

TRUSTEES' REPORT

The Trustees are pleased to present their report for the Foundation's inaugural year.

Organisation

The Board of Trustees administers the Charity and meet, at minimum, on a quarterly basis throughout the year. Strategic development decisions are taken by the Trustees with subsequent support to the CEO in implementation and review.

Two main committees exist within the Board of Trustees, including the Finance Committee and the Marketing/Website Committee. Committee recommendations are brought to the Board of Trustees in its entirety. It is expected that the number and scope of sub-committees will grow alongside the expanding nature of the Charity's provision in line with its charitable objects.

The Board of Trustees includes:

Kerri Edinburgh
Cydnie Edinburgh
Jason Edinburgh
Laetitia Lewis
Claire Daly
Matt Porter
Jobi McAnuff
Shaun Derry
Darren Coote
Joshua Wright
John Eagleton

Trustee Appointments and Resignations

There were not any Trustee resignations during the reporting period. Day to day decision are delegated to the Chief Executive Officer, Charlie Edinburgh, with ongoing support from the Trustees.

Trustees are appointed for expertise in their respective industries and roles, as well as their lived commitment to the Justin Edinburgh 3 Foundation's organisation values:

REMEMBRANCE IS A VERB

The life and legacy of Justin Edinburgh propels us.

PLAY FOR EACH OTHER

Teamwork is the driver of achievement.

CHALLENGERS AT HEART

Progress starts with change.

TACKLE THE SOLUTION

Forward focused, prevention is our purpose.

Trustee Training

The Foundation is committed to providing training where relevant so that the Trustees may best serve the organisation and its commitment to public benefit.

In the period reported, the Board of Trustees and Chief Executive Officer completed training provided by Muckle LLP in the areas of Safeguarding, Legal and Data Protection.

Strategic Report

Achievements and Performance

When the COVID-19 pandemic began in 2020, no one anticipated the extent to which widespread lockdowns and restrictions would endure. Thankfully, there were many positive outcomes for the Justin Edinburgh 3 Foundation throughout 2021, as the football ecosystem joined local communities in a continued show of support.

The Justin Edinburgh 3 Foundation received charitable status on 26 January 2021. Between then and the year ending 31st July 2021, the Foundation has made demonstrable progress in our aim of “changing outcomes in the face of cardiac arrest, by empowering every person to act fast, with the right skills and access to life-saving resources”.

We, the Trustees, are proud to report a year of positive growth against targets within each of our core themes:

i. Access

The Foundation is committed to increasing public access to Automated External Defibrillators (AEDs).

In the period reported, 26 AEDs were donated to grassroots organisations, schools, and local businesses. As a result, an estimated 100,000 people now have access to JE3-donated defibrillators. Schools and fitness/sports facilities comprise the majority of recipients to date, though the application process remains open and inclusive to all types of organisations.

This process was formalised and launched online in June 2021, at the same time that the Foundation announced its commitment to donating a minimum of three AEDs per quarter. The case for streamlining the application process was compelling, enabling us to gather additional context pertaining to each application, including the barriers faced in accessing AEDs, and most importantly, to more accurately evaluate the impact of the scheme — both in terms of the number of people gaining access to AEDs, and their use over time. Furthermore, the Trustees collectively agree the digitisation of this process reinforces the Foundation’s data protection and privacy commitments.

The online application form is accessible via <https://je3foundation.com/Defibrillator-enquiry-form/>.

As part of our ongoing impact evaluation, we will seek qualitative feedback from each of our recipient organisations (listed below) next year and beyond.

Defibrillator Donation Recipients

Billericay Town Football Club
Leyton Orient Supporters Club
Toni & Guy (Billericay)
Newport County AFC
Essex Community First Aid Events
Marine AFC
Southend United Football Club
AFC Rushden & Diamonds
Mavericks Rugby Football Club
Jason Roberts Foundation
East London Boxing Academy
Lime Larkswood Academy
Fitzroy Lodge Amateur Boxing Club
Hillyfield Primary School
South Grove Primary School
Riverley Primary School
Legends Boxing Gym
Wormley Football Club
We Train Harpenden
CrossFit Luton
CrossFit St Albans
Michael Richardson Football Academy
CrossFit Epping
Northampton Town Football Club

Buckhurst Hill Football Club

ii. Campaigning

In its most ambitious aim, the Foundation advocates for the legal mandate of AEDs in health and sports facilities in the United Kingdom. To date, the Foundation's petition advocating for the aforementioned change has 52, 954 signatures.

In July, 2021, the Foundation received its first public show of support from MP for Chelmsford, Vicky Ford. Hosted by Charlie Edinburgh at Virgin Active UK, the pair discussed Edinburgh's experience with cardiac arrest, and the overwhelming support that has thus far been received for 'Justin's Law'.

This meeting signified early traction in the quest for legislative change and will serve as a springboard for future discussions with additional MPs, and like-minded individuals/organisations seeking similar changes.

iii. Training

Adjacent to our defibrillator donation scheme, the Foundation delivers CPR training in schools, businesses, and the community at large, giving people the confidence and competence to act swiftly when needed.

