

**Charity number: 1182641**  
**Company number: 09964451**  
**(England and Wales)**

**CHILDREN'S FOOTBALL ALLIANCE**

**Report of the Directors and Unaudited Financial Statements**

**For the year ended 31 December 2024**

**CHILDREN'S FOOTBALL ALLIANCE**  
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**For the year ended 31 December 2024**

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# **CHILDREN'S FOOTBALL ALLIANCE**

## **Report of the Directors**

### **For the year ended 31 December 2024**

The Directors have pleasure in presenting their report and the financial statements for the charitable company for the year ended 31 December 2024. The Directors 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 the Republic of Ireland (FRS 102) (effective 1 January 2019).

#### **Chair's report**

The Children's Football Alliance was launched in 2010 and is a coalition of agencies and organisations that safeguard and advance the rights of children in football.

We work tirelessly to better children's lives and our extended children's focused organisations form a vital network of partnerships sharing best practice in all stages of childhood. The CFA will be accessible to all communities seeking advice on peace education through play.

The CFA delivers around three to four projects each year, to improve the lives and experiences of children, especially the most vulnerable. We work with organisations from across the voluntary, statutory and private sectors through our free membership scheme, and through the sector-led specialist networks and partnership programmes that operate under our non-government organisation status.

#### **OBJECTIVES AND ACTIVITIES**

##### **Objectives and aims**

The aims of the CFA are:

- To get more children actively playing football for fun.
- To protect childhood through play.
- To be the voice for children in football and to be recognised and trusted by society for serving communities with integrity and excellence.
- To secure for them the most enjoyable, developmental and child-centred football experience when they do play.
- To create playing environments and formats which allow children to reach their full potential through football for fun and learn about the value of social inclusion through play.
- To deliver and develop children's peace education through play.

The directors have considered the Charity Commission's guidance on public benefit, including the guidance 'public benefit: running a charity (PB2)'.

# CHILDREN'S FOOTBALL ALLIANCE

## Report of the Directors Continued For the year ended 31 December 2024

### ACHIEVEMENTS AND PERFORMANCE

#### Significant activities

To deliver these aims, in the past year, the CFA has worked on a series of projects under the Peace Field Programme:

#### Peace Field Project (PFP)

continues to grow, connecting a unique network of schools, clubs, teams, organisations, partners, charities, NGOs, volunteers, educationalists, facilitators, practitioners, peace makers, community leaders and everyday people, to the International Children's Football Alliance (ICFA).

The PFP twins designated areas of play with the Peace Village's Peace Pitch in Flanders, Mesen, Belgium and commemorates wars and celebrates peace in a range of countries: Argentina, Australia, Belgium, Canada, Croatia, Cyprus, Czech Republic, D R of Congo, England, Germany, Ghana, Hong Kong, India, Japan, Israel, Italy, New Zealand, Northern Ireland, Scotland, USA, Wales.

The PFPs were launched in Australia, Fiji, New Zealand and Samoa, engaging 5000 participants. Each PFP pledged to annually celebrate peace through play on the International Day of Peace, 21st September.

#### The Global Peace Games (GPGs)

Hosted at the Peace Village and facilitated by the CFA, the GPGs celebrated its 10th Year in 2024. The United Nations initiative annually celebrates peace on the International Day of Peace on 21st September. The CFA's weeklong peace education through play programme brought 100 children together, representing 18 countries. Over 5000 children benefited from GPGs participants effectively twinning their community's peace pitch with Flanders Peace Pitch. Their legacy helped establish annual peace games in their respective communities.

The GPGs were part-funded by CFA's fundraising events. This Country All Stars charity football match contribution covered the costs of workshops and excursions.

#### Free v Free children's football week campaign

Now in its 14th year, Free v Free advocates no-cost football for children. The CFA's quarterly newsletters maintain the point of information and contact for schools that wish to engage in the event at a level that meets their needs. The majority of games were supported in Northern Ireland where 21 Peace Pitches facilitated peace matches to approximately 3,000 children.

#### Body of work:

### ACHIEVEMENTS AND PERFORMANCE

78 Peace Field Project Peace Pitches on 6 continents. The participation numbers recorded through the International Peace Fields Project, 66,000.

#### Impact:

- Better health and well-being.
- A better understanding of the importance of sport in diverse communities
- Competencies in peace education through play
- Improved awareness of special needs and mixed abilities
- A rise in social inclusion numbers in established projects
- Stakeholder numbers continue to grow.

# **CHILDREN'S FOOTBALL ALLIANCE**

## **Report of the Directors Continued**

### **For the year ended 31 December 2024**

#### **FINANCIAL REVIEW**

##### **Significant events**

The document outlines the means by which the CFA will raise funds over a 3 year period, starting 2023.

