

**Registered number: 13199784**  
**Charity number: 1195686**

**CUI - COUNT US IN LIMITED**  
**(A Company Limited by Guarantee)**

**TRUSTEES' REPORT AND FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2024**

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**CUI - COUNT US IN LIMITED**  
**(A Company Limited by Guarantee)**

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**CUI - COUNT US IN LIMITED**  
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**REFERENCE AND ADMINISTRATIVE DETAILS OF THE CHARITY, ITS TRUSTEES AND ADVISERS**  
**FOR THE YEAR ENDED 31 DECEMBER 2024**

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<b>Trustees</b>	M Lyon C Maddox N Topping (resigned 14 November 2024) K Umeasiegbu
<b>Company registered number</b>	13199784
<b>Charity registered number</b>	1195686
<b>Registered office</b>	First Floor Black Country House Rounds Green Road Oldbury West Midlands B69 2DG
<b>Company secretary</b>	J Greenway
<b>Independent auditor</b>	Crowe U.K. LLP Black Country House Rounds Green Road Oldbury West Midlands B69 2DG
<b>Bankers</b>	HSBC 6 Commercial Way Woking Surrey GU21 6EZ

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**CUI - COUNT US IN LIMITED**  
**(A Company Limited by Guarantee)**

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**TRUSTEES' REPORT**  
**FOR THE YEAR ENDED 31 DECEMBER 2024**

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The Trustees present their annual report, together with the audited financial statements of CUI – Count Us In Limited (Count Us In) for the period ended 31 December 2024. The financial statements have been prepared in accordance with the accounting policies set out in note 2 to the accounts and comply with the Charity's trust deed, the Charities Act 2011, the Charities Statement of Recommended Practice (second edition) and Financial Reporting Standard FRS 102.

**Objectives and activities for the public benefit**

The objects of the Charity are: to advance education; to relieve poverty by supporting such charitable causes as the trustees may from time to time determine; and to promote sustainable development by: 1) the preservation, conservation and the protection of the environment and the prudent use of resources; 2) the relief of poverty and the improvement of the conditions of life in socially and economically disadvantaged communities; 3) the promotion of sustainable means of achieving economic growth and regeneration. Sustainable development means "development which meets the needs of the present without compromising the ability of future generations to meet their own needs".

One of our charitable aims is to promote sustainable development through the preservation, conservation and protection of the environment and the prudent use of resources. We do this through 'Count Us In'.

Count Us In develops and delivers ground breaking campaigns that harness the power of popular culture to inspire mainstream action on climate and nature, and support policy and business leaders to be ambitious in driving policy and systemic change.

Culture, and sport specifically, has the power to shift the mindsets of billions and inspire people - who don't think of themselves as activists - to action, through things in their lives they love. When the mainstream shifts, we know politicians and business leaders notice and move. They are the secret weapon of wider systems and policy change. With the rise of populist politics and the backlash against climate action, whoever wins the moveable middle wins the wider fight for climate and health action.

In the last year CUI has focussed on building football campaigns. Football is perhaps the most popular cultural force on the planet, generating joy and passion for billions. By bringing together football, health, climate and nature to reach new mainstream audiences, we are unlocking huge potential for change. Our football campaigns are part of a larger, sustained sports plan that we are developing with partners.

Count Us In and our partners have played a pioneering role in building models for football culture-driven campaigns for climate, health and nature over the past three years. We have three strategic building blocks that together can play a game changing role in moving the mainstream middle (3.5 billion football fans globally), by delivering integrated advocacy, culture and marketing campaigns, linked to an advocacy strategy, in key strategic geographies.

Count Us In is backed by leading organizations and voices on climate action. These include the co-architects of the historic 2015 Paris Agreement, Christiana Figueres and Tom Rivett-Carnac; UN Climate Change High-Level Champion at COP26, Nigel Topping; and a prominent group of voices across sport, film, music, policy-making and religion.

We are confident that we are building the largest, most ambitious football culture-driven campaign for the planet. Our community includes 100s of organisations, ranging from football clubs, charities, community groups and businesses.

The Trustees confirm they have referred to Charity Commission guidance on public benefit when reviewing the Charity's objectives, approach, impact and future plans.

