

Company Registration No. 12851046
Registered Charity No. 1195395

NFL Foundation UK

**Trustees' Annual Report and Financial
Statements**

Year ended 31 March 2024

NFL Foundation UK

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NFL Foundation UK

OFFICERS AND PROFESSIONAL ADVISERS

TRUSTEES AND OFFICERS

Anna Isaacson
Leah Kreitzman
Patricia Keiko Hamzahee
Osi Umenyiora
Dawn DiFortuna Aponte
Gavin Lewis
Ian Russell Ritchie
Paraag Marathe (appointed 25 January 2024)
Mark Wilf (resigned 25 January 2024)

REGISTERED OFFICE

8th Floor
30 Panton Street
London
SW1Y 4AJ

Solicitors

Muckle Secretary Limited
Time Central
32 Gallowgate
Newcastle upon Tyne
NE1 4BF

INDEPENDENT AUDITOR

Deloitte LLP
Statutory Auditor
London
United Kingdom

NFL Foundation UK

STATEMENT OF FINANCIAL ACTIVITIES (including income and expenditure account) Year ended 31 March 2024

MESSAGE FROM THE CHAIR

We are delighted to submit our 2023/24 Report of the Trustees and audited accounts.

The past year has shown the NFL Foundation UK continue its growth, both in impact and scale. The partnership with Sport England came to life, enabling the Foundation's expansion to Birmingham and Greater Manchester, leading to the delivery of programmes outside of London, for the first time.

The last year also saw the Foundation deepen its commitment to Tottenham, through the creation of The Huddle Project. This exciting new project brings together the global sporting powers of the NFL, Tottenham Hotspur and Nike, to drive impact for local young people, through NFL Flag and football.

Our thanks go to our partners, supporters, volunteers, and wider team, for all their hard work in establishing the Foundation and its impact over this year.

Ian Ritchie

Chair, NFL Foundation UK

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REPORT OF THE TRUSTEES

The Trustees, who are also the directors for the purposes of Company Law, are pleased to present the audited financial statements together with an annual report for the year ended 31 March 2024. The financial statements have been prepared in accordance with governing Trust Instrument and the Statement of Recommended Practice – Accounting and Reporting by Charities based on Financial Reporting Standard 102 and the Companies Act 2006.

Structure, Governance and Management

Incorporation

The NFL Foundation UK was founded in 2021 and is registered with the Charity Commission for England and Wales, number 1195395.

The NFL Foundation UK was incorporated on 1 September 2020 as a company (company number 12851046) limited by guarantee by the Memorandum and Articles of Association.

Trustees

The number of Trustees shall be not less than 2 (two) and (unless otherwise determined by ordinary resolution) shall be subject to a maximum of 12 (twelve) Trustees at any time provided always that NFL shall be entitled at any time to appoint up to 5 (five) persons as Trustees (Nominated Trustees) and may remove and replace any of its Nominated Trustees by giving notice in writing to the Charity.

The Trustees who served during the year and at the date of this report are shown below:

Anna Isaacson
Leah Kreitzman
Patricia Keiko Hamzahee
Osi Umenyiora
Dawn DiFortuna Aponte
Gavin Lewis
Ian Russell Ritchie
Paraag Marathe (appointed 25 January 2024)
Mark Wilf (resigned 25 January 2024)

The Trustees have no beneficial interests in the shares of the company which require disclosure under the Companies Act 2006.

A Trustee may not appoint an alternate director or anyone to act on his or her behalf at meetings of Trustees. Trustees shall be appointed by a decision of the Trustees.

Each Trustee shall retire from office at the conclusion of the third Annual Trustee Meeting following the commencement of their term of office but shall then be eligible for reappointment for a consecutive period ending at the conclusion of the third Annual Trustee Meeting following their most recent retirement but a Trustee who has served for nine years consecutively must take a break from office and may not be reappointed until the earlier of:

- the fourth anniversary of the commencement of their break from office; and
- the Annual Trustee Meeting following the Annual Trustee Meeting at which their break from office commenced.

If the retirement of a Trustee causes the number of Trustees to fall below the minimum specified above, the retiring Trustee shall remain in office until a new appointment is made.

The Trustees meet quarterly to decide the allocation of available funds.

Trustees were provided with training around the legal framework of the foundation, its vision and strategic aims and relevant policies at the commencement of the foundation's operations. Any new Trustees are provided with an information pack which includes these training materials and a code of conduct.

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The Trustees may be paid all reasonable travelling, hotel and other expenses properly incurred by them in connection with their attendance at meetings of Trustees, committees of Trustees or general meetings or otherwise in connection with the discharge of their duties but shall otherwise be paid no remuneration. Reimbursements paid in the financial year ended March 2024 - £nil (2023 – £nil).

