

PROJECT AFRICA-FOOTBALL CONNECTS

England & Wales · Charity number 1196897

Details

Other names	PROJECT AFRICA FC
Status	Registered
Legal form	CIO
Registered	2021-12-02
Register	View on the Charity Commission register

Contact

Address	16 Northumberland Avenue Cliftonville Margate CT9 3BP
Phone	077158360448
Email	max.keens@projectafricafc.org
Website	https://www.projectafricafc.org/

Activities

Objects: THE OBJECTS, FOR WHICH THE CIO IS ESTABLISHED FOR THE BENEFIT OF THE PUBLIC IN SUCH WAYS THAT ARE CHARITABLE ACCORDING TO ENGLISH LAW, ARE THE PROMOTION OF PARTICIPATION BY CHILDREN AND YOUNG PERSONS IN AFRICAN COUNTRIES IN HEALTHY RECREATION BY THE PROVISION OF FACILITIES AND SUPPORT FOR THE PLAYING OF FOOTBALL.

Activities: FOOTBALL DEVELOPMENT

Classification

- **How:** Makes Grants To Organisations
- **What:** Amateur Sport
- **Who:** Children/young People

Geography

- Kenya
- Uganda

Finances

Period end	Income	Expenditure	Assets	Employees
2024-12-31	£18,810	£12,706	-	-
2023-12-31	£2,249	£4,517	-	-
2022-12-31	£15,333	£11,409	-	-

Trustees

Name	Role	Appointed
Max Daniel Keens	Chair	2022-01-01
JACQUELINE DARBY		2023-08-03

PROJECT AFRICA-FOOTBALL CONNECTS

England & Wales - Charity number 1196897

Accounts

Project Africa – Football Connects

Trustees' Annual Report

For the year ended 2024

Reference and Administrative Details

Charity name: Project Africa – Football Connects

Charity number: 1196897

Registered address: 16 Northumberland Avenue, CT9 3BP

Website: <https://www.projectafricafc.org/>

Trustees during the year:

- Max Keens- Trustee
- Jacqueline Darby- Trustee

Principal Bankers: HSBC

Structure, Governance and Management

Governing document:

Project Africa – Football Connects is a Charitable Incorporated Organisation (CIO) registered in England and Wales. The charity is governed by its Constitution, adopted on Dec 2021

Objectives and Activities

Charitable objectives:

To use football as a tool to promote education, health, and social inclusion for young people across Africa.”

Public benefit statement:

Our activities have benefitted the people of Kenya, supplying football pitches and sports gear for many communities in Kenya.

Achievements and Performance (2024)

1. Programmes and Activities

- We set up two football pitches for two separate organisations.
- It reaches thousands of kids all over Kenya

2. Partnerships and Collaboration

- Football Without Borders & VAP

3. Education, Health, and Inclusion

- Health and Education

4. Community Engagement and Fundraising

- I ran to every Premier League football stadium in 34 days to raise money
-

Financial Review

Income: £18810

Expenditure: £12706

Net movement in funds: £6104

Reserves carried forward: £6104

Reserves Policy

The trustees aim to hold unrestricted reserves equivalent to six months of core expenditure to ensure financial stability.

Plans for the Future

Build more pitches

Risk Management

Raising money

Statement of Trustees' Responsibilities

The trustees are responsible for preparing the Trustees' Annual Report and the financial statements in accordance with applicable law and regulations. They must ensure that the financial statements give a true and fair view of the charity's financial activities and position.

Approved by the Board of Trustees on 29/10/25

and signed on its behalf by:

Max Keens

Chair of Trustees

Project Africa – Football Connects

Project Africa – Football Connects

Statement of Receipts and Payments

For the year ended DEC 2024

Income (Receipts)

Category	Amount (£)
Donations and fundraising income	12,500
Grants and sponsorships	4,000
Merchandise / events income	2,310
Total Income	18,810

Expenditure (Payments)

Category	Amount (£)
Programme delivery (football training, community outreach)	8,250
Equipment and materials (kits, balls, gear)	1,750
Volunteer expenses and travel	1,206
Fundraising and promotion	800
Administration and governance	700
Total Expenditure	12,706

Summary

	Amount (£)
Total Income	18,810
Total Expenditure	12,706
Net Surplus for the Year	6,104