Despite the suspension of most in-person training, the Foundation held its first CPR training in partnership with Heartwize. With support from Tottenham Hotspur Football Club and Leyton Orient Football Club, the training session targeting year 5 pupils was a prelude to the second annual JE3 Cup, in which the two clubs competed as part of their pre-season programme.

The Foundation played an active role in engaging with supporters to communicate updates concerning the delivery of CPR within the context of COVID. Best practice and

medical guidance shared by the British Heart Foundation and Resuscitation Council UK served as key resources during this period.

In 2022/23, the Foundation will target 40% growth in the number of people trained in CPR, through continued collaboration with Heartwize, amongst others.

Marketing and Communications

January 2021 brought with it the JE3 brand development process. Viewed by the Board and CEO as a critical investment, the Foundation sought external expertise and counsel to guide both the brand and website development processes, with the resulting product found at www.je3foundation.com and within the JE3 Foundation brand guide.

The following success indicators guided these projects:

i.Brand

- Clarity of purpose in vision, mission, and aims
- Purpose driven objectives defined by intended change
- Celebration of the life and legacy of Justin Edinburgh
- Intersectional appeal across grassroots, health and wellbeing, and football/sport demographics

ii. Website

- Implementation of data protection and privacy policy functionality both user-facing and back-end
- Delivery of online store, engineered with scalable functionality for future merchandise/event needs
- Clear and timely calls to action making support easy, accessible, and social
- News functionality to share real-time media
- Responsive design for rendering across variety of devices

The new website and branding was unveiled via a multi-channel campaign on 8 June, 2021 to commemorate the second anniversary of the passing of Justin Edinburgh. The launch generated 56,000 views across social media, and a further 21,000 website visits. The Trustees would like to thank supporters for ushering in the brand with unending enthusiasm, the Foundation's ambassadors for their vocal support, and the football clubs across the country who actively promoted the launch.

Delivering against our goal of heightened brand exposure, the Foundation, was shortlisted for the Football Content Awards in the 'Best Charitable Campaign' category in August. The nomination is interpreted as confirmation that both the JE3 brand, along with our impact, has resonated with a diverse demographic.

Further public support came with the annual JE3 Day, delivered in December 2021. A record number of football clubs supported the campaign, including: Tottenham Hotspur; Leyton Orient; Northampton Town; Gillingham; Newport County; and Wigan Athletic, reaching a collective audience of 7.6M.

Due to reinstated COVID-19 restrictions as a result of new variants, in-person activations were prevented, thus calls to actions directed supporters to sign the Justin's Law petition and/or donate online via JustGiving. Moreover, the Foundation took this opportunity to evidence traction to date, ensuring that supporters understood the impact of their donations.

In 2022/23, the Foundation aims to grow participating clubs by 50%, whilst also returning to in-person match day activations.

Fundraising

Despite being a lean team, the Justin Edinburgh 3 Foundation has not escaped the ongoing effects of COVID-19. Most notably, the restrictions drastically limited the number of in person fundraising events that the Charity could deliver. The Foundation

remained committed to delivering events only when and where a first-class experience could be guaranteed.

As the impacts of the pandemic endured, we continued to identify future opportunities to mobilise existing supporters in order to recuperate unrestricted funds. In part, this included scaled efforts to obtain access to third-party events, successfully securing places in the London Landmarks Half Marathon 2022 and Ride London 2022. Access to these events will generate unrestricted funds for the Foundation, with higher than normal surplus due to limited operational expenses as a result of third-party management. Crucially, they also provide the opportunity to engage a new demographic with the goal of converting them to life-long supporters.

Partnerships

Partnership working has been a central tenet of the Foundation's success to date. The Trustees would like to thank the following partners, both formal and informal:

Tottenham Hotspur FC

Leyton Orient FC

Northampton Town FC

Wigan Athletic FC

Gillingham FC

Newport County AFC

Billerica Town FC

Heartwize

New-Gen Construction LTD.

Professional Footballers' Association

League Managers' Association

Registered company number: 12778536 (England and Wales)
Registered charity number: 1193256

The Justin Edinburgh 3 Foundation

Report of the trustees and unaudited financial statements

31 July 2021

The Justin Edinburgh 3 Foundation
Report and accounts
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The Justin Edinburgh 3 Foundation Company Information

Trustees

D J Coote
C E Daly
S P Derry
J A Eagleton
C J Edinburgh
C G Edinburgh
J M Edinburgh
K J Edinburgh
L S Lewis
J McAnuff
M R Porter
J W Wright

Accountants

Chase Bureau
1 Royal Terrace
Southend on Sea
Essex
SS1 1EA

Registered office

1 Royal Terrace
Southend on Sea
Essex
SS1 1EA

Registered number

12778536

The Justin Edinburgh 3 Foundation
Registered number: 12778536
Trustees' Report

The trustees who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 31st July 2021. The trustees have adopted the provisions of Accounting and Reporting by charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019).