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**CUI - COUNT US IN LIMITED**  
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**TRUSTEES' REPORT (CONTINUED)**  
**FOR THE YEAR ENDED 31 DECEMBER 2024**

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**A review of our achievements and performance**

Examples of our work in 2024:

- **Green Football Weekend.** The third year of our flagship football coalition campaign in the UK – including broadcast giants Sky and TNT Sport, clubs, and football leagues – to unleash the power of football to tackle climate change. This year, Green Football Weekend brought together 95 of the UK's top football clubs, to reach 30+ million fans, families and communities via original Sky and TNT Sport programming, media coverage and social media. The campaign has signalled to the government, sports industry and clubs that these football fans support action on climate. Green Football Weekend won the "Campaign of the Year" award at the 2024 British Association of Sustainability in Sports (BASIS) Sustainable Sports Awards, recognizing its significant impact on sustainability within the football community. The 2024 Learnings and Impact Report providing detail on the campaign was published and is available at <https://cdn.prod.website-files.com>.
- **Terra/Earth FC** - we established a football campaign in the run up COP30 to mobilize millions of football fans in Brazil and around the world, launching at Y20 and G20 in 2024 to unite behind climate action. Building upon the premise of reaching audiences through things in their lives they love, this campaign delivered learnings on engaging football culture in a new geography and continues in 2025. What we have achieved so far:
  - We have recruited over 40 Brazil clubs to join Terra FC, including many of the most influential clubs - Flamengo, Fluminense, Vasco, Botafogo, Corinthians, Gremio, SPFC, Atlético Mineiro and Fortaleza. We have broken new ground integrating climate and nature messaging and fan mobilisation into high profile games and derbys across the country. We have recruited high profile football stars such as Thiago Silva, and Igor Jesus, and legends such as Roberto Carlos, Washington and Athirson.
  - We have recruited over 20 global clubs including Real Betis, Porto FC, Wolfsburg FC, River Plate, Wydad Casablanca, and Seattle Sounders, demonstrating our hypothesis that the spirit of football can cross borders and unite powerful cultural actors.
  - Produced pioneering research connecting football and climate change through the analysis of climate-driven extreme weather events on clubs and the fan communities in their home cities, published under the title Football's Toughest Opponent (a second edition covering all 60 clubs in Series A, B and C, and their 40 home cities across Brazil, is due to be published in May 2025).
  - Terra FC will host the first ever Football for the Planet Summit on 30 & 31 May 2025 at the iconic MorumBIS stadium, alongside São Paulo FC, the Ministry of Sports, and Federação Paulista de Futebol. The first-ever gathering of football clubs and federations for the planet, the Summit will represent voices from across the Brazilian football ecosystem and global clubs with climate experts, government ministers, social media creators and journalists.
  - Terra FC has so far reached over 30 million fans through strong social media and PR, working with clubs and influencers.
  - Grassroots community mobilisation has been a strong component - 48 schools and 50 NGOs participated in in-person or remote training, with 202 Games for Earth held so far. This summer, we plan to expand our Ground Game community programme nationwide, reaching thousands of educators, students and community members with climate and football messaging across Brazil.

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**TRUSTEES' REPORT (CONTINUED)**  
**FOR THE YEAR ENDED 31 DECEMBER 2024**

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- Engagement of Brazilian government representatives, including President Lula's team, the COP30 Presidency, the Ministries of Sport, Environment and Climate, and municipal leaders in key cities such as Rio and São Paulo.
- Collaboration with key partners, such as the Ministry of Sport, C40, Avaaz, WFFA, UNFCCC, Earthshot Prize and Global Citizen.
- Successful football advocacy, including an event with Keir Starmer at the historic Laranjeiras stadium, and at COP 29 in Baku. Game for Earth in Rio, a televised football game, just before COP30 will engage millions of fans and be an advocacy moment.

**Social media campaign: Step Zero.** Alongside Futerra Solutions Union, Pinterest, Project Drawdown, Rare, Re:wild, Sky, UNDP, Unilever, WPP and YouTube, Count Us In launched the Step Zero coalition in April 2024. This scales engaging science-backed sustainability social media content to inspire behaviour change and make sustainable living the norm. To mark this launch, we've curated the Step Zero Library, a first of its kind resource that provides vital resources and learning materials for content creators covering topics such as climate communication, inspiring your followers, navigating misinformation and spotting greenwashing. It covers key thematic areas including fashion, food, travel, home and lifestyle.

**Music: Sounds Right.** We joined with UN Live, EarthPercent, Earthrise and others to launch Sounds Right – a new global music initiative that enables conservation funding to be generated from the sounds of nature. 15+ founding artists, including Brian Eno, Ellie Goulding, V of BTS, Anuv Jain, London Grammar, Bomba Estéreo, and Los Amigos Invisibles have released tracks or remixed hits featuring sounds from the natural world. The initiative aims to engage 600 million people globally, raise \$40M for nature conservation, spark a global conversation about the value of nature and support millions of music fans to take action to protect our planet. Count Us In is a core, founding partner of the campaign. Alongside Rare, we have identified and developed framing for a robust action set that's embedded on the Spotify platform.