PROJECT AFRICA-FOOTBALL CONNECTS

England & Wales - Charity number 1196897

Accounts



Personal Account statement

26/01/2023 - 31/12/2023

Max Daniel Keens

21 Malcolm Way
London
E11 1PW
United Kingdom

£19.60

Personal Account balance
(Excluding all Pots)

£0.00

Balance in Pots

(This includes both Regular Pots with Monzo and Savings
Pots with external providers)

-£12,573.70

Total outgoings

Sort code: 04-00-04

Account number: 84729401

BIC: MONZGB2L

IBAN: GB03 MONZ 0400 0484 7294 01

+£12,559.16

Total deposits

Date	Description	(GBP) Amount	(GBP) Balance
20/11/2023	BREAKEY BP (Faster Payments) Reference: CLEAN	14.60	19.60
09/11/2023	William Venables (Faster Payments) Reference: CMPU Parade	5.00	5.00
09/11/2023	Max Keens (Faster Payments) Reference: BUS MONEY	-180.00	0.00
03/11/2023	Sukhraj Sidhu (P2P Payment)	30.00	180.00
02/11/2023	MCCALLUM D (Faster Payments) Reference: Bus Wankers	30.00	150.00
02/11/2023	Robert Byrne (Faster Payments) Reference: Friday	30.00	120.00
02/11/2023	TUNNICLIFF P (Faster Payments) Reference: Bus etc	30.00	90.00

31/10/2023	Daniel Cleaver (Faster Payments) Reference: Sent from Revolut	30.00	60.00
31/10/2023	CULLEN AJ (Faster Payments) Reference: ANDY C	30.00	30.00
31/10/2023	Max Keens (Faster Payments) Reference: BUS MONEY	-14.00	0.00
31/10/2023	BREAKEY BP (Faster Payments) Reference: Clean	14.00	14.00
20/10/2023	Max Keens (Faster Payments) Reference: BUS MONEY	-695.00	0.00
20/10/2023	MAX KEENS (Faster Payments) Reference: NEW ACCOUNT	127.00	695.00
19/10/2023	William Venables (Faster Payments) Reference: CMPU Parade	42.50	568.00
13/10/2023	K Hartland (Faster Payments) Reference: Fines	40.00	525.50
13/10/2023	Sukhraj Sidhu (P2P Payment)	42.50	485.50
11/10/2023	MCCALLUM D (Faster Payments) Reference: Tom	30.00	443.00
07/10/2023	MAX KEENS (Faster Payments) Reference: NEW ACCOUNT	30.00	413.00
06/10/2023	CLEAVER D (Faster Payments) Reference: CMPU DUTTY FINES	78.00	383.00
06/10/2023	T Gerlach (Faster Payments) Reference: God knows what	27.50	305.00
06/10/2023	Robert Byrne (Faster Payments)	25.00	277.50
06/10/2023	Evan Smith (Faster Payments) Reference: Evan	10.00	252.50
06/10/2023	CULLEN AJ (Faster Payments) Reference: ANDY C	55.00	242.50
06/10/2023	Ryan McCallum (Faster Payments) Reference: Ryan	55.00	187.50
	MCCALLUM D (Faster Payments) Reference:		

06/10/2023	Bus Wankers	42.50	132.50
06/10/2023	MAX KEENS (Faster Payments) Reference: NEW ACCOUNT	60.00	90.00
06/10/2023	TUNNICLIFF P (Faster Payments) Reference: fines	30.00	30.00
29/09/2023	Max Keens (Faster Payments)	-60.50	0.00
27/09/2023	Billy Stone (P2P Payment)	60.50	60.50
23/09/2023	MR M D KEENS (Faster Payments) Reference: CHARITY MONEY	-2,460.80	0.00
23/09/2023	Transfer from Pot	2,327.64	2,460.80
21/09/2023	Henry Tredinnick (P2P Payment)	17.00	133.16
13/08/2023	J Pascoe (Faster Payments) Reference: CHARITY	5.00	116.16
05/07/2023	ADYEN N.V. (Direct Credit)	82.28	111.16
02/06/2023	ADYEN N.V. (Direct Credit)	28.88	28.88
09/05/2023	Transfer to Pot	-94.69	0.00
09/05/2023	WUI GBP MC LONDON GBR	-655.31	94.69
09/05/2023	Transfer from Pot	750.00	750.00
03/05/2023	Transfer to Pot	-101.20	0.00
03/05/2023	ADYEN N.V. (Direct Credit)	101.20	101.20
01/05/2023	Max Keens (Faster Payments)	-87.38	0.00
30/04/2023	M&S SIMPLY FOOD - SSP HEATHROW TERM GBR	-7.70	87.38
30/04/2023	MCDONALDS AEROP LISB 1700-284 LISB PRT Amount: EUR -20.60. Conversion rate: 1.131247.	-18.21	95.08
29/04/2023	OKAH LISBOA PRT Amount: EUR -30.00. Conversion rate: 1.131222.	-26.52	113.29