Management

Day-to-day operations of NFL Foundation UK are managed by Will Stone, Head of Social Impact & Government Strategy, UK at NFL International Ltd, whose duties include the oversight of NFL Foundation UK. Will Stone is not employed by the charity which has no direct employees. Support for the charity and its functions are provided by NFL International Ltd.

Aims and Objectives

The NFL Foundation UK is the charitable arm of the NFL within the UK.

The Foundation aims to tackle inequality and lack of opportunity faced by young people, aged 11-20 in underserved communities across the UK. The NFL Foundation UK addresses these challenges by providing grants, training, and equipment to local community organisations, enabling young people to access activities and support that will help them understand and realise their potential.

Our aim is to target areas of the country with high levels of deprivation, and low levels of physical activity, both key indicators of inequality.

The Foundation invests in local community charities to create unique partnerships designed to address the specific challenges of young people in our target communities.

The aim is to replicate the excitement and energy of the NFL within these communities to engage disenfranchised young people.

Once engaged, our partners provide leading support to directly address the Foundation's impact outcomes and help young people fulfil their potential.

Public Benefit

NFL Foundation UK recognises that young people across the country face a lack of access to opportunities as a result of inequality in our communities. Working alongside the Mayor of London, Greater London Authority and Sport England, this year NFL Foundation UK has funded 15 organisations across London and six organisations across Manchester and Birmingham, to deliver NFL Flag football as a tool to tackle four key objectives:

- Reduce mental and physical health inequalities;
- Create more inclusive communities;
- Increase educational attainment and access to employment; and
- Ensure young people have a voice and feel they can positively impact their communities.

In reviewing our aims and purposes, and as a regular part of our planning for future activity, the Trustees have taken note of the Charity Commission's guidance on the public benefit.

The income in relation to the Foundation's operations is mainly derived from grant funding rather than donations. Grant funding spans multiple years per contractual arrangements, whereas donations are made by high net worth individuals for smaller, one-off amounts.

Our activity to date has solely focused on the delivery of this partnership with the Mayor of London. Further information on this activity is detailed within the partnership overview that follows:

Mayor of London Partnership Overview

The NFL Foundation UK London Partnerships programme, supported by Mayor of London Sport Unites funding, launched in March 2022. To date, 15 community organisations have been selected to receive grants for the delivery of NFL Flag football projects.

Each of our partner organisations integrate NFL Flag, non-contact American Football, alongside their existing sport programming in various locations across London. These projects support groups of young people aged 11-20 from

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underserved communities to develop life skills, understand what it means to make healthy choices and increase their physical and mental wellbeing. The programme has a strong focus on female inclusion, with over 50% of participants female.

All our community partners are combining NFL Flag football with other interventions to support young people in a holistic manner, incorporating activities like mentoring, skills workshops, leadership qualifications and education support alongside the sport.

As part of this program grant payments were made to the following charities during the financial year:

• Badu Sports CIC	£17,908
• Barnet Community Projects	£7,630
• BIGKID Foundation	£20,000
• Charlton Athletic Community Trust	£10,542
• Connect Stars	£19,713
• Dallaglio RugbyWorks	£13,333
• Deptford Lionesses	£15,657
• HR Sports Academy	£19,960
• ML Community Enterprise	£10,013
• Muslimah Sports Association	£4,942
• Newham All Stars Sports Academy (NASSA)	£8,634
• Phoenix Community Care	£12,920
• Single Homeless Project	£20,000
• Southall Community Alliance	£13,750
• The Change Foundation	£20,000

Sport England Partnership Overview

Following the announcement of the NFL Foundation UK's partnership with Sport England in February 2023, we undertook an application process to identify six community partners, three across each city.

Each of our bespoke funding partnerships will seek positive outputs and outcomes for young people around education, employment, building inclusive communities, and improving physical and mental wellbeing.

Following a strong application process, the Foundation selected the following organisations as community partners:

Birmingham:

- Pitch 2 Progress
- Saathi House
- Sport for Life

Greater Manchester:

- Active Communities Network
- Bolton Solidarity Community Association
- Foundation 92

Contracts with these partners were signed in October 2023, with activities beginning from December 2023. Early progress has been encouraging with high levels of female engagement and a strong response from young people from within our target communities.

As part of this program grant payments were made to the following charities during the financial year:

• Pitch 2 Progress	£13,479
• Saathi House	£12,000
• Sport for Life	£13,571
• Active Communities Network	£200,000
• Bolton Solidarity Community Association	£7,950
• Foundation 92	£11,750

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Selection Process

The application process for the Sport England partnership, matched the process we undertook the previous year with the Mayor of London's team and Beyond Sport. The process was designed to be as straightforward and supportive as possible for organisations who wished to be considered for a partnership. The first phase required a short Expression of Interest form to collect basic information on the organisation, such as their delivery location(s), website and an overview of their work. Our delivery partner Beyond Sport, used this information, along with basic governance details such as proof of non-profit status and a safeguarding policy review to determine the eligibility of the organisation.

