)

Objectives and activities

The Charity's objects are to promote the education, including social and physical training, of people under the age of 21 in such ways as the Charity Trustees think fit.

The main activities in furtherance of these objects include:

- Delivering personal development and life skills training
- Delivering mentoring schemes at sports clubs which build self - esteem, resilience, time management skills, ambition, commitment and discipline.

The trustees confirm that they followed the Charity Commission in complying with public benefit and the trustees have paid due regard to guidance issued by the Charity Commission in deciding what activities the Charity should undertake.

BEHIND EVERY KICK

BOARD OF TRUSTEES REPORT (CONTINUED)

FOR THE YEAR ENDED 31 MAY 2020

Achievements and performance

A message from the Chairman and Executive Director of Behind Every Kick

Whilst the past six months have proven challenging for the charity - as a result of COVID-19 - the 2019/20 Season has been an outstanding one for Behind Every Kick. The following highlights stand out, although this is not an exhaustive list:

1/ We have continued to grow our reach from local community sports clubs to schools. To the extent that this model will likely become our main focus next season (such are the operational benefits that come with working with schools over community clubs). As part of the 2019/20 Season, we worked with Wealdstone FC, Cricklewood FC, Sporting Hackney FC, School 21 & Skinners.

2/ We continue to maintain a successful partnership with Lane4, who offer ongoing pro bono expertise and guidance underpinning much of what we do including, communication & engagement, measurement & impact, and Development Session syllabus review.

3/ We have continued to update our website & social media (sample content below) to reflect the continuously developing nature of our charity and to host and showcase some of our growing case studies as well as to share our news through our blogs.

4/ We have evolved our mission statement to include 'we level the playing field'. This tracks the work we have undertaken regarding the charity's vision & values and which we hope will be ready for launch as part of the 2020/21 season.

5/ We recruited and trained a team of Trainers to deliver our Development Sessions. This is the first time in our history that we have implemented this model, which will remain for next season.

6/ We delivered effective BEK Connect sessions with our corporate 'partners' – which we are motivated to grow as part of our 2020/21 Season. We hope that our plans to host a corporate networking community ('The Clubhouse') – which were disrupted as a result of COVID – will enable this (amongst other BEK Connect events).

7/ We designed & delivered an online Masterclass Series – 'Dealing with a Curve Ball' – as a direct result of COVID-19. The pace at which this was operationalised was outstanding, with many young people receiving support at a time when school provision and the restrictions of lockdown abruptly changed their lives.

8/ We have benefitted from a range of fundraising initiatives, including The Big Give as well as being the recipients of a grant from the National Lottery Awards for All programme.

9/ We have grown our Board, with the addition of Helen James & Nick Green.

10/ We are working towards a cohort of six teams for the 2020/21 Season, recruiting from both schools, sports clubs, and a youth centre.

11/ We have benefitted from a range of voluntary support, both as part of The Masterclass Series & with regards to fundraising.

12/ We have begun planning for a pilot as part of the 2020/21 Season, which by nature of being a more condensed programme delivered to young people in a youth centre setting, we hope will enable us to grow our reach quicker, by being more inclusive & operative a different delivery model.

BEHIND EVERY KICK

BOARD OF TRUSTEES REPORT (CONTINUED)