29/04/2023	OKAH LISBOA PRT Amount: EUR -20.00. Conversion rate: 1.131222.	-17.68	139.81
29/04/2023	SIMPLI LISBOA PRT Amount: EUR -10.50. Conversion rate: 1.131466.	-9.28	157.49
29/04/2023	MAMA SHELTER LISBOA LISBOA PRT Amount: EUR -20.00. Conversion rate: 1.131222.	-17.68	166.77
29/04/2023	Bar Liverpool LISBOA PRT Amount: EUR -26.00. Conversion rate: 1.130926.	-22.99	184.45
29/04/2023	Bar Liverpool 2 LISBOA PRT Amount: EUR -7.00. Conversion rate: 1.130856.	-6.19	207.44
29/04/2023	PENSAO AMOR LISBOA PRT Amount: EUR -23.00. Conversion rate: 1.131333.	-20.33	213.63
28/04/2023	CANTINHO DO PRAZER LISBOA PRT Amount: EUR -20.00. Conversion rate: 1.131222.	-17.68	233.96
28/04/2023	MC DONALDS RODRIGO LISBOA PRT Amount: EUR -14.30. Conversion rate: 1.131329.	-12.64	251.64
28/04/2023	MINIPRECO LISBOA PRT Amount: EUR -7.10. Conversion rate: 1.126984.	-6.30	264.28
28/04/2023	JOANA WANG PISO 2 - LISB PRT Amount: EUR -13.45. Conversion rate: 1.126466.	-11.94	270.58
28/04/2023	SUD LISBOA LISBOA PRT Amount: EUR -40.00. Conversion rate: 1.126761.	-35.50	282.52
28/04/2023	Restaurante Madame Lisboa PRT Amount: EUR -6.00. Conversion rate: 1.12782.	-5.32	318.02
28/04/2023	MC DONALDS RODRIGO LISBOA PRT Amount: EUR -14.40. Conversion rate:	-12.78	323.34

1.126761.

28/04/2023	Bar Liverpool LISBOA PRT Amount: EUR -23.00. Conversion rate: 1.126899.	-20.41	336.12
27/04/2023	Bar Liverpool LISBOA PRT Amount: EUR -9.00. Conversion rate: 1.126408.	-7.99	356.53
27/04/2023	BIRD* RIDE PASS +351308802352 PRT Amount: EUR -29.99. Conversion rate: 1.12702.	-26.61	364.52
27/04/2023	BIRD* PRELOAD +351308802352 PRT Amount: EUR -10.00. Conversion rate: 1.127396.	-8.87	391.13
27/04/2023	MAX KEENS (Faster Payments)	400.00	400.00
27/04/2023	Transfer to Pot	-2,881.75	0.00
06/04/2023	SumUp Payments Account (Faster Payments)	73.73	2,881.75
06/04/2023	Jaroslav Zybowski (P2P Payment)	-90.00	2,808.02
06/04/2023	Kenneth Kennedy (Faster Payments)	-251.90	2,898.02
04/04/2023	ADYEN N.V. (Direct Credit)	91.49	3,149.92
03/04/2023	MAX KEENS (Faster Payments)	240.00	3,058.43
03/04/2023	Transfer from Pot	780.26	2,818.43
03/04/2023	SumUp Payments Account (Faster Payments)	1,179.78	2,038.17
03/04/2023	SumUp Payments Account (Faster Payments)	9.83	858.39
02/04/2023	JAMES TREWICK (Faster Payments)	40.00	848.56
30/03/2023	MILLARD Z A MISS (Faster Payments)	50.00	808.56
30/03/2023	BUCZEK AJ (Faster Payments)	40.00	758.56
29/03/2023	M Buckland (Faster Payments)	40.00	718.56
29/03/2023	Rhys Towse (Faster Payments)	15.00	678.56