Only those deemed eligible for funding were progressed to the second stage, during which a full application form was completed. This helped to prevent any ineligible organisations wasting time compiling an application that could not be considered. The online application form requested further information from the organisation including:

- NFL Flag project proposal
- Planned delivery locations
- Proposed participant numbers and breakdown (gender, ethnicity, age)
- Medium- and short-term outcomes from the NFL Foundation UK's Theory of Change that the project aimed to contribute to
- Experience of staff who would deliver the project
- Support required from the NFL Foundation UK
- Proposed budget

We recognise the inequity that can exist in grant funding processes, whereby some organisations are better placed to secure support than others due to their resources, size or previous grant writing experience. To help mitigate this, during the month-long application window, two applicant Q&A sessions were offered. These 30-minute sessions allowed applicants to join a Zoom call with representatives from the NFL Foundation UK and Beyond Sport who could answer any questions they had and provide support on the application form. In addition, Beyond Sport were available throughout the process to offer support to applicants via email.

Prior to a partnership agreement being signed with each organisation, Beyond Sport conducted a thorough due diligence process. Each partner was required to provide the following information, which was also reviewed and approved by representatives of the Beyond Sport board of trustees:

- Proof of non-profit status
- Adequate safeguarding policy in place
- Operating for at least two years
- Review of previous financial accounts
- Desktop research to check for any negative press
- Proposed budget that provides value for money and is no more than 50% of annual income.

Programme Reporting

Each partner organisation has selected one impact area from the NFL Foundation UK Theory of Change that their project aims to primarily contribute to, although there is naturally overlap with some projects contributing to multiple long-term impact aims. These long-term impact areas are as follows:

- Value is placed on young people's positive contributions to society
- Reduction in systemic discrimination
- Reduction in under and un-employment and increased educational attainment
- Reduction in mental and physical health inequalities

Programme reporting and MEL is conducted via Upshot, an easy-to-use online platform that allows us to collect anonymised participant data from our delivery partners. Each organisation has received training to help them implement Upshot and coaches will register all participants through the system. Participant surveys are also hosted through the platform.

Upshot allows us to collect rich data including summary participant statistics such as a breakdown by gender, ethnicity, ability, age, education status and indication of socio-economic status (estimated via the LSOA % of their postcode). Moreover, Upshot offers additional features such as upload of images, case studies and ability for coaches to track "events" that participants may achieve during the programme, such as attending mentoring, participating in a Flag Festival, or gaining a new qualification.

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Throughout the programme, the Beyond Sport and Upshot teams are on hand to provide support to partners using the system. Organisations can bulk upload participant data that they may already be tracking in another system, such as Excel or similar software packages like Views. In addition, partner organisations may collect extra data not visible to us that will benefit them in assessing their organisational impact and reporting to other funders.

Fundraising

Our fundraising efforts have focused on the continued successful delivery on our partnership with the Mayor of London, with the focus shifting to what the next stage of our partnership will entail. This will be finalised later in 2024, with the aim to build on the momentum and impact of the first stage of our partnership.

As highlighted, we have also begun delivery of the £250,000 investment from Sport England, to expand the reach of NFL Foundation UK to communities in Birmingham and Greater Manchester. Additionally, the Foundation has been in final negotiations with two key partners to expand the reach of its impact to a new UK city. Further information on this will be highlighted in next year's report.

The NFL Foundation UK also received a grant from the NFL Foundation, a charity affiliated with the National Football League, in the United States, to support our work in the UK.

Aside from the grants, the Foundation has also focused on utilising the NFL Auction platform, where jerseys worn by players in the NFL London Games have been auctioned to raise funds for the Foundation. We have also successfully auctioned packages which include hotel accommodation in London, kindly donated by our partners, alongside tickets to the NFL London Games. This has been very successful, raising over £100,000 and is an area we will look to build on in future years.

Achievements

Within the first two years of operation of the foundation we have partnered with organisations who have established regular sessions of flag football. Flag football programmes have been held in 21 London boroughs with over 1,500 sessions delivered. We are seeing an increasing number of participants with over 50% of participants returning for more than 3 sessions.

As part of these programmes, we have seen a high level of female participation. 42% of participants identify as female (2023 – 38.8%), and 30% of participants are from communities in the 20% most deprived areas in London (2023 – 24.5%). 79% of participants are from a diverse ethnic background (2023 – 75.6%).