To date, such fundraising has been successful, achieving grants from the Big Lottery Fund, Erasmus +, Heritage Lottery Fund and the UEFA Foundation for Children. In terms of moving forward, the fund-raising event: This Country v Swindon Town Legends charity football match and the This Country Sponsored Walk raised the profile and added value to the organisation.

##### **Aims**

The aims of the fundraising plan are as follows:

- To secure a sustainable future for the CFA
- To maximise potential funding for each project operated by the CFA
- To secure core funding, so as to provide ongoing support for the Managing Director and any other staff
- To ensure a diversity of funders, across different types of funds
- To ensure that the organisation is not reliant on one individual funder

It should also be noted that the main aim of this plan is to improve the lives of children through sport.

##### **Roles**

The majority of the fundraising is delivered through the CFA Managing Director and it is recognised that this is one part of a wide role.

We continue to work towards a position where funds can be put identified and used to employ an experienced part-time fundraiser. The expectation is that such a role would provide a good return on investment made and go some way to achieving the overall aims of the plan.

#### **STRUCTURE, GOVERNANCE AND MANAGEMENT**

##### **Governing document**

The NCFA from 2019 operates as a charitable company.

#### **REFERENCE AND ADMINISTRATIVE INFORMATION**

<b>Name of Charity</b>	CHILDREN'S FOOTBALL ALLIANCE
<b>Charity registration number</b>	1182641
<b>Company registration number</b>	09964451
<b>Principal address</b>	23 Baxter Way Kings Hill West Malling Kent ME19 4DE

##### **Directors**

The directors of the charitable company are its trustees for the purpose of charity law. The trustees and officers serving during the year and since the year end were as follows:

Mr Ernie Brennan  
Mr Brendan Hanlon  
Mr Paul Cooper  
Mr Farrell Monk  
(Resigned: 06 December 2024)  
Mr David Ramzan

**Secretary** Mr Paul Cooper

**CHILDREN'S FOOTBALL ALLIANCE**  
**Report of the Directors Continued**  
**For the year ended 31 December 2024**

**Independent examiner**

Willis Burnell Ltd.  
Unit 1 The Courtyard  
Parsonage Stocks Road  
Faversham  
Kent  
ME13 0ET

Approved by the Management Committee and signed on its behalf by

15 August 2025

~~Mr. Brendan Hanlon~~.....

**CHILDREN'S FOOTBALL ALLIANCE**  
**Independent Examiners Report to the Directors**  
**For the year ended 31 December 2024**

I report to the trustees on my examination of the accounts of the charitable company for the year ended 31 December 2024.

**Responsibilities and basis of report**

As the charity Directors are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

**Independent examiners statement**

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 Company as required by section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the requirements of section 396 of the 2006 Act 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; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

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.

.....  
Willis Burnell Ltd.  
Unit 1 The Courtyard  
Parsonage Stocks Road  
Faversham  
Kent  
ME13 0ET

15 August 2025

**CHILDREN'S FOOTBALL ALLIANCE**  
**Statement of Financial Activities (including Income and Expenditure Account)**  
**For the year ended 31 December 2024**

	Notes	Unrestricted funds £	Restricted funds £	2024 £	2023 £
<b>Income and endowments from:</b>					
Donations and legacies	2	6,756	6,000	12,756	30,498
Charitable activities	3	-	87,567	87,567	4,913
<b>Total</b>		<b>6,756</b>	<b>93,567</b>	<b>100,323</b>	<b>35,411</b>
<b>Expenditure on:</b>					
Raising funds	4	(6,657)	(7,256)	(13,913)	(3,019)
Charitable activities	5/6	-	(62,083)	(62,083)	(51,027)
<b>Total</b>		<b>(6,657)</b>	<b>(69,339)</b>	<b>(75,996)</b>	<b>(54,046)</b>
<b>Transfers between funds</b>		<b>(6,891)</b>	<b>6,891</b>	<b>-</b>	<b>-</b>
<b>Net movement in funds</b>		<b>(6,792)</b>	<b>31,119</b>	<b>24,327</b>	<b>(18,635)</b>
<b>Reconciliation of funds</b>					
Total funds brought forward		19,965	12,725	32,690	51,325
<b>Total funds carried forward</b>		<b>13,173</b>	<b>43,844</b>	<b>57,017</b>	<b>32,690</b>