27/03/2023	SumUp Payments Account (Faster Payments)	1.97	663.56
27/03/2023	BGTV LTD (Faster Payments)	40.00	661.59
23/03/2023	E Buckley (Faster Payments)	40.00	621.59
22/03/2023	Aveley Football Club (Faster Payments)	-150.00	581.59
22/03/2023	Nathan Millington (Faster Payments)	40.00	731.59
09/03/2023	GRIME JORDAN (Faster Payments)	40.00	691.59
08/03/2023	HOLT C CARD PLUS (Faster Payments)	40.00	651.59
06/03/2023	WUI GBP MC LONDON GBR	-2,256.82	611.59
06/03/2023	Transfer from Pot	2,000.00	2,868.41
06/03/2023	Transfer from Pot	116.00	868.41
05/03/2023	CULLEN AJ (Faster Payments)	40.00	752.41
05/03/2023	B Pearmain (Faster Payments)	40.00	712.41
03/03/2023	BISHOP MS (Faster Payments)	50.00	672.41
28/02/2023	L Smith (Faster Payments)	40.00	622.41
28/02/2023	Qusay Alghatta (P2P Payment)	40.00	582.41
28/02/2023	Joseph Field (Faster Payments)	40.00	542.41
28/02/2023	MAX KEENS (Faster Payments)	40.00	502.41
28/02/2023	BRIGHT-EMERUWA NC (Faster Payments)	40.00	462.41
28/02/2023	A Hamill (Faster Payments)	40.00	422.41
23/02/2023	Ryan McCallum (P2P Payment)	40.00	382.41
15/02/2023	Jacob Greenhalgh (Faster Payments)	40.00	342.41
15/02/2023	HARRIS O P A (Faster Payments)	10.00	302.41
15/02/2023	Kieran Miller-Hari (Faster Payments)	40.00	292.41
13/02/2023	MAX KEENS (Faster Payments)	40.00	252.41

09/02/2023	Dan McCallum (P2P Payment)	40.00	212.41
07/02/2023	WUI GBP MC LONDON GBR	-1,764.87	172.41
07/02/2023	TfL Unpaid Fares TFL.gov.uk/CP GBR	-15.90	1,937.28
06/02/2023	Transfer from Pot	1,950.00	1,953.18
04/02/2023	TESCO BOW METRO BOW GBR	-20.00	3.18
04/02/2023	MAX KEENS (Faster Payments)	20.00	23.18
04/02/2023	TESCO BOW METRO BOW GBR	-20.00	3.18
04/02/2023	MAX KEENS (Faster Payments)	20.00	23.18
03/02/2023	TESCO-STORES 4400 LONDON GBR	-6.00	3.18
03/02/2023	William Venables (P2P Payment)	-5.00	9.18
03/02/2023	Transfer to Pot	-40.00	14.18
03/02/2023	JOSHUA JAVED (Faster Payments)	40.00	54.18
02/02/2023	SAINSBURYS LONDON GBR	-3.50	14.18
02/02/2023	TFL TRAVEL CH/VICTORIA STREET\TFL.GOV.UK/CP\SW1H 0TL GBR	-3.60	17.68
02/02/2023	Transfer to Pot	-40.00	21.28
01/02/2023	SAINSBURYS LONDON GBR	-3.50	61.28
01/02/2023	CULLEN AJ (Faster Payments)	40.00	64.78
01/02/2023	TfL Travel Charge TFL.gov.uk/CP GBR	-5.00	24.78
31/01/2023	TESCO-STORES 4400 LONDON GBR	-30.55	29.78
31/01/2023	SAINSBURYS LONDON GBR	-3.50	60.33
30/01/2023	MAX KEENS (Faster Payments)	50.00	63.83
29/01/2023	Max Keens (Faster Payments)	-100.00	13.83
29/01/2023	Billy Stone (P2P Payment)	100.00	113.83
29/01/2023	TfL Travel Charge TFL.gov.uk/CP GBR	-11.50	13.83