Key impacts noted from the delivery of our flag football programmes include increases in:

- Positive, frequent contact with people from a different neighbourhood to them.
- Days per week spent doing moderate physical activity (6-7 days per week).
- Participation in any local and/or national meetings on issues in their community.
- Volunteering in their community or taken part in charity work during the last 6 months.
- Belief that they are able to bounce back quickly from difficult moments.
- Feeling optimistic about the future.
- Spending free time doing activities they believe are good for them.
- Feeling motivated to go after their goals.
- Feeling confident they have the skills to successfully apply and interview for jobs.
- Having positive experiences at school.
- Rarely missing school.

The programmes in Manchester and Birmingham went live in December 2023, and as the programme is in its infancy stage, an impact study has not been performed yet.

Financial Results

Income for the year amounted to £549,881 (of which Restricted - £521,165 and Unrestricted -£28,716)

(2023 - £915,121 (of which Restricted - £745,048 and Unrestricted -£170,073))

Total expenditure for the year amounted to £648,590 (of which Restricted – £583,227 and Unrestricted – £65,363)

(2023 - £568,027 (of which Restricted – £451,679 and Unrestricted – £116,348))

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Financial Reserves Policy

The Trustees aim to build free reserves in unrestricted funds at a level which equates to approximately six months of unrestricted charitable expenditure. All our delivery is currently committed through restricted funds issued by the Greater London Authority and we have no obligations beyond these programmes at this current time.

As we continue to work on our fundraising strategy, our focus is to develop new unrestricted fundraising streams so we can further build our reserves to our objective levels.

The balance of the restricted funds is expected to be paid to community partners in the next 12 months based on milestones agreed with grant receivers. The balance held as unrestricted funds is £17,079.

The balance of funds restricted for flag football programmes is £231,306 (2023 - £293,369).

Trustee expenses and remuneration

No Trustees received remuneration or expenses from the charity during the year (2023 - £Nil).

Auditor

Deloitte LLP were appointed to act as auditor for the Foundation for the financial year ended 31 March 2024. This appointment is reviewed annually by the board. Deloitte LLP have indicated their willingness to continue in office.

Streamlined Energy and Carbon Reporting

The Company has taken the exemptions from providing streamlined energy and carbon reporting disclosures on the basis that it qualifies as a lower user of energy (i.e. <50,000 Kwh) in either year.

Going concern

The Trustees consider that there are no material uncertainties about the Foundation's ability to continue as a going concern. The Trustees have therefore prepared the financial statements on a going concern basis.

The Trustees have reviewed the budget for the forthcoming year and have concluded that the Foundation will be able to continue operating and meet all of its liabilities as they fall due.

Grants have been contracted for 2-3 years after which the Trustees will seek to renew grant agreements. The Greater London Authority and NFL Foundation (US) contracts became effective in the financial year ended March 2023 and an additional grant funder was engaged in the current year, effective for two years, Sport England. These grant funders have made all payments to date and the Trustees have assessed their ability to pay according to the contractual terms.

Committed spend of the grant funding to community partners has been limited to the grants received and for the year ended 31 March 2024, a balance of £340,799 (2023 - £293,370) remains unspent.

For the reasons set out above, these financial statements have therefore been prepared on a going concern basis.

Use of financial instruments

The companies only financial assets and liabilities are cash, trade debtors and trade creditors. The charity is not exposed to significant risks around the use of financial instruments.

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Disclosure of information to the auditors

We, the Trustees of the charity who held office at the date of approval of these Financial Statements as set out above each confirm, so far as we are aware, that:

- There is no relevant audit information of which the charity's auditors are unaware; and
- We have taken all the steps that we ought to have taken as Trustees in order to make ourselves aware of any relevant audit information and to establish that the charity's auditors are aware of that information.

This confirmation should be interpreted in accordance with s418 of the Companies Act 2006.

Small company exemption

As the Company qualifies as a small company under the UK Companies Act 2006, the company has taken the small companies' exemptions, where relevant, in preparing this Trustees' report.

Signed by:

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Approval

This report was approved by the Trustees on 2 December 2024 and signed on its behalf.

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TRUSTEES' RESPONSIBILITY STATEMENT

The Trustees (who are also directors of NFL Foundation UK for the purposes of company law) 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) including FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland".

Company law 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 charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company 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;
- make judgments and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

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INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF NFL FOUNDATION UK

Report on the audit of the financial statements

Opinion

In our opinion the financial statements of NFL Foundation UK (the 'charitable company'):

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2024 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice, including Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland"; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

We have audited the financial statements which comprise:

- the statement of financial activities (including income and expenditure account);
- the balance sheet;
- the cash flow statement; and
- the related notes 1 to 16.

The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" (United Kingdom Generally Accepted Accounting Practice).

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the auditor's responsibilities for the audit of the financial statements section of our report.

