

Company Registration No. 12851046
Registered Charity No. 1195395

NFL Foundation UK

**Trustees' Annual Report and Financial
Statements**

Year ended 31 March 2025

TUESDAY



AEHJKNCB

A09

16/12/2025

#90

COMPANIES HOUSE

NFL Foundation UK

CONTENTS	Page
Officers and professional advisers	1
Message from the Chair	2
Report of the trustees	3
Trustees' responsibilities statement	10
Independent auditor's report	11
Statement of financial activities	15
Balance sheet	16
Cash flow statement	17
Notes to the financial statements	18

NFL Foundation UK

OFFICERS AND PROFESSIONAL ADVISERS

TRUSTEES AND OFFICERS

Anna Isaacson
Leah Kreitzman
Patricia Keiko Hamzahee
Osi Umenyiora (resigned September 2024)
Dawn DiFortuna Aponte
Gavin Lewis
Ian Russell Ritchie
Paraag Marathe

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 2025

MESSAGE FROM THE CHAIR

We are delighted to submit our 2024/25 Report of the Trustees and audited accounts.

The past year has shown the NFL Foundation UK continue its strong impact in Birmingham, Greater Manchester and London, alongside the exciting expansion to Leeds in partnership with the Leeds United Foundation and San Francisco 49ers.

We were also hugely honoured to host two royal visits over this period. Firstly, HRH Prince William, joined us to mark the third anniversary of the Foundation in October, taking part in NFL Flag activities alongside beneficiaries representing our work across the country to mark the occasion.

The second visit took place in February at Tottenham Hotspur Stadium, where HM King Charles III met young people who have benefitted from the work of our Huddle Project, delivered in partnership with the Tottenham Hotspur Foundation and Nike.

As always, 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

NFL Foundation UK

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 2025. 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 (resigned September 2024)
Dawn DiFortuna Aponte
Gavin Lewis
Ian Russell Ritchie
Paraag Marathe

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.

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).

NFL Foundation UK

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:

Leeds Foundation Partnership Overview

Beyond the above, the NFL Foundation UK has now expanded into Leeds through the creation of a new programme called Unlocking Potential. Working in partnership with the Leeds United Foundation, and the San Francisco 49ers, the programme aims to provide greater access to educational and sporting pathways for marginalised young people in Leeds across the next three years.

Each partner will invest £150,000, over the next three years to create NFL Flag programmes in local community charities and schools in Leeds. The project seeks to tackle inequality and barriers to sport and deliver positive outcomes for young people ranging from improving their physical and mental wellbeing through increasing opportunities to education and employment.

NFL Foundation UK

The programme launched through an event on Tuesday 16th July 2024 at Leeds United Centenary Pavilion and local community pitch, Beggars Hill. The event featured 120 young people from three local schools participating in flag football workshops and team building exercises, designed as an introduction to the sport.

Delivery then followed in November, initially targeted 1,000 boys and girls aged 11-20 in primary and secondary schools in the first year, plus colleges and community groups in the local areas of Beeston and Hunslet. The aim is to reach a total of 3,000 participants over the three years of delivery.

Mayor of London Partnership Overview

The NFL Foundation UK London Partnerships programme, supported by Mayor of London Sport Unites funding, concluded in April 2025. 15 community organisations were selected to receive grants for the delivery of NFL Flag football projects.

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

	2025	2024
• Badu Sports CIC	£17,908	£17,908
• Barnet Community Projects	£7,630	£7,630
• BIGKID Foundation	£20,000	£20,000
• Charlton Athletic Community Trust	£10,542	£10,542
• Connect Stars	£19,713	£19,713
• Dallaglio RugbyWorks	£13,333	£13,333
• Deptford Lionesses	£15,657	£15,657
• HR Sports Academy	£19,960	£19,960
• ML Community Enterprise	£10,013	£10,013
• Muslimah Sports Association	£4,942	£4,942
• Newham All Stars Sports Academy (NASSA)	£8,634	£8,634
• Phoenix Community Care	£12,920	£12,920
• Single Homeless Project	£20,000	£20,000
• Southall Community Alliance	£13,750	£13,750
• The Change Foundation	£20,000	£20,000

The final impact results of the partnership were hugely encouraging, with activities covering 21 London boroughs and over 1,500 NFL Flag session delivered. 79% of participants were from a non-white diverse ethnic background.

