

Pledgeball Charity

Report of the trustees for the year 1st May 2022 – 30th April 2023

The Governors of Pledgeball Charity present their annual report for the year ended 30th April 2023 and confirm they comply with the requirements of the Charities Act 2011.

Objectives and Activities

Our aims

The objects of the charity are set out in the charity's governing document and are summarised as follows:

The object of Pledgeball is to promote the conservation, improvement and protection of the physical and natural environment for the public benefit by:

- advancing education and increasing awareness amongst the community of the benefits of reducing carbon emissions and energy saving and effective ways to make such reductions and savings
- promoting amongst the community the reduction of carbon emissions and energy saving.

Our objectives

Our objectives are set to reflect our environmental and conservation aims. Each year our trustees review our objectives and activities to ensure they continue to reflect our aims. In carrying out this review the trustees have considered the Charity Commission's general guidance on public benefit.

Some of key objectives for the year included:

- Integrate Pledgeball into professional league, developing, implementing and assessing strategy.
- Develop and implement strategy to increase uptake and impact amongst grassroots teams.
- Develop, implement and assess strategy for FSA partnership with the FSA.
- Design Monitoring and Evaluation strategy to assess the impact of Pledgeball.
- Review and develop pledge list to maximise accuracy of CO2e data.

Use of volunteers

Volunteers are an integral part of Pledgeball, helping it to deliver its objectives and so, ultimately, its environmental and conservation aims. Currently it entirely consists of volunteers, the founder being responsible for, amongst other things, the management, development and partnership development, and volunteers responsible for social media, research and impact assessment. Pledgeball is lucky to have some very qualified volunteers on its team. All our trustees also give their time freely. To all of these volunteers we would like to extend our heartfelt thanks.

Activities and achievements

How our activities deliver public benefit

The charity carries out a range of activities in pursuance of its charitable aims. The trustees consider that these activities, summarised below, provide benefit both to those who take part in Pledgeball and the wider community. Currently, Pledgeball works in two ways:

1. Football Fixtures

Each match day, Pledgeball encourages fans to make pledges in support of their team. Whilst teams compete on the pitch, fans compete virtually by choosing from a list of currently 62 pledges. These range from using recycled toilet paper to installing solar panels making it possible for each individual independent of his/her financial situation to contribute. During the period of this annual report the Centre for Sustainable Energy was commissioned to cross check the carbon claims made in the pledges. The team of fans that pledges to save the most carbon emissions wins that fixture and their position in the Pledgeball League is determined by the cumulative amount they have pledged to save. Whilst any fan can pledge, Pledgeball is working with an ever-growing list of partner clubs and Supporters' Associations, including the likes of Birmingham County FA and Huddersfield Town Supporters' Association.

2. Pledgeball events

Anyone can apply to host an event. Events range from one-off classes to season-long projects, the event participants making sustainable lifestyle pledge(s) to enter, with the individual's CO₂e saving together with that of their fellow group members automatically calculated.

The number of individual people who have pledged for this period is 4124 with the vast majority pledging through fixtures compared to those who have pledged through events.

A total amount pledged so far has is 19,739,055kg of CO₂e, representing an average of 4,786kg of CO₂e per pledger. This represents a significant saving of CO₂e and its corresponding benefit to the planet and therefore wider society.

The total number of clubs that have made pledges is 146, a significant leap from the 35 of the previous period. Manchester United, Bristol City and Leeds United were the most significant pledgers with nearly around 4,700 pledges made by each set of supporters.

Research

1. The impact of Pledgeball on its beneficiaries is evidenced by the key findings from the [peer-reviewed academic research carried out on our pilot club](#):

- Pledgeball's impact goes beyond the mainstream behavioural change campaigns: through making these pledges interviewees became more conscious in their everyday life (e.g. more likely to read related newspaper articles), the awareness about their embeddedness in a broader social context increased and some started to re-evaluate their relationship with nature.

- Experimenting with these pro-environmental changes shifted people's perceptions of change more generally: change does not necessarily have to be something difficult and unpleasant, but on the contrary, can be enjoyable leading to beneficial results for oneself, the broader community and, in this case, the environment.
- The league table made visible the concern and action of other fans and it showed fans and the club that it is ok to talk about this topic on the pitch.
- The league table made people realise that their individual actions make a difference.
- Irrespective of their previous experience, individuals perceived making pledges in support of their team as a new, motivating, and fun way to engage with climate change but also with each other.
- Voluntarily choosing from a list of behaviours, some of which they already committed to but were unaware of the impact, made it easy for people to get involved and for some provided a 'good enough excuse' to start experimenting with some of the changes.
- Those who'd engaged with Pledgeball were much more likely to engage with further material around sustainability.