We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the Financial Reporting Council's (the 'FRC's') Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

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Other information

The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement, the trustees (who are also the directors of the charitable company for the purpose of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of our responsibilities for the audit of the financial statements is located on the FRC's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Extent to which the audit was considered capable of detecting irregularities, including fraud

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below.

We considered the nature of the charitable company's industry and its control environment, and reviewed the charitable company's documentation of their policies and procedures relating to fraud and compliance with laws and regulations. We also enquired of management and the trustees about their own identification and assessment of the risks of irregularities, including those that are specific to the charitable company's business sector.

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We obtained an understanding of the legal and regulatory frameworks that the charitable company operates in, and identified the key laws and regulations that:

- had a direct effect on the determination of material amounts and disclosures in the financial statements. These included the UK Charities Act, the UK Charity SORP and the UK Companies Act; and
- do not have a direct effect on the financial statements but compliance with which may be fundamental to the charitable company's ability to operate or to avoid a material penalty.

We discussed among the audit engagement team regarding the opportunities and incentives that may exist within the organisation for fraud and how and where fraud might occur in the financial statements.

As a result of performing the above, we identified the greatest potential for fraud in the area of revenue recognition and specifically the year in which revenue should be recognised. This is because there is a risk of fraud that revenue may be incorrectly recognised within the correct year. To address this risk, we reviewed the agreements that the charitable company has in place for grants and donations and checked based on the terms of these agreements whether revenue had been recorded within the correct year.

In common with all audits under ISAs (UK), we are also required to perform specific procedures to respond to the risk of management override. In addressing the risk of fraud through management override of controls, we tested the appropriateness of journal entries and other adjustments; assessed whether the judgements made in making accounting estimates are indicative of a potential bias; and evaluated the business rationale of any significant transactions that are unusual or outside the normal course of business.

In addition to the above, our procedures to respond to the risks identified included the following:

- reviewing financial statement disclosures by testing to supporting documentation to assess compliance with provisions of relevant laws and regulations described as having a direct effect on the financial statements;
- performing analytical procedures to identify any unusual or unexpected relationships that may indicate risks of material misstatement due to fraud;
- enquiring of management concerning actual and potential litigation and claims, and instances of non-compliance with laws and regulations; and
- reading minutes of meetings of those charged with governance.

Report on other legal and regulatory requirements

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the trustees' report, which includes the directors' report prepared for the purposes of company law for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the directors' report included within the trustees' report have been prepared in accordance with applicable legal requirements.

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified any material misstatements in the directors' report included within the trustees' report.

Matters on which we are required to report by exception

Under the Companies Act 2006 we are required to report in respect of the following matters if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or


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- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the trustees were not entitled to take advantage of the small companies' exemption in preparing the trustees' report and from the requirement to prepare a strategic report.

We have nothing to report in respect of these matters.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

DocuSigned by:

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Daryl Winstone FCA (Senior statutory auditor)

For and on behalf of Deloitte LLP

Statutory Auditor

London, United Kingdom

2 December 2024

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STATEMENT OF FINANCIAL ACTIVITIES
(including income and expenditure account)
Year ended 31 March 2024

	Note	Unrestricted funds £	Restricted funds £	Total funds 2024 £	Total funds 2023 £
INCOME FROM:					
Donations and legacies	3	28,716	271,165	299,881	635,121
Income from charitable activities	4	-	250,000	250,000	280,000
TOTAL INCOME		28,716	521,165	549,881	915,121
EXPENDITURE ON:					
Raising funds	5	-	-	-	32,713
Charitable activities	6	65,363	583,227	648,590	535,314
TOTAL EXPENDITURE		65,363	583,227	648,590	568,027
Net (expenditure)/income before tax	8	(36,647)	(62,062)	(98,709)	347,094
Taxation		-	-	-	-
Net (expenditure)/income for the year		(36,647)	(62,062)	(98,709)	347,094
NET MOVEMENT IN FUNDS		(36,647)	(62,062)	(98,709)	347,094
RECONCILIATION OF FUNDS:					
Total funds brought forward		53,725	293,369	347,094	-
Net movement in funds for the year		(36,647)	(62,062)	(98,709)	347,094
Total funds carried forward	13	17,078	231,307	248,385	347,094

There were no other recognised gains or losses other than those listed above and the net income for the year. All income and expenditure derived from continuing activities.