FOR THE YEAR ENDED 31 MAY 2020

The Year Ahead

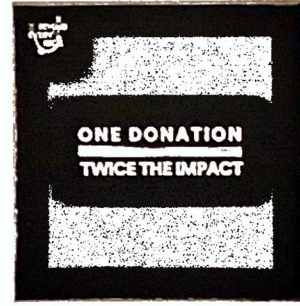
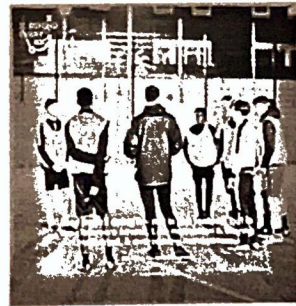
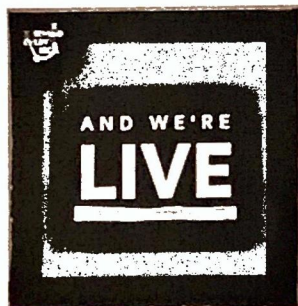
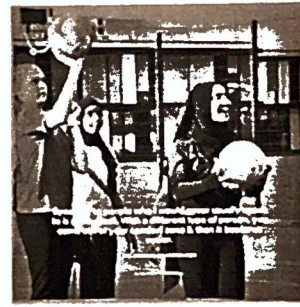
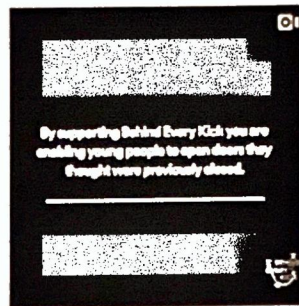
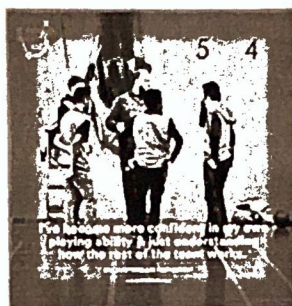
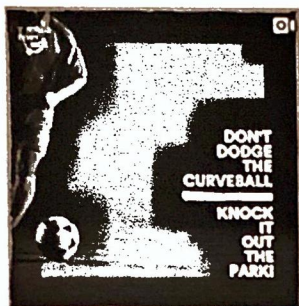
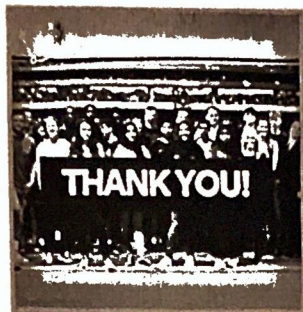
It is intended that by this time next year, we will have:

- Enhanced our Board so that it is more diverse & high performing, with an increasingly broad range of expertise and experience.
- Delivered our Development Sessions to up to six teams (four schools & one community sports club) & piloted our youth centre model (at least once).
- Continued to develop a long-term strategic plan, inclusive of a sustainable fundraising strategy.
- Evolved our BEK Connect offering so that it is relevant & fit for purpose for our young people.
- Clearly articulated our vision & values so that they are well understood and aligned to everything that we do.
- Continued to review and refine our Development Session syllabus & develop a pool of Trainers who can help us grow as part of Season 21/22.
- Ensured that our fundraising is sufficient to sustain and enable our agreed strategic plans.
- Improved our operational effectiveness, including by way of implementing a CRM system
- Grown the BEK Team, in line with our long-term plans.

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BOARD OF TRUSTEES REPORT (CONTINUED) FOR THE YEAR ENDED 31 MAY 2020

Sample social media content:



BEHIND EVERY KICK

BOARD OF TRUSTEES REPORT (CONTINUED)

FOR THE YEAR ENDED 31 MAY 2020

Financial review

During the year the Charity received Donations of £128,309 (2019: £154,551) and total income was £128,311 (2019: £167,105). Total resources expended were £125,904 (2019: £166,927) with net movement of funds of £2,407 (2019: £178).

The Charity is still in its early stages of development and has not reached a position where it is able to instigate a specific reserves policy. The Trustees are in the process of agreeing the longer-term strategy for the Charity and will look to establish a reserves policy with the aim of safeguarding the activities of the Charity into the future.

The Trustees have assessed the major risks to which the Charity is exposed, and are satisfied that systems are in place to mitigate exposure to the major risks.

Structure, governance and management

The Charity is governed by a CIO Foundation dated 20 February 2018.

The Trustees who served during the year and up to the date of signature of the financial statements were:

Mr Adam Wilson

Mr Andrew Soning

Ms Helen James

(Appointed 18 June 2019)

Mr Nicholas Green

(Appointed 19 September 2019)

The Trustees have the power to appoint further trustees if considered appropriate.

The charity is operated on a day to day basis by two consultants under the instruction of the Trustees.

All trustees have received induction training on their responsibilities and the operations of a charitable institution.