### **Plans for the future**

We will continue to focus on our efforts through football channels in 2025 as detailed below:

1. Sport: Green Football Weekend. The Green Football's Great Save campaign has the support of the country's top sports broadcasters and more than 100 professional football clubs, plus footballers, pundits and famous fans. 2025 will be our fourth year of Green Football Weekend. Taking place for 3 weeks across March - April, it will work to engage broadcast audiences, club community organisers, schools and supporter groups right across the nation. To engage these groups, we will run an extensive social media campaign, using footballers and clubs as the messengers to positive engage as many people as possible in saving kit from landfill.
2. Terra/ Earth FC - will build on the foundational work in 2024 to a campaign in 2025 culminating in activity to engage mass audiences in action towards COP 30 in Brazil. We will demonstrate the power of football as a messenger in the call to action and establish a campaign in Brazil and across other countries.

### **Fundraising**

Due in large part to the generosity of our existing donor base, during 2024, the Charity had no fundraising activities requiring disclosure under S162A of the Charities Act.

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**CUI - COUNT US IN LIMITED**  
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**TRUSTEES' REPORT (CONTINUED)**  
**FOR THE YEAR ENDED 31 DECEMBER 2024**

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**Financial review**

During the period, the Charity received income of £2,749,601 (2023: £1,635,679), an increase from the previous year. In this recent period, the income was a mix of philanthropic funding from Quadrature Climate Foundation (Company No 12194319/ Charity No 1187301), Waverley Street Foundation, other donors, plus sales. Count Us In runs campaigns both with clients who pay for our advisory and/or platform services and through direct fundraising for our charitable purpose. These campaigns – which clients pay Count Us In to provide – are free to the end-user (general public). Clients include businesses, government agencies and other organisations wishing to run campaigns that drive climate action and ultimately inspire employees, consumers, audiences, members to take personal climate action.

**Risk management**

The Trustees regularly review major risks to which the Foundation is exposed, and are satisfied that systems are in place to mitigate those risks.

During the 2024 period, a key risk was identified related to Count Us In income generation strategy and the need to diversify income and strategically focus on fewer workstreams.

To mitigate this risk we will:

- Focus on sport, specifically football, as the channel to reach the mainstream audience across different geographies and engage with supporters to deliver the campaigns.
- Continue to build a pipeline of philanthropic funders.

**Reserves policy**

The Trustees' policy is to maintain free reserves at a level of at least £250,000 to provide at least 3 months of running costs plus wind up costs. At 31 December 2024, total funds amounted to £1,920,391 (2023: £789,829). This includes restricted funds of £1,332,508 (2023: £715,588). Unrestricted funds amount to £587,883 (2023: £74,241). There are no designated funds or tangible fixed assets, and the free reserves therefore equate to £587,883(2023: £74,241) . Our free reserves are above the target of £250,000.

**Going concern**

After making appropriate enquiries, the Trustees have a reasonable expectation that the Charity has adequate resources to continue in operational existence for the foreseeable future. For this reason, they continue to adopt the going concern basis in preparing financial statements. Further details regarding the adoption of the going concern basis can be found in the accounting policies.

**Structure, governance and management**

**Governing document.** CUI – Count Us In Limited is registered in England under company number 13199784, and operates as Count Us In under charity number 1195686. Count Us In was established as an incorporated charity to take over the operations of Leaders' Quest Foundation (LQF), charity number 1104192, which was a trust. All of the activities of LQF transitioned into the Count Us In charity on 1st April 2022.

**Financial Year.** The financial year for the Charity is January to December.

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**TRUSTEES' REPORT (CONTINUED)**  
**FOR THE YEAR ENDED 31 DECEMBER 2024**

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**Trustees.** The Memorandum and Articles of Association provides for a minimum of three Trustees; the Charity currently has three Trustees. Any decision to appoint new Trustees is made by agreement by existing Trustees, with a view to building the diversity of skills and experience available on the Board. Candidates are sought through advertising and Count Us In networks, and, if necessary, shortlisted by an industry-leading recruitment agency. Potential candidates are interviewed by existing Board members and programme team members, and benefit from detailed introductory meetings, training, and handover documents on joining the Board, including the Charity's policy documents and Minutes of recent Board meetings. Three new Trustees were appointed post year end and Marcus Lyon resigned as of September 2025.

**Induction and training of Trustees.** To equip new trustees with the information they need to perform their role effectively, they receive detailed information on their duties and responsibilities under Charity Law and follow a structured induction programme consisting of meetings with the senior management team and other key stakeholders. Trustees also undergo regular training as required.

**Organisational structure.** At the quarterly Trustees' meetings, the broad strategy and areas of activity for the Charity are agreed. These include consideration of grant making, investment, reserves and risk management policies and performance. No key management personnel are employed but some members of the team are and remuneration levels are benchmarked to market and agreed by key management personnel.