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BALANCE SHEET
At 31 March 2024

	Note	2024 £	2023 £
FIXED ASSETS			
Investments	10	-	-
CURRENT ASSETS			
Debtors: Amounts due within one year	11	100,000	126,754
Cash at bank and in hand		213,588	243,078
		<hr/>	<hr/>
		313,588	369,832
Creditors: amounts falling due within one year	12	(65,203)	(22,738)
		<hr/>	<hr/>
NET CURRENT ASSETS		248,385	347,094
		<hr/>	<hr/>
NET ASSETS		<hr/>	<hr/>
		248,385	347,094
		<hr/>	<hr/>
FUNDS			
Unrestricted funds:			
General fund		17,079	53,725
Designated funds		-	-
Restricted funds:			
General restricted funds		231,306	293,369
		<hr/>	<hr/>
TOTAL FUNDS	13	<hr/>	<hr/>
		248,385	347,094
		<hr/>	<hr/>

The (deficit)/surplus of the Foundation for the year for Companies Act purposes is (£98,709) (2023: £347,094).

These financial statements of NFL Foundation UK, registered number 12851046, were approved by the Board of Trustees and authorised for issue on 2 December 2024. They were signed on its behalf by:

Signed by:



AD32A63B07034C9...

Ian Ritchie
Chair of Trustees

NFL Foundation UK**CASH FLOW STATEMENT**
Year ended 31 March 2024

	Note	2024 £	2023 £
Net cash flows from operating activities	14a	(29,490)	243,078
		<hr/>	<hr/>
Cash flows from investing activities:			
		<hr/>	<hr/>
Net cash flows from investing activities		-	-
		<hr/>	<hr/>
Cash flows from financing activities:		-	-
		<hr/>	<hr/>
Net cash flows from financing activities		-	-
		<hr/>	<hr/>
Net (decrease)/increase in cash and cash equivalents		(29,490)	243,078
		<hr/>	<hr/>
Cash and cash equivalents at beginning of year		243,078	-
		<hr/>	<hr/>
Cash and cash equivalents at the end of the year	14b	213,588	243,078
		<hr/>	<hr/>
Reconciliation to cash at bank and in hand:			
Cash at bank and in hand		213,588	243,078
		<hr/>	<hr/>
Total cash and cash equivalents		213,588	243,078
		<hr/>	<hr/>

NFL Foundation UK

NOTES TO THE FINANCIAL STATEMENTS Year ended 31 March 2024

1. ACCOUNTING POLICIES

Company and charitable status

NFL Foundation UK, a public benefit entity, is incorporated in England and Wales as a company limited by guarantee not having a share capital.

Basis of accounting

The financial statements are prepared under the historical cost convention, in accordance with the Statement of Recommended Practice “Accounting and Reporting by Charities (SORP 2019)” 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; and the Companies Act 2006.

The principal accounting policies are set out below.

Preparation of financial statements - going concern basis

The Trustees consider that there are no material uncertainties about the Foundation’s ability to continue as a going concern. The Trustees have therefore prepared the financial statements on a going concern basis.

The Trustees have reviewed the budget for the forthcoming year and have concluded that the Foundation will be able to continue operating and meet all of its liabilities as they fall due.

Grants have been contracted for three years after which the Trustees will seek to renew grant agreements. The Greater London Authority and NFL Foundation (US) contracts became effective in the financial year ended 31 March 2023 and an additional grant funder was engaged in the current year, also effective for two years, Sport England.

These grant funders have made all payments to date and the trustees have assessed their ability to pay according to the contractual terms.

Committed spend of the grant funding to community partners has been limited to the grants received and for the year ended 31 March 2024 a balance of £248,385 remains unspent.

For the reasons set out above, these financial statements have therefore been prepared on a going concern basis.

Group accounts

While the company has a subsidiary that is dormant, the company qualifies as a small group and consequently an exemption has been taken from preparing group accounts.

Income

Income is recognised when the Foundation has entitlement to the funds, any performance conditions attached to the items of income have been met, it is probable that the income will be received and the amount can be measured reliably.

The foundation is entitled to the agreed grants from grant providers based on contractual milestones agreed with the providers including launching of programmes, recruiting community partners, training of flag football coaches, provision of equipment and support and delivery of the flag sessions.

Donations and grants are recognised in the Statement of Financial Activities where there is entitlement, probable receipt and the amount can be measured with sufficient reliability.

Donated professional services and donated facilities are recognised as income when the charity has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use by the charity of the item is probable and that economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), general volunteer time is not recognised - refer to the trustees’ annual report for more information about their contribution.

On receipt, donated professional services and donated facilities are recognised on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

NFL Foundation UK

NOTES TO THE FINANCIAL STATEMENTS

Year ended 31 March 2024

Expenditure

Expenditure including irrecoverable VAT, is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is classified by activity:

Expenditure on raising funds includes the costs incurred in attracting voluntary income, and those incurred in activities that raise funds.

Expenditure on charitable activities includes:

- support costs are those functions that assist the work of the charity but do not directly undertake charitable activities. Support costs include back-office costs, finance, personnel, payroll and governance costs which support the charity's activities. These costs have been allocated between cost of raising funds and expenditure on charitable activities.
- Grants are recognised as a liability and corresponding expenditure when approved by the Trustees, an accurate financial value is known, and payment is probable.