Partnerships

- Pledgeball increased outreach and engagement through partnering with:
 - 3 further football clubs (in addition to the 5 clubs from the previous period)
 - The Lawn Tennis Association
- Pledgeball collaborated on Green Football Weekend as founding partners, together with Sky, TNT Sports, Count Us In, Planet League and the FSA. This campaign reached 30 million people.
- Fans from over 120 clubs across English football pledged to take action
- Pledgeball formed commercial partnerships with a global sustainability company, RSK
- Pledgeball formed strategic partnerships with: Sports Pro Media for their Live event, 90 Min Football to increase outreach through hosting their climate podcast.

Financial Review

Principal funding sources

The Pledgeball model means there are 3 streams of funding: commercial partnerships, services provided and grants. The charity has been successful in growing its sources of funding across all stream over the accounting year. This additional funding has enabled us to build both the scope and penetration of our activities across our stated objectives.

At the end of the period Pledgeball held a cash balance of £8,282. These funds are earmarked to further advance our scope and penetration across our stated objectives.

Reserves policy

At this early stage in the life of Pledgeball there is no explicit reserves policy, as there are no significant finance obligations that have been made or are planned to be made. However, this will be explored in 2024.

Investment policy and objectives

The charity has no long-term investments. Our cash reserves are held in a charity bank account.

Plans for the future

In the main, Pledgeball is run by volunteers, however within this accounting period we have reimbursed the founder for some of their time spent on crucial work required to expand our scope and penetration. This has only been done when funds have been available and has been agreed by the Trustees. There are clear, comprehensive development plans in place to secure funding for the long-term viability and survival of Pledgeball.

Notes

The accounts have been prepared receipts and payments accounts. As a Charitable Incorporated Organisation (CIO) we can confirm that:

- There are no guarantees given by the CIO, where any potential liability under the guarantee is outstanding at the date of the statement of assets and liabilities;
- There are no debts outstanding at the date of the statement of assets and liabilities which is owed by the CIO and which is secured by an express charge on any of the assets of the CIO.

PLEDGEBALL

ACCOUNTS FOR THE PERIOD FROM 01/05/22 TO 30/04/2023

Statement of Financial Activities for the period from 01/05/22 to 30/04/2023

Income		Restricted		Unrestricted	
Total	Total	Funds	£	Funds	£
2023 £	2022 £				
Income from generated funds		-		29,064	
29,064	8,522				
Income from charitable activities		-		-	-
Total Income and Endowments			-	29,064	
29,064	8,522				
Expenses					
Cost of generating funds			1,083	1,083	-
Expenditure on charitable activities				21,800	
21,800	6,421				
Total expenses				22,883	
22,883	6,421				
Net Gains on Investments				-	-
Net Income			6,181	6,181	2,101
Gains/(losses) on revaluation of fixed asset				-	-
-					
Net movement in funds				-	-
Net Income for the period				6,181	6,181
2,101					
Net funds carried forward				8,282	8,282

This statement of financial activities includes all gains/losses and income/expenditure recognised in the period.

Expenses for the period from 01/05/22 to 30/04/2023

Expenses	2023 £	2022 £
Costs of generating funds	1,083	-
Charitable Activities	21,800	
6,421		

Resources Expended Charitable Activities 15,336 34

Computer costs	4,929	4,200
Consultancy fees	1,350	2,100
Sundry expenses	185	87

Statement of Assets and Liabilities at the end of the accounting period

Assets	Restricted		Unrestricted		
	Endowment				
	Funds	£	Funds	£	Funds
£					
Cash Funds	-	8,282	-		
Other monetary assets	-		-		
Investment assets	-	-	-		
Assets retained for charities own use	-		-		
Total	-	8,282	-		
Liabilities	-	-	-		

Independent Evaluation of Annual Accounts for the Charity Pledgeball for the period 1/5/2022 to 30/4/2023.

1 Check whether the charity is eligible to have an independent examination

[Independent examination of charity accounts: guidance for trustees - GOV.UK \(www.gov.uk\)](https://www.gov.uk/guidance/independent-examination-of-charity-accounts)

The Charity is a CIO and has income of circa £29k, so therefore in excess of minimum amount of £25k that requires an Independent evaluation. The accounts are prepared on a receipts and payments basis. There is no requirement within the charity's governing document that states a formal audit must be conducted

2 Check for any conflict of interest that prevents the examiner from carrying out their independent examination

[Independent examination of charity accounts: guidance for trustees - GOV.UK \(www.gov.uk\)](https://www.gov.uk/guidance/independent-examination-of-charity-accounts)

I am able to undertake this independent evaluation as I do not have any of the following:

- I am not a Trustee, employee or donor of the charity.
- I do not serve on any sub committees of the charity.
- I do not have a 'close' relationship with any Trustees or other related parties.