**CHILDREN'S FOOTBALL ALLIANCE**  
**Statement of Financial Position**  
**As at 31 December 2024**

	Notes	2024 £	2023 £
<b>Current assets</b>			
Cash at bank and in hand		57,587	33,260
		<b>57,587</b>	<b>33,260</b>
<b>Creditors: amounts falling due within one year</b>	11	(570)	(570)
<b>Net current assets</b>		<b>57,017</b>	<b>32,690</b>
<b>Total assets less current liabilities</b>		<b>57,017</b>	<b>32,690</b>
<b>Net assets</b>		<b>57,017</b>	<b>32,690</b>
<b>The funds of the charity</b>			
Restricted income funds	12	43,844	12,725
Unrestricted income funds	12	13,173	19,965
<b>Total funds</b>		<b>57,017</b>	<b>32,690</b>

For the year ended 31 December 2024 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

- The members have not required the company to obtain an audit of its accounts for the year in question in accordance with section 476,
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to 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 and authorised for issue by the Board and signed on its behalf by:

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Mr Ernie Brennan  
Director  
15 August 2025

**CHILDREN'S FOOTBALL ALLIANCE**  
**Notes to the Financial Statements**  
**For the year ended 31 December 2024**

**1. Accounting Policies**

**Basis of accounting**

The financial statements have been prepared under the historical cost convention, except for investments which are included at market value and the revaluation of certain fixed assets and 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 (FRS 102), and the Companies Act 2006.

CHILDREN'S FOOTBALL ALLIANCE 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).

**2. Income from donations and legacies**

	Unrestricted funds	Restricted funds	2024	2023
	£	£	£	£
Donations received	6,756	-	6,756	17,025
Grants received	-	6,000	6,000	13,473
	<u>6,756</u>	<u>6,000</u>	<u>12,756</u>	<u>30,498</u>

**3. Income from charitable activities**

	2024	2023
	£	£
<b>Restricted funds</b>		
<i>Peace Fields Project</i>		
Income from charitable activities	87,567	4,913

**4. Expenditure on generating donations and legacies**

	Unrestricted funds	Restricted funds	2024	2023
	£	£	£	£
Support costs	6,657	7,256	13,913	3,019
	<u>6,657</u>	<u>7,256</u>	<u>13,913</u>	<u>3,019</u>

**CHILDREN'S FOOTBALL ALLIANCE**  
**Notes to the Financial Statements Continued**  
**For the year ended 31 December 2024**

**5. Costs of charitable activities by fund type**

	2024	2023
	£	£
<b>Restricted funds</b>		
Global Peace Games	-	11,177
Peace Fields Project	26,002	4,573
Football Makes Our Shared History	1,758	2,249
Support costs	34,323	33,028
	<u>62,083</u>	<u>51,027</u>

**6. Costs of charitable activities by activity type**

	Activities undertaken directly	Support costs	2024	2023
	£	£	£	£
<b>Support costs</b>				
Global Peace Games	-	-	-	44,205
Peace Fields Project	26,002	34,323	60,325	4,573
Football Makes Our Shared History	1,758	-	1,758	2,249
	<u>27,760</u>	<u>34,323</u>	<u>62,083</u>	<u>51,027</u>

**7. Analysis of support costs**

	2024	2023
	£	£
<b>Peace Fields Project</b>		
Management	34,323	33,028
Governance costs	13,913	3,019
	<u>48,236</u>	<u>36,047</u>

**CHILDREN'S FOOTBALL ALLIANCE**  
**Notes to the Financial Statements Continued**  
**For the year ended 31 December 2024**

**8. Staff costs and emoluments**

Total staff costs for the year ended 31 December 2024 were:

	2024	2023
	£	£
Salaries and wages	34,323	33,028
	<u>34,323</u>	<u>33,028</u>

	2024	2023
Management	4	4
	<u>4</u>	<u>4</u>

**9. Trustee remuneration and related party transactions**

Remuneration of £34,323 Trustee E Brennan

**10. Comparative for the Statement of Financial Activities**

	Unrestricted funds £	Restricted funds £	2023 £
<b>Income and endowments from:</b>			
Donations and legacies	17,025	13,473	30,498
Charitable activities	-	4,913	4,913
<b>Total</b>	<u>17,025</u>	<u>18,386</u>	<u>35,411</u>
<b>Expenditure on:</b>			
Charitable activities	(33,028)	(17,999)	(51,027)
<b>Total</b>	<u>(33,028)</u>	<u>(17,999)</u>	<u>(51,027)</u>
<b>Net income/expenditure</b>	<b>(16,003)</b>	<b>387</b>	<b>(15,616)</b>
<b>Reconciliation of funds</b>			
Total funds brought forward	38,987	12,338	51,325
<b>Total funds carried forward</b>	<u><b>22,984</b></u>	<u><b>12,725</b></u>	<u><b>35,709</b></u>

**CHILDREN'S FOOTBALL ALLIANCE**  
**Notes to the Financial Statements Continued**  
**For the year ended 31 December 2024**