Fund accounting

Unrestricted funds consist of general funds where income is received for the objects of the Foundation without further specified purpose and designated funds are set aside by the Trustees from general funds for specified purposes.

Restricted funds are funds subject to specific restrictions imposed by the funding authorities and donors. These funds are not available for the Trustees to apply at their discretion. The purpose and use of the restricted funds is set out in the notes to the financial statements.

Taxation

The parent company is a registered charity and has no liability for corporation tax on its charitable activities under the Corporation Tax Act 2010 (chapters 2 and 3 of part ii, section 466 onwards) or Section 256 of the Taxation for Chargeable Gains Act 1992, to the extent surpluses are applied to its charitable purposes.

Financial instruments

Financial assets and financial liabilities are recognised when the Group becomes a party to the contractual provisions of the instrument. All financial assets and liabilities are initially measured at transaction price (including transaction costs).

The charity 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.

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 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 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.

2. CRITICAL ACCOUNTING JUDGEMENTS AND KEY SOURCES OF ESTIMATION UNCERTAINTY

In the application of the Group's accounting policies, which are described in note 1, the Trustees are required to make judgements, estimates and assumptions about the carrying amounts 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 if the revision affects only that

NFL Foundation UK

NOTES TO THE FINANCIAL STATEMENTS
Year ended 31 March 2024

period, or in the period of the revision and future periods if the revision affects both current and future periods.

The Trustees do not consider there are any critical judgements or key sources of estimation uncertainty requiring disclosure within these financial statements.

3. ANALYSIS OF INCOME FROM DONATIONS AND LEGACIES

	2024	2023
	£	£
Donations	28,716	170,073
General grants	271,165	465,048
	<u>299,881</u>	<u>635,121</u>

Income from donations was £28,716 (2023: £170,073) of which £28,716 was unrestricted (2023: £170,073). Donations were received from companies and individuals from the UK and USA.

Grants received from the NFL Foundation (US) were £521,165 (2023: £465,948) of which £521,165 (2023: £465,948) were restricted for the purposes supporting community organisations to build on their existing sport programming and begin to use NFL Flag (non-contact American Football) as a tool to engage young people to provide positive social outcomes. There are no performance conditions attached to the grants received from the NFL Foundation.

4. ANALYSIS OF INCOME FROM CHARITABLE ACTIVITIES

	2024	2023
	£	£
London Flag football programmes	<u>250,000</u>	<u>280,000</u>

Grants received from the Greater London Authority were restricted for the purposes supporting community organisations to build on their existing sport programming and begin to use NFL Flag (non-contact American Football) as a tool to engage young people to provide positive social outcomes. The grants received from the Greater London Authority are dependent on the Company meeting specific milestones.

NFL Foundation UK

NOTES TO THE FINANCIAL STATEMENTS Year ended 31 March 2024

5. ANALYSIS OF EXPENDITURE ON RAISING FUNDS

	2024 £	2023 £
Operating fundraising events	-	32,713
	<u>-</u>	<u>32,713</u>

6. ANALYSIS OF EXPENDITURE ON CHARITABLE ACTIVITIES

Activity	Activities undertaken directly £	Grant funding of activities £	Support costs £	Total 2024 £	Total 2023 £
Delivering Flag Football Programmes	-	583,227	65,363	648,590	531,761
Training	-	-	-	-	3,553
	<u>-</u>	<u>583,227</u>	<u>65,363</u>	<u>648,590</u>	<u>535,314</u>

2023 Comparatives	Activities undertaken directly £	Grant funding of activities £	Support costs £	Total 2023 £
Delivering Flag Football Programmes	-	448,126	83,635	531,761
Training	3,553	-	-	3,553
	<u>3,553</u>	<u>448,126</u>	<u>83,635</u>	<u>535,314</u>

Grants are awarded to community organisations to deliver flag football to support children and young people in London, Manchester and Birmingham, aged between 11-20 years, to help positively shape their lives and communities with the goal of tackling inequality and barriers to participation via youth football, with a strong focus on female participation. No grants are awarded to individuals.

NFL Foundation UK

NOTES TO THE FINANCIAL STATEMENTS
Year ended 31 March 2024

7. ANALYSIS OF SUPPORT COSTS

2024	Governance Function £	Total 2024 £
Audit Fees	24,000	24,000
Consulting fees	40,920	40,920
Bank charges	123	123
Admin cost	320	320
Total	65,363	65,363

All costs incurred in the year were incurred in respect of charitable activities.