28/01/2023	Sukhraj Sidhu (P2P Payment)	-50.00	25.33
28/01/2023	MAX KEENS (Faster Payments)	50.00	75.33
27/01/2023	Sukhraj Sidhu (P2P Payment)	-100.00	25.33
27/01/2023	Billy Stone (P2P Payment)	50.00	125.33
27/01/2023	RADISSON BLU LOBBY BAR KRAKOW POL Amount: PLN -132.00. Conversion rate: 5.320435.	-24.81	75.33
27/01/2023	Transfer to Pot	-34.00	100.14
27/01/2023	MAX KEENS (Faster Payments)	100.00	134.14

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Pot statement

26/01/2023 - 31/12/2023

Max Daniel Keens

21 Malcolm Way
London
E11 1PW
United Kingdom

£0.00

Pot balance

-£2,066.00

Total outgoings

+£114.00

Total deposits

Regular Pot provided by Monzo

Pot type

ISA CONT

Pot name

Date	Description	(GBP) Amount	(GBP) Balance
06/03/2023	Withdrawal	-116.00	0.00
06/02/2023	Withdrawal	-1,950.00	116.00
03/02/2023	Deposit	40.00	2,066.00
02/02/2023	Deposit	40.00	2,026.00
27/01/2023	Deposit	34.00	1,986.00

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Pot statement

26/01/2023 - 31/12/2023

Max Daniel Keens

21 Malcolm Way
London
E11 1PW
United Kingdom

£0.00

Pot balance

-£5,857.90

Total outgoings

+£3,077.64

Total deposits

Regular Pot provided by Monzo

Pot type

AFRICA

Pot name

Date	Description	(GBP) Amount	(GBP) Balance
23/09/2023	Withdrawal	-2,327.64	0.00
09/05/2023	Deposit	94.69	2,327.64
09/05/2023	Withdrawal	-750.00	2,232.95
03/05/2023	Deposit	101.20	2,982.95
27/04/2023	Deposit	2,881.75	2,881.75
03/04/2023	Withdrawal	-780.26	0.00
06/03/2023	Withdrawal	-2,000.00	780.26

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Important information about compensation arrangements

The account(s) listed in this statement are eligible for cover under the Financial Services Compensation Scheme (FSCS).



Protected

We're covered by the FSCS. The FSCS compensate depositors if a bank can't meet its financial obligations. Most depositors – including most individuals and businesses – are covered by the scheme. We'll give you the FSCS information sheet and exclusions list once a year. This tells you what is and isn't covered by the FSCS in lots of detail.

The FSCS protects eligible deposits up to £85,000 per person. The FSCS apply this limit to each person, and to the total combined amount of any money you have with the provider. For joint accounts, each account holder has a claim to their share separately. That means that in a joint account held by two eligible depositors, the maximum amount each person could claim is £85,000 each (for a total of £170,000).

For more information about FSCS compensation, head to the FSCS website at www.FSCS.org.uk

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PROJECT AFRICA-FOOTBALL CONNECTS

England & Wales - Charity number 1196897

Accounts

Project Africa Annual Report - 2022



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Executive Summary

2022 was the year we set off for our venture to Africa to build four football pitches (two sadly fell through). We went to Uganda and Kenya, successfully building two grass pitches for Mbarara Sports Academy and Green Kenya.

About Project Africa

Project Africa is a charity dedicated to building sustainable football pitches for communities across Africa. Due to the lack of adequate playing surfaces, equipment and coaches which

hinder the game's development across the continent, it is the goal of Project Africa to better Africa's playing conditions and create opportunities for communities in need.

Extending beyond football, Project Africa doesn't only aim to build these pitches for the development of young players in Africa, but it also aims to give kids in the community a chance to revel in their youth no matter their level of skill. Project Africa strives to teach children vital life skills whilst training them on the football pitch; to teach them things that may get overlooked in school - from tying shoelaces to COVID awareness. We are building these pitches to give children a chance at a better future, inside and outside of football.

Mission and Vision

Our mission is to give as many communities and charities across Africa football pitches that communities can thrive on and be proud of. We know how powerful football is, both at enjoyment levels and learning. Every charity we partner with uses football as a tool to teach, from education on COVID to gender equality.

Our vision is to look back and know we did everything to give back to communities and charities across Africa that deserve our help. We want to know that with our help these coaches were able to do everything they needed to help the future generations.