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



Mr Adam Wilson

Trustee

Dated: ~~22 October 2020~~ 23RD OCTOBER 2020

BEHIND EVERY KICK

STATEMENT OF BOARD OF TRUSTEES RESPONSIBILITIES FOR THE YEAR ENDED 31 MAY 2020

The Trustees are responsible for preparing the Board Of Trustees 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 and 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 year.

In preparing these financial statements, the Trustees are required to:

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

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

BEHIND EVERY KICK

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF BEHIND EVERY KICK

I report to the Trustees on my examination of the financial statements of Behind Every Kick (the Charity) for the year ended 31 May 2020.

Responsibilities and basis of report

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

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

Independent examiner's statement

Your attention is drawn to the fact that the charity has prepared financial statements in accordance with Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) in preference to the Accounting and Reporting by Charities: Statement of Recommended Practice issued on 1 April 2005 which is referred to in the extant regulations but has now been withdrawn.

I understand that this has been done in order for financial statements to provide a true and fair view in accordance with Generally Accepted Accounting Practice effective for reporting periods beginning on or after 1 January 2015.

I have completed my examination. I confirm that no 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 Charity as required by section 130 of the 2011 Act; or
- 2 the financial statements do not accord with those records; or
- 3 the financial statements 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 financial statements to be reached.



David Tropp FCA

FSPG Chartered Accountants

21 Bedford Square
London
WC1B 3HH

Dated: 19 October 2020

BEHIND EVERY KICK

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31 MAY 2020

		Unrestricted funds 2020 £	Restricted funds 2020 £	Total 2020 £	Unrestricted funds 2019 £
	Notes				
<u>Income from:</u>					
Donations and legacies	3	97,267	31,042	128,309	154,551
Charitable activities	4	-	-	-	12,550
Investments	5	2	-	2	4
Total income		97,269	31,042	128,311	167,105
<u>Expenditure on:</u>					
Raising funds	6	5,440	-	5,440	19,034
Charitable activities	7	91,522	28,942	120,464	147,893
Total resources expended		96,962	28,942	125,904	166,927
Net income for the year/ Net movement in funds		307	2,100	2,407	178
Fund balances at 1 June 2019		178	-	178	-
Fund balances at 31 May 2020		485	2,100	2,585	178

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

All income and expenditure derive from continuing activities.

BEHIND EVERY KICK

BALANCE SHEET

AS AT 31 MAY 2020

	Notes	2020 £	£	2019 £	£
Current assets					
Cash at bank and in hand		2,585		178	
Net current assets			2,585		178
Income funds					
Restricted funds	10		2,100		-
Unrestricted funds			485		178
			2,585		178

The financial statements were approved by the Trustees on 22 October 2020



Ms Helen James
Trustee

BEHIND EVERY KICK

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MAY 2020

1 Accounting policies

Charity information

Behind Every Kick is constituted as a Charitable Incorporated Organisation(CIO) Company No. CE013322 and Charity No. 1177250. The principal address from which the charity operates is 18 Great Portland St, London W1 8GF.

1.1 Accounting convention

The financial statements have been prepared in accordance with the Charity's CIO Foundation dated 20 February 2018, the Charities Act 2011 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" (as amended for accounting periods commencing from 1 January 2016). The Charity is a Public Benefit Entity as defined by FRS 102.

The Charity has taken advantage of the provisions in the SORP for charities applying FRS 102 Update Bulletin 1 not to prepare a Statement of Cash Flows.

The financial statements have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a true and fair view. This departure has involved following the Statement of Recommended Practice for charities applying FRS 102 rather than the version of the Statement of Recommended Practice which is referred to in the Regulations but which has since been withdrawn.

The financial statements are prepared in sterling, which is the functional currency of the Charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention, modified to include the revaluation of freehold properties and to include investment properties and certain financial instruments at fair value. The principal accounting policies adopted are set out below.

1.2 Going concern

The Trustees have prepared financial forecasts for the Charity for the next twelve months from the date of approval of these financial statements. The forecasts take into account the disruption caused by Covid-19, the Charity's plans for the 2020/21 season and fundraising received since 31 May 2019. Although Covid-19 has caused disruption to the Charity's activities and fundraising ability, the Trustees have been able to reduce costs and are working on new fundraising strategies. The Charity is dependent on its ability to raise additional funds over the next twelve months, and the trustees are confident that the charity has good opportunities to do this, therefore at the time of approving the financial statements, the Trustees have a reasonable expectation 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.