**Key management personnel.** The Charity moved in the year from being supported by Leaders' Quest Ltd employees for administrative and programme support to independent operations. Justin Forsyth and Eric Levine lead the organisation and daily operational activities are led by DFO Lizzie Ball, and guided by strategy and policy agreed at Trustees' meetings. For example payments may be made and received as long as within thresholds authorised under the charity's Financial Due Diligence policy. This operational team will propose key strategic and administrative topics for discussion, and draft policies for review, for the Trustees' attention.

**Network.** The Charity is an independent charity established for exclusively charitable purposes, and which is connected to a group of non-charities (which are not profit-distributing). The Charity works with LQ Foundation USA. (formerly Future Stewards, Inc.) to receive funds. In addition, the Charity sometimes works through Leaders' Quest Ltd and trusted partner organisations to deliver its programmes. The Charity retains overall independence in relation to its mission and activities. The Trustees have considered the Charity Commission's guidance on charities connected to non-charities.

The Charity Trustees are aware of the Charity Governance code, including the updates to the code in 2020 in relation to equality, diversity and inclusion. The Trustees are in the process of reviewing the code and ensuring it is applied.

**Trustees' responsibilities statement**

The Trustees are responsible for preparing the Trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

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 Charity and of the incoming resources and application of resources of the Charity for that period. In preparing these financial statements, the Trustees are required to:

- Select suitable accounting policies and apply them consistently.
- Observe the methods and principles in the Charities SORP.
- Make judgments and accounting estimates that are reasonable and prudent.
- Follow applicable UK accounting standards subject to any material departures disclosed and explained in the financial statements and
- Prepare the financial statements on the going-concern basis unless it is inappropriate to presume that the Charity will continue in operation.



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**CUI - COUNT US IN LIMITED**  
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**TRUSTEES' REPORT (CONTINUED)**  
**FOR THE YEAR ENDED 31 DECEMBER 2024**

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The Trustees are responsible for keeping proper accounting records that are sufficient to show and explain the Charity's transactions and disclose with reasonable accuracy at any time the financial position of the Charity 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 Charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

**Disclosure of information to auditor**

Each of the persons who are Trustees at the time when this Trustees' report is approved has confirmed that, so far as that Trustee is aware, there is no relevant audit information of which the Charity's auditor is unaware, and that Trustee has taken all the steps that ought to have been taken as a Trustee in order to be aware of any relevant audit information and to establish that the Charity's auditor is aware of that information.

**Auditor**

The auditor, Crowe U.K. LLP, has indicated his willingness to continue in office. The designated Trustees will propose a motion reappointing the auditor at a meeting of the Trustees.

In preparing this report, the directors have taken advantage of the small companies exemptions provided by section 415A of the Companies Act 2006.

Approved by order of the members of the board of Trustees and signed on their behalf by:

Signed by:  
  
F79B7C1195CA41A...  
**C Maddox**  
Chair  
Date: 29/09/2025

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**CUI - COUNT US IN LIMITED**  
**(A Company Limited by Guarantee)**

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**INDEPENDENT AUDITOR'S REPORT TO THE TRUSTEES OF CUI - COUNT US IN LIMITED**

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## **Opinion**

We have audited the financial statements of CUI - Count Us In Limited (the 'charity') for the year ended 31 December 2024 which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows and the related notes, including a summary of significant accounting policies. 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).

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 December 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; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

## **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 United Kingdom, including the Financial Reporting Council'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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**CUI - COUNT US IN LIMITED**  
**(A Company Limited by Guarantee)**

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**INDEPENDENT AUDITOR'S REPORT TO THE TRUSTEES OF CUI - COUNT US IN LIMITED**  
**(CONTINUED)**

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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.

**Opinion 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 for the financial year for which the financial statements are prepared is consistent with the financial statements.
- the Trustees' Report has been prepared in accordance with applicable legal requirements.

**Matters on which we are required to report by exception**

In the light of our knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' Report.

We have nothing to report in respect of the following matters in relation to which Companies Act 2006 requires us to report to you 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
- 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 prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the Trustees' Report and from the requirement to prepare a Strategic Report.

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**CUI - COUNT US IN LIMITED**  
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**INDEPENDENT AUDITOR'S REPORT TO THE TRUSTEES OF CUI - COUNT US IN LIMITED**  
**(CONTINUED)**

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**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 purposes 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.

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 obtained an understanding of the legal and regulatory frameworks within which the Company operates, focusing on those laws and regulations that have a direct effect on the determination of material amounts and disclosures in the financial statements. The laws and regulations we considered in this context were the Companies Act 2006. We assessed the required compliance with these laws and regulations as part of our audit procedures on the related financial statement items.

In addition, we considered provisions of other laws and regulations that do not have a direct effect on the financial statements but compliance with which might be fundamental to the Company's ability to operate or to avoid a material penalty. We also considered the opportunities and incentives that may exist within the Company for fraud. The laws and regulations we considered in this context for the UK operations were General Data Protection Regulation (GDPR), Anti-fraud, bribery and corruption legislation, environmental protection legislation, Health and safety legislation, Taxation legislation and Employment legislation.