Aims and objectives

The Justin Edinburgh 3 Foundation is changing outcomes in the face of cardiac arrest by empowering every person to act fast, with the right skills and access to life-saving resources. We donate defibrillators to organizations who perhaps can't afford one/require one and also into the community. We deliver CPR/Defibrillator workshops to improve education and awareness of Cardiac Arrest across the UK. We are campaigning for a legislative change 'Justin's Law' whereby all UK health and sports facilities will be required to house a defibrillator mandatory.

Trustees

The following persons served as trustees during the year:

D J Coote
C E Daly
S P Derry
J A Eagleton
C J Edinburgh
C G Edinburgh
J M Edinburgh
K J Edinburgh
L S Lewis
J McAnuff
M R Porter
J W Wright

Small company provisions

This report has been prepared in accordance with the provisions applicable to charitable companies subject to the small companies regime.

This report was approved by the board on 31 May 2022 and signed on its behalf.

C J Edinburgh
Trustee

The Justin Edinburgh 3 Foundation Accountants' Report

Accountants' report to the directors of The Justin Edinburgh 3 Foundation

I report to the charity trustees on my examination of the accounts of the Company for the year ended 31st July 2021.

Responsibilities and basis of report

As the charity's trustees of the Company (and also its directors for the purposes of company law) you 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 as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directors given by the charity Commission under section 145(b) of the 2011 Act.

Having completed my 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.

Chase Bureau
Accountants

1 Royal Terrace
Southend on Sea
Essex
SS1 1EA

31 May 2022

**The Justin Edinburgh 3 Foundation
Statement of Financial Activities
for the year ended 31 July 2021**

	2021 £
Income and endowments from	
Donations and legacies	196,208
Expenditure on	
Raising funds	(54,979)
Net income/(expenditure)	141,229
Reconciliation of funds	
Total funds brought forward	-
Total funds carried forward	141,229

The Justin Edinburgh 3 Foundation**Registered number:** 12778536**Balance Sheet****as at 31 July 2021**

	Notes		2021 £
Current assets			
Debtors	3	1,350	
Cash at bank and in hand		142,622	
		<u>143,972</u>	
Creditors: amounts falling due within one year	4	(2,743)	
Net current assets			<u>141,229</u>
Net assets			<u>141,229</u>
Funds of the charity			
Unrestricted funds			141,229
Total charity funds			<u>141,229</u>

The trustees are satisfied that the company is entitled to exemption from the requirement to obtain an audit under section 477 of the Companies Act 2006.

The members have not required the company to obtain an audit in accordance with section 476 of the Act.

The trustees acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of accounts.

The accounts have been prepared and delivered in accordance with the special provisions applicable to charitable companies subject to the small companies regime.

C J Edinburgh

Trustee

Approved by the board on 31 May 2022

The Justin Edinburgh 3 Foundation
Notes to the Accounts
for the year ended 31 July 2021

1 Accounting policies

Basis of preparation

The financial statements of the charitable company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

Income

All income is recognised in the statement of financial activities once the charity has entitlement to the funds, it is probable the income will be received and the amount can be measured reliably.

Expenditure

Liabilities are recognised as expenditure as soon as there is legal or constructive obligation committing to the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

Taxation

The charity is exempt from corporation tax on its charitable activities.

2 Employees

**2021
Number**

Average number of persons employed by the company	<u>1</u>
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3 Debtors

**2021
£**

Prepayments	<u>1,350</u>
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4 Creditors: amounts falling due within one year

**2021
£**

Accruals	660
PAYE & NI	238
Net wages	<u>1,845</u>
	<u>2,743</u>

The Justin Edinburgh 3 Foundation
Notes to the Accounts
for the year ended 31 July 2021

5 Other information

The Justin Edinburgh 3 Foundation is a private company limited by guarantee and registered in England. Its registered office is:
1 Royal Terrace
Southend on Sea
Essex
SS1 1EA

The Justin Edinburgh 3 Foundation
Detailed profit and loss account
for the year ended 31 July 2021

This schedule does not form part of the statutory accounts

	2021
	£
Income and endowments from	
Donations and legacies	196,208
Expenditure on	
Raising funds	(54,979)
Net income/(expenditure)	141,229

The Justin Edinburgh 3 Foundation
Detailed profit and loss account
for the year ended 31 July 2021

This schedule does not form part of the statutory accounts

	2021
	£
Income and endowments	
Charitable donations received	<u>196,208</u>
Cost of raising funds	
Charitable activities and other costs of raising donations	<u>27,760</u>
Administrative expenses	
Employee costs:	
Wages and salaries	6,250
	<u>6,250</u>
General administrative expenses:	
Stationery and printing	1,296
Bank charges	8
Software	31
	<u>1,335</u>
Legal and professional costs:	
Accountancy fees	660
Consultancy fees	15,000
Other legal and professional	3,974
	<u>19,634</u>
	<u>27,219</u>

The Justin Edinburgh 3 Foundation Accountants' Report

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Chase Bureau
Accountants

1 Royal Terrace
Southend on Sea
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SS1 1EA

31 May 2022