In terms of the impact on participants, 81% of respondents agreed or strongly agreed that playing NFL Flag was fun. 35% of respondents also experienced a positive change in their attitudes towards the activity over the course of their involvement.

Particularly positive results include 63% of respondents to this survey experiencing an increase in their feelings of optimism about the future, and 35% of respondents feeling more confident in their ability to bounce back from difficult moments in their lives.

With regards to the next steps in this partnership, NFL Foundation UK and the Mayor of London's team are in discussions, with the aim to announce a new partnership in 2026.

Sport England Partnership Overview

Following the announcement of the NFL Foundation UK's partnership with Sport England in February 2023, the programme began delivery in December 2023.

NFL Foundation UK

Through this partnership, the NFL Foundation UK is supporting 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

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

	2025	2024
• Pitch 2 Progress	£26,957	£13,479
• Saathi House	£24,000	£12,000
• Sport for Life	£27,143	£13,571
• Active Communities Network	£27,500	£200,000
• Bolton Solidarity Community Association	£15,900	£7,950
• Foundation 92	£23,500	£11,750

These programmes are scheduled to conclude in August 2025, so we will not have full impact reporting until after this date. However, we are able to draw out some initial impact data which includes:

- 81% of beneficiaries are from the top 20% most deprived communities on the MSOA ranking scale
- 73% of beneficiaries are from a non-white ethnic background
- Beneficiaries saw an average increase of an additional 15 minutes per day spent doing physical activities that cause their breathing to be fast (moderate physical activity).
- 24% increase in beneficiaries having positive, frequent contact with people from a different neighbourhood to them.

This is encouraging data which provides a clear indication that our programme is on the right track. We will provide a fuller analysis in next year's report, once we have the final impact data, at the conclusion of the project.

Partner Selection Process

The application process for our grants, is designed to be as straightforward and supportive as possible for organisations who wished to be considered for a partnership. The first phase requires 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, uses 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 requests 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 our application windows, applicant Q&A sessions are offered. These 30-minute sessions allow applicants to join a Zoom call with representatives from the NFL Foundation UK and Beyond Sport who could answer any questions

NFL Foundation UK

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 is 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.

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 major focus has been the delivery of the £250,000 investment from Sport England, to expand the reach of NFL Foundation UK to communities in Birmingham and Greater Manchester.

As highlighted, this period has also seen the expansion of our work to Leeds, in partnership with Leeds United and the San Francisco 49ers, through the creation of a joint £450,000 investment

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 collaborated with the US NFL Foundation who utilise the NFL Auction platform, where jerseys worn by players in the NFL London Games have been auctioned to raise funds for the Foundation. They have also successfully auctioned packages which include hotel accommodation in London, kindly donated by our partners, alongside tickets to the NFL London Games and donated the net proceeds to the NFL Foundation UK. This has been very successful and is an area we will look to build on in future years.

Finally, we are in the final stages of confirming our new partnership with the Mayor of London, which will expand our reach to new partners across London in 2025, which is hugely exciting.

NFL Foundation UK

Achievements

As we recognise the third anniversary of the Foundation's launch, we are very proud to have expanded our reach to four major cities. Hosting HRH The Prince of Wales, at an event to acknowledge this moment, was a significant achievement which we are very proud of, as was the opportunity to host HM The King at Tottenham Hotspur Stadium.

Within the first three years of operation of the Foundation we have partnered with organisations who have established regular sessions of flag football.

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.

Financial Results

Income for the year amounted to £724,777 (of which Restricted - £490,818 and Unrestricted - £233,959)

(2024 - £549,881 (of which Restricted - £521,165 and Unrestricted - £28,716)

Total expenditure for the year amounted to £379,868 (of which Restricted – £341,631 and Unrestricted – £38,237)

(2024 - £648,590 (of which Restricted – £583,227 and Unrestricted – £65,363)

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 £212,800.

The balance of funds restricted for flag football programmes is £380,494 (2024 - £231,306).

Trustee expenses and remuneration

No Trustees received remuneration or expenses from the charity during the year (2024 - £Nil).