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

	2024	2023
	£	£
Trade creditors	570	570
	<u>570</u>	<u>570</u>

**12. Movement in funds**

**Unrestricted Funds**

	Balance at 01/01/2024	Incoming resources	Outgoing resources	Transfers	Balance at 31/12/2024
	£	£	£	£	£
<i>General</i>					
General	19,965	6,756	(6,657)	(6,891)	13,173
	<u>19,965</u>	<u>6,756</u>	<u>(6,657)</u>	<u>(6,891)</u>	<u>13,173</u>

**Unrestricted Funds - Previous year**

	Balance at 01/01/2023	Incoming resources	Outgoing resources	Transfers	Balance at 31/12/2023
	£	£	£	£	£
<i>General</i>					
General	38,987	17,025	(36,047)	-	19,965
	<u>38,987</u>	<u>17,025</u>	<u>(36,047)</u>	<u>-</u>	<u>19,965</u>

**Purpose of unrestricted Funds**

General

To protect childhood through play.

**Restricted Funds**

	Balance at 01/01/2024	Incoming resources	Outgoing resources	Transfers	Balance at 31/12/2024
	£	£	£	£	£
FMOSH	4,300	-	(1,758)	-	2,542
Global Peace Games	365	-	(7,256)	6,891	-
Peace Fields Project	8,060	93,567	(60,325)	-	41,302
	<u>12,725</u>	<u>93,567</u>	<u>(69,339)</u>	<u>6,891</u>	<u>43,844</u>

**CHILDREN'S FOOTBALL ALLIANCE**  
**Notes to the Financial Statements Continued**  
**For the year ended 31 December 2024**

**Restricted Funds - Previous year**

	Balance at 01/01/2023	Incoming resources	Outgoing resources	Transfers	Balance at 31/12/2023
	£	£	£	£	£
FMOSH	-	6,549	(2,249)	-	4,300
Global Peace Games	4,618	6,924	(11,177)	-	365
Peace Fields Project	7,720	4,913	(4,573)	-	8,060
	<b>12,338</b>	<b>18,386</b>	<b>(17,999)</b>	<b>-</b>	<b>12,725</b>

**Purpose of restricted funds**

Global Peace Games

To fund participation in the Global Peace Games.

Peace Fields Project

The twinning of children's designated areas of play with Flanders Peace Field, Messines, Belgium.

FMOSH

Football Makes Our Shared History: Pitch twinning project.

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

	Net current assets / (liabilities) £	Net Assets £
<b>Unrestricted funds</b>		
<i>General</i>		
General	13,173	13,173
<b>Restricted funds</b>		
FMOSH	2,542	2,542
Peace Fields Project	41,302	41,302
	<b>57,017</b>	<b>57,017</b>

**CHILDREN'S FOOTBALL ALLIANCE**  
**Notes to the Financial Statements Continued**  
**For the year ended 31 December 2024**

**Previous year**

	Net current assets / (liabilities) £	Net Assets £
<b>Unrestricted funds</b>		
<i>General</i>		
General	19,965	19,965
<b>Restricted funds</b>		
FMOSH	4,300	4,300
Global Peace Games	365	365
Peace Fields Project	8,060	8,060
	<b>32,690</b>	<b>32,690</b>

**CHILDREN'S FOOTBALL ALLIANCE**  
**Detailed Statement of Financial Activities**  
**For the year ended 31 December 2024**

	2024	2023
	£	£
<b>INCOME AND ENDOWMENT</b>		
<b>Donations and legacies</b>		
Donations	6,756	17,025
Grants receivable	6,000	13,473
	<b>12,756</b>	<b>30,498</b>
<b>Charitable activities</b>		
Income from charitable activities (Peace Fields Project)	87,567	4,913
	<b>87,567</b>	<b>4,913</b>
<b>Total incoming resources</b>	<b>100,323</b>	<b>35,411</b>
<b>EXPENDITURE</b>		
<b>Charitable activities</b>		
Cost of direct charitable activity (Global Peace Games)	-	(11,177)
Cost of direct charitable activity (Peace Fields Project)	(26,002)	(4,573)
Cost of direct charitable activity (Football Makes Our Shared History)	(1,758)	(2,249)
	<b>(27,760)</b>	<b>(17,999)</b>
<b>SUPPORT COSTS</b>		
<b>Management</b>		
Management (Global Peace Games)	-	(33,028)
Management (Peace Fields Project)	(34,323)	-
	<b>(34,323)</b>	<b>(33,028)</b>
<b>Governance costs</b>		
Governance costs	(13,913)	(3,019)
	<b>(13,913)</b>	<b>(3,019)</b>
<b>Total resources expended</b>	<b>(75,996)</b>	<b>(54,046)</b>
<b>Net Income</b>	<b>24,327</b>	<b>(18,635)</b>