2023	Governance Function £	Total 2023 £
Audit Fees	20,000	20,000
Consulting fees	63,570	63,570
Bank charges	65	65
Total	83,635	83,635

8. NET (EXPENDITURE)/ INCOME/ FOR THE YEAR

	2024 £	2023 £
Net (expenditure)/income is stated after charging:		
Auditor’s remuneration:		
- Fees payable to the charity’s auditor for the audit of the charity’s annual financial statements	24,000	20,000

NFL Foundation UK

NOTES TO THE FINANCIAL STATEMENTS
Year ended 31 March 2024

9. ANALYSIS OF STAFF COSTS, TRUSTEE REMUNERATION AND EXPENSES, AND THE COST OF KEY MANAGEMENT PERSONNEL

Employees

The entity had no employees in the current or prior year and therefore no remuneration was paid.

Trustees' Remuneration

No trustees received remuneration during the current or prior year. Total travel and subsistence expenses were £nil (2023: £nil).

10. FIXED ASSET INVESTMENTS

	2024	2023
	£	£
Investments in subsidiary undertakings	-	-

NFL Foundation UK holds 100% of the share capital of NFL Foundation UK Trading Limited which is dormant (2023:– dormant). The registered address of NFL Foundation UK Trading Limited is 8th Floor, 30 Panton Street, London, United Kingdom, SW1Y 4AJ.

NFL Foundation UK

NOTES TO THE FINANCIAL STATEMENTS
Year ended 31 March 2024

11. DEBTORS

	2024 £	2023 £
Amounts falling due within one year:		
Trade debtors	-	100,000
Prepayments	-	26,754
Accrued revenue	100,000	-
	<u>100,000</u>	<u>126,754</u>

Trade debtors are amounts owed to the Foundation for contracted grant funding amounts outstanding at the end of the financial year. The Trustees consider that the carrying amount of all financial assets approximates to their fair value. No financial assets are recorded at fair value through profit and loss.

12. CREDITORS

	2024 £	2023 £
Amounts falling due within one year:		
Trade creditors	19,913	2,723
Accruals	45,290	20,015
	<u>65,203</u>	<u>22,738</u>

NFL Foundation UK

NOTES TO THE FINANCIAL STATEMENTS Year ended 31 March 2024

13. MOVEMENTS ON FUNDS

Year ended 31 March 2024	At 1 April 2023	Income	Expenditure (including taxation)	Gains/ (losses)	Transfers	At 31 March 2024
	£	£	£	£	£	£
Unrestricted funds:						
General fund	53,725	28,716	(65,363)	-	-	17,078
Unrestricted funds total	53,725	28,716	(65,363)	-	-	17,078
Restricted fund:						
GLA fund	80,000	150,000	(215,000)	-	-	15,000
NFL Foundation US	213,369	271,165	(75,155)	-	-	409,379
Sport England Fund	-	100,000	(293,072)			(193,072)
Restricted funds total	293,369	521,165	(583,227)	-	-	231,307
Total Charity funds	347,094	549,881	(648,590)	-	-	248,385

Restricted funds relate to the specific major charitable donors for the implementation of Flag Football projects in London and the wider UK.

Year ended 31 March 2023	At 1 April 2022	Income	Expenditure (including taxation)	Gains/ (losses)	Transfers	At 31 March 2023
	£	£	£	£	£	£
Unrestricted funds:						
General fund	-	170,073	(116,348)	-	-	53,725
Unrestricted funds total	-	170,073	(116,348)	-	-	53,725
Restricted fund:						
GLA fund		280,000	(200,000)	-	-	80,000
NFL Foundation US	-	465,048	(251,679)	-	-	213,369
Restricted funds total	-	745,048	(451,679)	-	-	293,369
Total group funds	-	915,121	(568,027)	-	-	347,094

NFL Foundation UK**NOTES TO THE FINANCIAL STATEMENTS**
Year ended 31 March 2024**14. CASH FLOW STATEMENT**

a) Reconciliation of net (expenditure)/income/ to cash generated by operating activities:

	2024 £	2023 £
Net (expenditure)/income for the year	(98,709)	347,094
Operating cash flow before movement in working capital	(98,709)	347,094
Decrease/(Increase) in debtors	26,754	(126,754)
Increase in creditors	42,465	22,738
Cash (utilised)/generated by operating activities	(29,490)	243,078

b) Analysis of changes in net cash:

	At start of the year	Cash flows	At end of the year
Cash	243,078	(29,490)	213,588
Net cash	243,078	(29,490)	213,588

15. SUBSEQUENT EVENTS

There are no subsequent events which impact these financial statements.

16. RELATED PARTY TRANSACTIONS**Related party**

	2024 £	2023 £
NFL International Limited		
Donations made to the Foundation	-	98,570

NFL International Limited has the ability to appoint up to five Trustees and is therefore deemed to have power to participate in financial and operational decisions.