Auditor

Deloitte LLP were appointed to act as auditor for the Foundation for the financial year ended 31 March 2025. This appointment is reviewed annually by the board. Deloitte LLP have indicated their willingness to continue in office.

NFL Foundation UK

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 2025, a balance of £380,494 (2024 - £340,799) 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.

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:

AD32A63B07034C9...

Approval

This report was approved by the Trustees on 11 December 2025 and signed on its behalf.

NFL Foundation UK

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.

NFL Foundation UK

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 2025 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.

NFL Foundation UK

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.

NFL Foundation UK

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 year. To address this risk, we reviewed the agreements that the charitable company has in place for grants, traced receipts to bank statements 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

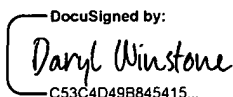
NFL Foundation UK

- 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:

C53C4D49B845415...

Daryl Winstone FCA (Senior statutory auditor)

For and on behalf of Deloitte LLP

Statutory Auditor

London, United Kingdom

11 December 2025

NFL Foundation UK
STATEMENT OF FINANCIAL ACTIVITIES
(including income and expenditure account)
Year ended 31 March 2025

	Note	Unrestricted funds £	Restricted funds £	Total funds 2025 £	Total funds 2024 £
INCOME FROM:					
Donations and grants	3	233,959	290,818	524,777	299,881
Income from charitable activities	4	-	200,000	200,000	250,000
TOTAL INCOME		233,959	490,818	724,777	549,881
EXPENDITURE ON:					
Charitable activities	5	38,237	341,631	379,868	648,590
TOTAL EXPENDITURE		38,237	341,631	379,868	648,590
Net income/(expenditure) before tax	7	195,722	149,187	344,909	(98,709)
Taxation		-	-	-	-
Net income/(expenditure) for the year		195,722	149,187	344,909	(98,709)
NET MOVEMENT IN FUNDS		195,722	149,187	344,909	(98,709)
RECONCILIATION OF FUNDS:					
Total funds brought forward		17,078	231,307	248,385	347,094
Net movement in funds for the year		195,722	149,187	344,909	(98,709)
Total funds carried forward	12	212,800	380,494	593,294	248,385

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.

NFL Foundation UK**BALANCE SHEET****At 31 March 2025**

	Note	2025 £	2024 £
FIXED ASSETS			
Investments	10	-	-
CURRENT ASSETS			
Debtors: Amounts due within one year	11	528,317	100,000
Cash at bank and in hand		113,977	213,588
		<u>642,294</u>	<u>313,588</u>
Creditors: amounts falling due within one year	12	(49,000)	(65,203)
		<u>593,294</u>	<u>248,385</u>
NET CURRENT ASSETS			
		<u>593,294</u>	<u>248,385</u>
NET ASSETS			
		<u>593,294</u>	<u>248,385</u>
FUNDS			
Unrestricted funds:			
General fund		212,800	17,079
Designated funds		-	-
Restricted funds:			
General restricted funds		380,494	231,306
		<u>593,294</u>	<u>248,385</u>
TOTAL FUNDS	13	<u>593,294</u>	<u>248,385</u>

The surplus/(deficit) of the Foundation for the year for Companies Act purposes is £ 344,909 (2024: (£98,709)).

These financial statements of NFL Foundation UK, registered number 12851046, were approved by the Board of Trustees and authorised for issue on 11 December 2025. 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 2025**

	Note	2025 £	2024 £
Net cash flows from operating activities	14a	(99,611)	(29,490)
Cash flows from investing activities:			
Net cash flows from investing activities		-	-
Cash flows from financing activities:			
Net cash flows from financing activities		-	-
Net (decrease)/increase in cash and cash equivalents		(99,611)	(29,490)
Cash and cash equivalents at beginning of year		213,588	243,078
Cash and cash equivalents at the end of the year	14b	113,977	213,588
Reconciliation to cash at bank and in hand:			
Cash at bank and in hand		113,977	213,588
Total cash and cash equivalents		113,977	213,588

NFL Foundation UK

NOTES TO THE FINANCIAL STATEMENTS

Year ended 31 March 2025

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 2025 a balance of £380,490 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.