1.3 Charitable funds

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

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

Endowment funds are subject to specific conditions by donors that the capital must be maintained by the Charity.

BEHIND EVERY KICK

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MAY 2020

1 Accounting policies

(Continued)

1.4 Incoming resources

Income is recognised when the Charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the Charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Legacies are recognised on receipt or otherwise if the Charity has been notified of an impending distribution, the amount is known, and receipt is expected. If the amount is not known, the legacy is treated as a contingent asset.

1.5 Resources expended

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party.

Expenditure can be classified under the following activity headings:-

- Costs of raising funds
- Expenditure on charitable activities
- Other expenditure

Expenses include VAT where applicable as the charity cannot reclaim it.

Fundraising costs consist of the direct costs of fundraising activities.

Direct charitable expenditure comprises direct expenses incurred on the defined charitable purposes of the charity and includes direct staff costs attributable to charity's activities.

1.6 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.7 Financial instruments

The Charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the Charity's balance sheet when the Charity becomes party to the contractual provisions of the instrument.

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

BEHIND EVERY KICK

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MAY 2020

1 Accounting policies

(Continued)

Basic financial assets

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

Basic financial liabilities

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

Derecognition of financial liabilities

Financial liabilities are derecognised when the Charity's contractual obligations expire or are discharged or cancelled.

2 Critical accounting estimates and judgements

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

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

3 Donations and legacies

	Unrestricted funds	Restricted funds	Total	Unrestricted funds
	2020	2020	2020	2019
	£	£	£	£
Donations and gifts	94,297	31,042	125,339	154,551
Other - Gift Aid	2,970	-	2,970	-
	<u>97,267</u>	<u>31,042</u>	<u>128,309</u>	<u>154,551</u>

BEHIND EVERY KICK

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MAY 2020

4 Charitable activities

	Unrestricted funds	Unrestricted funds
	2020	2019
	£	£
Event income	-	12,550

5 Investments

	Unrestricted funds	Unrestricted funds
	2020	2019
	£	£
Interest receivable	2	4

6 Raising funds

	Unrestricted funds	Unrestricted funds
	2020	2019
	£	£
<u>Fundraising and publicity</u>		
Fund raising consultancy	-	17,858
Fundraising expenses	5,440	990
Advertising	-	186
	<u>5,440</u>	<u>19,034</u>

BEHIND EVERY KICK

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MAY 2020

7 Charitable activities

	Charitable Expenditure 2020 £	Charitable Expenditure 2019 £
Club Sponsorship	-	5,000
Volunteer Management	458	25,116
Consultancy	108,544	113,261
Trainers	9,445	369
Website and Social Media	890	3,198
Mentor expenses	169	131
Venue hire	105	-
Insurance	736	736
Bank charges	117	82
	<u>120,464</u>	<u>147,893</u>
Analysis by fund		
Unrestricted funds	91,522	147,893
Restricted funds	28,942	-
	<u>120,464</u>	<u>147,893</u>
For the year ended 31 May 2019		
Unrestricted funds	<u>147,893</u>	

8 Trustees

None of the Trustees (or any persons connected with them) received any remuneration or benefits from the Charity during the year.

9 Employees

There were no employees during the year.

BEHIND EVERY KICK

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MAY 2020

10 Restricted funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations and grants held on trust for specific purposes:

	Movement in funds		Movement in funds		
	Incoming resources	Balance at 1 June 2019	Incoming resources	Resources expended	Balance at 31 May 2020
	£	£	£	£	£
Consultancy and Trainers	-	-	31,042	(28,942)	2,100

11 Analysis of net assets between funds

	Unrestricted funds 2020 £	Restricted funds 2020 £	Total 2020 £	Unrestricted funds 2019 £
Fund balances at 31 May 2020 are represented by:				
Current assets/(liabilities)	485	2,100	2,585	178
	485	2,100	2,585	178

12 Related party transactions

There were no disclosable related party transactions during the period.