Auditing standards limit the required audit procedures to identify non-compliance with these laws and regulations to enquiry of the directors and other management and inspection of regulatory and legal correspondence, if any.

We identified the greatest risk of material impact on the financial statements from irregularities, including fraud, to be in the following areas: timing of recognition of income; the override of controls by management, including posting of unusual journals; inappropriate treatment of non-routine transactions and areas of estimation uncertainty.

Our audit procedures to respond to these risks included enquiries of management about their own identification and assessment of the risks of irregularities, review and discussion of non-routine transactions, sample testing on the posting of journals and income transactions, review of accounting estimates for biases and review of trustee meeting minutes.

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**INDEPENDENT AUDITOR'S REPORT TO THE TRUSTEES OF CUI - COUNT US IN LIMITED**  
**(CONTINUED)**


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Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: [www.frc.org.uk/auditorsresponsibilities](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our Auditor's Report.

**Use of our report**

This report is made solely to the Charity's trustees, 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 its members, as a body, for our audit work, for this report, or for the opinions we have formed.

Signed by:  
  
82F0F23B2DBC4A0...

**Helen Blundell LLB FCA FCIE DChA (Senior Statutory Auditor)**

for and on behalf of

**Crowe U.K. LLP**

Statutory Auditor

Black Country House

Rounds Green Road

Oldbury

West Midlands

B69 2DG

Date: 30/09/2025

**CUI - COUNT US IN LIMITED**  
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**STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING INCOME AND EXPENDITURE ACCOUNT)**  
**FOR THE YEAR ENDED 31 DECEMBER 2024**

	<b>Note</b>	<b>Restricted funds 2024 £</b>	<b>Unrestricted funds 2024 £</b>	<b>Total funds 2024 £</b>	<b>Total funds 2023 £</b>
<b>Income from:</b>					
Donations and legacies	3	35,000	305,705	340,705	74,997
Charitable activities	4	2,109,991	298,905	2,408,896	1,560,682
<b>Total income</b>		<b>2,144,991</b>	<b>604,610</b>	<b>2,749,601</b>	<b>1,635,679</b>
<b>Expenditure on:</b>					
Charitable activities	5	812,483	806,556	1,619,039	1,722,214
<b>Total expenditure</b>		<b>812,483</b>	<b>806,556</b>	<b>1,619,039</b>	<b>1,722,214</b>
<b>Net movement in funds</b>		<b>1,332,508</b>	<b>(201,946)</b>	<b>1,130,562</b>	<b>(86,535)</b>
<b>Reconciliation of funds:</b>					
Total funds brought forward (as restated)		-	789,829	789,829	876,364
Net movement in funds		1,332,508	(201,946)	1,130,562	(86,535)
<b>Total funds carried forward</b>		<b>1,332,508</b>	<b>587,883</b>	<b>1,920,391</b>	<b>789,829</b>

The Statement of Financial Activities includes all gains and losses recognised in the year.

The notes on pages 15 to 27 form part of these financial statements.

**CUI - COUNT US IN LIMITED**  
**(A Company Limited by Guarantee)**  
**REGISTERED NUMBER: 13199784**


**BALANCE SHEET**  
**AS AT 31 DECEMBER 2024**

		2024 £	<i>As restated</i> 2023 £
<b>Current assets</b>			
Debtors	10	889,926	310,316
Cash at bank and in hand		1,164,575	1,153,392
		<b>2,054,501</b>	<b>1,463,708</b>
<b>Current liabilities</b>			
Creditors: amounts falling due within one year	11	(134,110)	(673,879)
<b>Total net assets</b>		<b>1,920,391</b>	<b>789,829</b>
<b>Charity funds</b>			
Restricted funds	12	1,332,508	-
Unrestricted funds	12	587,883	789,829
<b>Total funds</b>		<b>1,920,391</b>	<b>789,829</b>

The Trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and preparation of financial statements.

The financial statements have been prepared in accordance with the provisions applicable to entities subject to the small companies regime.

The financial statements were approved and authorised for issue by the Trustees and signed on their behalf by:

Signed by:  
  
F79B7C1195CA41A...

**C Maddox**  
Chair

Date: 29/09/2025

The notes on pages 15 to 27 form part of these financial statements.