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 2025

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 and governance costs which support the charity's 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 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 company 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 company'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 2025

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 GRANTS

	2025	2024
	£	£
Donations	233,959	28,716
General grants	290,818	271,165
	<u>524,777</u>	<u>299,881</u>

Income from donations was £233,959 (2024: £28,716) of which £233,959 was unrestricted (2024: £28,716). Donations were received from companies and individuals from the UK and USA.

Grants received from the NFL Foundation (US) were £290,818 (2024: £271,165) of which £290,818 (2024: £271,165) 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

	2025	2024
	£	£
London Flag football programmes	<u>200,000</u>	<u>250,000</u>

Grants received from the Greater London Authority were restricted for the purpose of 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 2025****5. ANALYSIS OF EXPENDITURE ON CHARITABLE ACTIVITIES**

Activity	Activities undertaken directly	Grant funding of activities	Support costs	Total 2025	Total 2024
	£	£	£	£	£
Delivering Flag Football Programmes	-	341,631	38,237	379,868	648,590
Training	-	-	-	-	-
	-	341,631	38,237	379,868	648,590

2024 Comparatives	Activities undertaken directly	Grant funding of activities	Support costs	Total 2024
Activity	£	£	£	£
Delivering Flag Football Programmes	-	583,227	65,363	648,590
Training	-	-	-	-
	-	583,227	65,363	648,590

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 2025**6. ANALYSIS OF SUPPORT COSTS**

2025	Governance Function £	Total 2025 £
Audit Fees	28,000	28,000
Consulting fees	10,135	10,135
Bank charges	102	102
Admin cost	-	-
Total	38,237	38,237

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

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

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

	2025 £	2024 £
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	28,000	24,000

NFL Foundation UK**NOTES TO THE FINANCIAL STATEMENTS****Year ended 31 March 2025****8. 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

	2025	2024
	£	£
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 2025

11. DEBTORS

	2025 £	2024 £
Amounts falling due within one year:		
Trade debtors	390,817	-
Accrued revenue	137,500	100,000
	<u>528,317</u>	<u>100,000</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

	2025 £	2024 £
Amounts falling due within one year:		
Trade creditors	25,000	19,913
Accruals	24,000	45,290
	<u>49,000</u>	<u>65,203</u>

NFL Foundation UK**NOTES TO THE FINANCIAL STATEMENTS**
Year ended 31 March 2025**13. MOVEMENTS ON FUNDS**

Year ended 31 March 2025	At 1 April 2024	Income	Expenditure (including taxation)	Gains/ (losses)	Transfers	At 31 March 2025
	£	£	£	£	£	£
Unrestricted funds:						
General fund	17,078	233,959	(38,237)	-	-	212,800
Unrestricted funds total	17,078	233,959	(38,237)	-	-	212,800
Restricted fund:						
GLA fund	15,000	100,000	(36,410)	-	-	78,590
NFL Foundation US	409,379	290,818	(160,221)	-	-	539,976
Sport England Fund	(193,072)	100,000	(145,000)			(238,072)
Restricted funds total	231,307	490,818	(341,631)	-	-	380,494
Total Charity funds	248,385	724,777	(379,868)	-	-	593,294

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 2024	At 1 April 2024	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

NFL Foundation UK**NOTES TO THE FINANCIAL STATEMENTS**
Year ended 31 March 2025**14. CASH FLOW STATEMENT**

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

	2025 £	2024 £
Net Income/(Expenditure)/income for the year	<u>344,909</u>	<u>(98,709)</u>
Operating cash flow before movement in working capital	344,909	(98,709)
(Increase)/Decrease in debtors	(428,317)	26,754
(Decrease)/Increase in creditors	(16,203)	42,465
	<u> </u>	<u> </u>
Cash (utilised)/generated by operating activities	<u>(99,611)</u>	<u>(29,490)</u>

b) Analysis of changes in net cash:

	At start of the year	Cash flows	At end of the year
Cash	<u>213,588</u>	<u>(99,671)</u>	<u>113,977</u>
Net cash	<u>213,588</u>	<u>(99,671)</u>	<u>113,977</u>

15. SUBSEQUENT EVENTS

There are no subsequent events which impact these financial statements.

16. RELATED PARTY TRANSACTIONS**Related party**

	2025 £	2024 £
NFL International Limited		
Donations made to the Foundation	48,000	-

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.