- I do not have a significant financial or commercial relationship with the charity

3 Record your independent examination

See 6) below

4 Plan the independent examination

See 6) below

5 Check that accounting records are kept to the required standard

See 6) below

6 Check that the accounts are consistent with the accounting records

I met with the Treasurer for Pledgeball on Tues the 13th Feb 2024 and undertook the following:

Reviewed the Charity's governing document to confirm a formal audit wasn't required.

Reviewed the accounting records held by the charity. The records show a good level of detail for the 41 transactions processed during 2022/23. Some improvements are required and the new treasurers has this in hand.

I reconciled the net position from the accounting records with the bank balances for the start and end of the accounting period. There was a small deficit of £51. The treasurer has now identified two small payments which were not entered on the accounting records. The records now reconcile.

I reviewed how the expenses have been categorised within the accounts, noting the assumption that 10% of the CEO's time (and therefore expenses) is spent on 'Fund raising activities and the remainder relates to 'Charitable activities'. The categorisation within the accounts is appropriate.

I reconciled both the 'Brought forward' balance and the 'carried forward' balance with the bank balances. This also then reconciles with the cash assets shown within the balance sheet.

7 If the accounts are prepared on an accruals basis and one or more related party transactions took place the examiner must check if these were properly disclosed in the notes to the accounts.

The accounts are not prepared on an accruals basis

8 Check the reasonableness of the significant estimates and judgments and accounting policies used in accounting for the types of fund held and in the preparation of the accounts

See 6) above relates to estimates over the split of the CEO's time (and therefore expenses) between a) Charitable activities and b) Funding raising activities

9 The examiner must check whether the trustees have considered the financial circumstances of the charity at the end of the reporting period and, if the accounts are prepared on an accruals basis, check whether the trustees have made an assessment of the charity's position as a going concern when approving the accounts Part.

I have reviewed the draft of the Annual report and have asked the Chairman and Treasurer to make reference to the ongoing viability of the charity and also the appropriateness of the reserves held at the year end.

I have now seen the final version of the Annual report and the matters above are covered

10 Check the form and content of the accounts

See 6 above. In addition I have reviewed the format of the accounts is broadly in line with the recommend template issued by the Charity Commission.

11 Identify items from the analytical review of the accounts that need to be followed up for further explanation or evidence

I selected a sample of expenses payment and requested details of these payments. These have now been provided.

12 Compare the trustees' annual report with the accounts

See 9) above. The commentary within the Annual report reflects the content of the Accounts

13 Write and sign the independent examination report.

I can confirm that there are no matters of material significance or any other relevant matters to report to the Commission.

Sign by Richard Beale on 23.02.2024

72 St Albans Road

Bristol BS6 7SH

Structure, Governance and Management

Governing document

Pledgeball is constituted as a Charitable Incorporated Organisation (CIO) registered with the Charity Commission in April 2021 under charity number 1194263. It is governed by its constitution which was last updated in April 2021.

Organisational structure

The charity trustees are responsible for the general control and management of the

charity. The trustees give their time freely and receive no remuneration or other financial benefits. The trustees meet together as a body around every 3 months (at least 3 times a year) and are responsible for decisions taken in relation to how it is run and its strategic direction. The founder is responsible for the day-to-day management of Pledgeball.

Recruitment and appointment of trustees

The existing trustees are responsible for the recruitment of new trustees but in so doing the trustees seek the views and recommendations of those involved in the day to day running of Pledgeball. The trustees believe this approach ensures that new trustees are respected members of their particular field of expertise and have an intimate knowledge of the sector. This ensures increased impact when meeting the aims of Pledgeball.

Induction and training of trustees

Following appointment, new trustees are introduced to their new role and given copies of the governing constitution and publications from the Charity Commission such as 'The Essential Trustee'. This ensures that new trustees are aware of the scope of their responsibilities under the Charities Act.

Reference and administrative details

Charity name	Pledgeball
Registered charity number	1194263
Charity's principal address	77 Maple Road Bristol BS7 8RE

Names of the charity trustees who manage the charity

	Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
1	Nikolaus Kieboom	Chair		
2	Rachel Scammell	Treasurer		
3	Mark Doidge			
4	Alex Piper			
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Declarations

The trustees declare that they have approved the trustees’ report above.

Signed on behalf of the charity’s trustees

Signature(s)

Nik Kieboom

Full name(s)

Nik Kieboom

Position (eg Secretary,
Chair, etc)

Chair

Date

20/2/24