CUI - COUNT US IN LIMITED  
(A Company Limited by Guarantee)

STATEMENT OF CASH FLOWS  
FOR THE YEAR ENDED 31 DECEMBER 2024

	Note	2024 £	2023 £
Cash flows from operating activities			
Net cash used in operating activities	15	11,183	56,151
Change in cash and cash equivalents in the year		11,183	56,151
Cash and cash equivalents at the beginning of the year		1,153,392	1,097,241
Cash and cash equivalents at the end of the year	16	1,164,575	1,153,392

The notes on pages 15 to 27 form part of these financial statements



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**CUI - COUNT US IN LIMITED**  
**(A Company Limited by Guarantee)**

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**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2024**

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**1. General information**

CUI - Count Us In Limited is a Company limited by guarantee (registered number 13199784), which is incorporated and registered in England and Wales. It is a registered charity in England and Wales (Charity number 1195686). The registered office and primary place of business is First Floor Black Country House, Rounds Green Road, Oldbury, West Midlands, B69 2DG. A description of the Charities principal activities and operations can be found in the Trustees report.

**2. Accounting policies**

**2.1 Basis of preparation of financial statements**

The financial statements have been prepared in accordance with the Charities SORP (FRS 102) - Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

CUI - Count Us In Limited meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy.

**2.2 Going concern**

After making appropriate enquiries, the Trustees have a reasonable expectation that the Charity has adequate resources to continue in operational existence for the foreseeable future. For this reason, they continue to adopt the going concern basis in preparing the financial statements. Further details regarding the adoption of the going concern basis can be found in the accounting policies.

**2.3 Income**

All income is recognised once the Charity has entitlement to the income, it is probable that the income will be received and the amount of income receivable can be measured reliably.

Income tax recoverable in relation to investment income is recognised at the time the investment income is receivable.

On receipt, donated professional services and facilities are recognised on the basis of the value of the gift to the Charity which is the amount it 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. Due to its nature this is a significant estimate.

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**CUI - COUNT US IN LIMITED**  
**(A Company Limited by Guarantee)**

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**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2024**

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**2. Accounting policies (continued)**

**2.4 Expenditure**

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use.

Expenditure on charitable activities is incurred on directly undertaking the activities which further the Charity's objectives, as well as any associated support costs.

All expenditure is inclusive of irrecoverable VAT.

**2.5 Debtors**

Trade and other debtors are recognised at the settlement amount after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

**2.6 Cash at bank and in hand**

Cash at bank and 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.

**2.7 Liabilities and provisions**

Liabilities are recognised when there is an obligation at the Balance Sheet date as a result of a past event, it is probable that a transfer of economic benefit will be required in settlement, and the amount of the settlement can be estimated reliably.

Liabilities are recognised at the amount that the Charity anticipates it will pay to settle the debt or the amount it has received as advanced payments for the goods or services it must provide.

Provisions are measured at the best estimate of the amounts required to settle the obligation. Where the effect of the time value of money is material, the provision is based on the present value of those amounts, discounted at the pre-tax discount rate that reflects the risks specific to the liability. The unwinding of the discount is recognised in the Statement of Financial Activities as a finance cost.

**2.8 Financial instruments**

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 with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

CUI - COUNT US IN LIMITED  
(A Company Limited by Guarantee)

NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2024

2. Accounting policies (continued)

2.9 Pensions

The Charity operates a defined contribution pension scheme and the pension charge represents the amounts payable by the Charity to the fund in respect of the year.

2.10 Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the Charity and which have not been designated for other purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the Charity for particular purposes. The costs of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

3. Income from donations and legacies

	Restricted funds 2024 £	Unrestricted funds 2024 £	Total funds 2024 £
Donations	35,000	305,705	340,705
Donation in kind	-	-	-
<b>Total 2024</b>	<b>35,000</b>	<b>305,705</b>	<b>340,705</b>

	As restated Unrestricted funds 2023 £	As restated Total funds 2023 £
Donations	14,997	14,997
Donation in kind	60,000	60,000
<i>Total 2023 as restated</i>	<i>74,997</i>	<i>74,997</i>

CUI - COUNT US IN LIMITED  
(A Company Limited by Guarantee)

NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2024

4. Income from charitable activities

	Restricted funds 2024 £	Unrestricted funds 2024 £	Total funds 2024 £
Grants	2,109,991	-	2,109,991
Consultancy Income	-	298,905	298,905
<b>Total 2024</b>	<b>2,109,991</b>	<b>298,905</b>	<b>2,408,896</b>

	<i>As restated Unrestricted funds 2023 £</i>	<i>As restated Total funds 2023 £</i>
Grants	1,000,000	1,000,000
Consultancy Income	560,682	560,682
<i>Total 2023 as restated</i>	<i>1,560,682</i>	<i>1,560,682</i>

**CUI - COUNT US IN LIMITED**  
**(A Company Limited by Guarantee)**

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2024**

**5. Analysis of expenditure on charitable activities**

**Summary by fund type**

	<b>Restricted funds 2024 £</b>	<b>Unrestricted funds 2024 £</b>	<b>Total 2024 £</b>
Programme delivery and evaluation	800,944	699,673	<b>1,500,617</b>
Donations	-	-	-
Sundry expenses	(2,195)	64,763	<b>62,568</b>
Governance costs	13,734	42,120	<b>55,854</b>
<b>Total 2024</b>	<b>812,483</b>	<b>806,556</b>	<b>1,619,039</b>

	<i>As restated Unrestricted funds 2023 £</i>	<i>As restated Total 2023 £</i>
Programme delivery and evaluation	1,551,094	1,551,094
Donations	97,352	97,352
Sundry expenses	51,309	51,309
Governance costs	22,459	22,459
<i>Total 2023 as restated</i>	<b>1,722,214</b>	<b>1,722,214</b>

**CUI - COUNT US IN LIMITED**  
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**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2024**

**6. Analysis of expenditure by activities**

	<b>Activities undertaken directly 2024 £</b>	<b>Support costs 2024 £</b>	<b>Total funds 2024 £</b>
Programme delivery and evaluation	1,500,617	-	<b>1,500,617</b>
Donations	-	-	-
Sundry expenses	62,568	-	<b>62,568</b>
Governance costs	-	55,854	<b>55,854</b>
<b>Total 2024</b>	<u>1,563,185</u>	<u>55,854</u>	<u><b>1,619,039</b></u>

	<i>Activities undertaken directly 2023 £</i>	<i>Support costs 2023 £</i>	<i>Total funds 2023 £</i>
Programme delivery and evaluation	1,551,094	-	1,551,094
Donations	97,352	-	97,352
Sundry expenses	51,309	-	51,309
Governance costs	-	22,459	22,459
<i>Total 2023</i>	<u>1,699,755</u>	<u>22,459</u>	<u>1,722,214</u>

**7. Auditor's remuneration**

	<b>2024 £</b>	<b>2023 £</b>
Fees payable to the Charity's auditor for the audit of the Charity's annual accounts	<b>10,285</b>	9,350
Fees payable to the Charity's auditor in respect of: All non-audit services not included above	<u><b>1,650</b></u>	<u>1,650</u>

**CUI - COUNT US IN LIMITED**  
**(A Company Limited by Guarantee)**

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2024**

**8. Staff costs**

	<b>2024</b>	<b>2023</b>
	<b>£</b>	<b>£</b>
Wages and salaries	<b>15,500</b>	-
Social security costs	<b>2,032</b>	-
Contribution to defined contribution pension schemes	<b>465</b>	-
	<b>17,997</b>	-

The average number of persons employed by the Charity during the year was as follows:

	<b>2024</b>	<b>2023</b>
Employees	<b>1</b>	-

No employee received remuneration amounting to more than £60,000 in either year.

During the year pro bono support was provided at a calculated value of £nil (2023: £60,000) and has been recognised as a donation in kind.

This year staff costs have been recharged to CUI Count Us In Limited from Leaders' Quest Limited to the value of £131,184 (2023: £440,625). Of this amount £61,000 (2023: £219,000) related to key management personnel.

A total of £218,416 (2023: £219,000) has been paid to key management personnel for services and reimbursement of expenses. Key management personnel comprises trustees and senior management.

**9. Trustees' remuneration and expenses**

During the year, no Trustees received any remuneration or other benefits (2023 - £NIL).

During the year ended 31 December 2024, no Trustee expenses have been incurred (2023 - £NIL).

**10. Debtors**

	<b>2024</b>	<b>2023</b>
	<b>£</b>	<b>£</b>
<b>Due within one year</b>		
Trade debtors	<b>89,903</b>	201,096
VAT recoverable	-	104,843
Prepayments and accrued income	<b>800,023</b>	4,377
	<b>889,926</b>	310,316

CUI - COUNT US IN LIMITED  
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NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2024

11. Creditors: Amounts falling due within one year

	2024 £	2023 £
Trade creditors	93,283	101,688
Other taxation and social security	11,971	-
Other creditors	10,957	7
Accruals and deferred income	17,899	572,184
	<u>134,110</u>	<u>673,879</u>
	2024 £	2023 £
<b>Deferred income</b>		
Deferred income at 1 January 2024	500,000	500,000
Resources deferred during the period	-	500,000
Amounts released from previous periods	(500,000)	(500,000)
	<u>-</u>	<u>500,000</u>

Deferred income related to a £1,000,000 grant received in the prior year which covered a 2 year period.



**CUI - COUNT US IN LIMITED**  
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**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2024**

**12. Statement of funds**

**Statement of funds - current year**

	<b>As restated Balance at 1 January 2024 £</b>	<b>Income £</b>	<b>Expenditure £</b>	<b>Balance at 31 December 2024 £</b>
<b>Unrestricted funds</b>				
General Funds	789,829	604,610	(806,556)	587,883
<b>Restricted funds</b>				
Waverley fund	-	1,495,715	(163,207)	1,332,508
LTPP fund	-	35,000	(35,000)	-
CECG fund	-	114,276	(114,276)	-
QCF fund	-	500,000	(500,000)	-
	-	2,144,991	(812,483)	1,332,508
<b>Total of funds</b>	<b>789,829</b>	<b>2,749,601</b>	<b>(1,619,039)</b>	<b>1,920,391</b>

**Statement of funds - prior year**

	<b>As restated Balance at 1 January 2023 £</b>	<b>As restated Income £</b>	<b>As restated Expenditure £</b>	<b>As restated Balance at 31 December 2023 £</b>
<b>Unrestricted funds</b>				
General Funds	876,364	1,639,037	(1,725,572)	789,829

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**CUI - COUNT US IN LIMITED**  
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**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2024**

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**12. Statement of funds (continued)**

**Waverley**

A grant provided by Waverley Street Foundation to deliver a football campaign engaging the mass audience in Brazil and globally to normalise the climate conversation and educate the impact of climate on football in the leadup to COP 30 2025.

**CECG**

A grant provided to support the launch of the football campaign in the lead up to the G20 summit in Brazil.

**LTPP fund**

A donation provided to support football mass audience campaign work.

**CUI funds (restricted to unrestricted)**

The charity was previously carrying out a wider range of activities and the CUI fund was held as a restricted fund compared to other activity. CUI now has grantor project restricted funds and the legacy funds that aren't legally restricted are therefore legally unrestricted. A restatement has therefore been included within the current year financial statements to reflect this.

**QCF fund**

A grant provided to support CUI's campaign work across all areas of culture.

CUI - COUNT US IN LIMITED  
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NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2024

13. Summary of funds

Summary of funds - current year

	As restated Balance at 1 January 2024 £	Income £	Expenditure £	Balance at 31 December 2024 £
General funds	789,829	604,610	(806,556)	587,883
Restricted funds	-	2,144,991	(812,483)	1,332,508
	<u>789,829</u>	<u>2,749,601</u>	<u>(1,619,039)</u>	<u>1,920,391</u>

Summary of funds - prior year

	As restated Balance at 1 January 2023 £	As restated Income £	As restated Expenditure £	As restated Balance at 31 December 2023 £
General funds	876,364	1,639,037	(1,725,572)	789,829
	<u>876,364</u>	<u>1,639,037</u>	<u>(1,725,572)</u>	<u>789,829</u>

**CUI - COUNT US IN LIMITED**  
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**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2024**

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

**Analysis of net assets between funds - current period**

	<b>Restricted funds 2024 £</b>	<b>Unrestricted funds 2024 £</b>	<b>Total funds 2024 £</b>
Current assets	1,332,508	721,993	<b>2,054,501</b>
Creditors due within one year	-	(134,110)	<b>(134,110)</b>
<b>Total 2024</b>	<b>1,332,508</b>	<b>587,883</b>	<b>1,920,391</b>

	<i>As restated Unrestricted funds 2023 £</i>	<i>As restated Total funds 2023 £</i>
Current assets	1,463,708	1,463,708
Creditors due within one year	(673,879)	(673,879)
<i>Total 2023 as restated</i>	<b>789,829</b>	<b>789,829</b>

**15. Reconciliation of net movement in funds to net cash flow from operating activities**

	<b>2024 £</b>	<b>2023 £</b>
Net income/expenditure for the period (as per Statement of Financial Activities)	<b>1,130,562</b>	<b>(86,535)</b>
<b>Adjustments for:</b>		
Decrease/(increase) in debtors	<b>(579,610)</b>	124,111
Increase/(decrease) in creditors	<b>(539,769)</b>	18,575
<b>Net cash provided by operating activities</b>	<b>11,183</b>	<b>56,151</b>

CUI - COUNT US IN LIMITED  
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NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2024

16. Analysis of cash and cash equivalents

	2024	2023
	£	£
Cash in hand	1,164,575	1,153,392

17. Analysis of changes in net debt

	At 1 January 2024	Cash flows	At 31 December 2024
	£	£	£
Cash at bank and in hand	1,153,392	11,183	1,164,575

18. Related party transactions

The Charity benefits from certain staff time donated by connected companies including Leaders' Quest Limited. During the period staff costs and expenses were recharged to the Charity, totalling £131,184 (2023: £483,219). At the year-end £Nil (2023: £25,385) was owed to Leaders' Quest Limited.

The Charity works with LQ Foundation USA (formerly Future Stewards) to raise funds and facilitate grants. The Charity received funding from LQ Foundation USA totalling £1,620,000 (2023: £43,836). At the year end, £793,282 (March 2023: £Nil) was due to the Charity.