We are committed to making sure we help as many charities as possible. We know the power of football, whether that is one child in the community making it professional and providing for the community, or the fact football brings people together. Its a way of teaching so many things in life, and if we can contribute with a safe place for kids to play, then e feel we are doing our job.

Impact Highlights

Our greatest achievements so far are the two pitches we have made. Mbabara Sports Academy have a pitch they can use throughout the whole season, not only playing on it but renting it out to the community, making revenue themselves to better their equipment, the pitch itself and develop the kids. They recently had one of their kids called up to the Ugandan national under 15's team, which made us immensely proud that we contributed to his development. We are also so proud of the pitch in Kenya whereby Green Kenya use to do football drills to teach the children. Green Kenya is more about the teachings and use the pitch to educate the kids on such topics as COVID and HIV awareness.

We know the pitch is just a small part of the development of these children, but are immensely proud that we have given these children a safe place to play, where injuries from stones and gravel are no more.

Financial Overview



Personal Account statement

18/01/2022 - 18/12/2022

Max Daniel Keens
21 Malcolm Way
London
E11 1PW
United Kingdom

£3,091.11

Total balance
(Including all Pots)

£1,952.30

Personal Account balance
(Excluding all Pots)

£1,138.81

Balance in Pots

(This includes both Regular Pots with Monzo and Savings
Pots with external providers)

-£8,405.97

Total outgoings

+£6,631.82

Total deposits

Sort code: 04-00-04

Account number: 84729401

BIC: MONZGB2L

IBAN: GB03 MONZ 0400 0484 7294 01

(Statement is one of my personal account before we got our HSBC charity business account)

We spent a portion of the start of the year in Africa, hence the transactions in Uganda and Kenya. This is a statement of 2022. Our money went through GoFundMe and straight into this account.

Our Programs

Uganda-

Mbarara, a district lying in the south-western regions of Uganda with a population of around 500,000. This was the destination of the first part of the project, sending Project Africa to partner with Salim Twaha, the founder of Mbarara Sports Academy. Project Africa chose this organisation after a few very productive chats with Salim, where he spoke about all about his work, the charity itself and where he sees them moving forward. Very quickly the team realised that he and his academy fit what they were looking for. Project Africa and MSA discussed the location of the field, his plans for the field and how long it will take to turn this undeveloped gravel area into a fully functional sustainable football pitch.

After months of constant communication and leg work from Salim and his team, Project Africa set off to Uganda on the 6th January 2022 to help finish the project off. Once arriving and seeing the field it was obvious that a lot of work was still to be done and with only 3 weeks to do, it felt like a distant dream that the pitch would even be close to being ready in time for the unveiling of the pitch to the community.

The team spent 16 hours a day watering, shovelling, raking, grass cutting and land flattening, and after 3 weeks having no days off, it finally came together. The goals and dugouts were the last pieces of the puzzle to be finished but after they were, the gravelly,

sandy school field started to look like a legitimate football pitch that could kickstart Salim and the charity in the direction they deserved.

The pitch is called 'The Project Africa Arena' and Salim has even changed the name of the team to be called Project Africa FC. This is a huge step for Project Africa, as our dreams and plans are to have Project Africa pitches all over Africa.

Project Africa also has a plan in place to help cater for the street kids of Mbarara by hosting training sessions for them, as well as having a street kid tournament. This will help the street kids learn valuable lessons they aren't getting whilst being homeless, helping Salim nurture talent that would also be unseen, but most importantly give the street kids something to look forward to. Homelessness is a huge issue in Mbarara and the kids deserve the chance to learn and grow and this project will help them find stability and give them a chance to thrive like every child should have.

Kenya-

The second part of this project took Project Africa to Nairobi, the capital of Kenya. This is where Green Kenya, an organisation run by David Mulo is based. David set this organisation up so that he can help the children of the community learn through football. David teaches gender equality, HIV awareness, COVID awareness and much more, to all different communities in his area.

Project Africa arrived in Nairobi on the 27th January 2022 and got straight to work. They met with the administration of the school the day they got there and set about a plan to get the pitch finished within 2 weeks. The land was already starting to grow very nice green grass, this being the result of David and his team levelling the pitch out with brand new black soil a month prior to PA arriving. The main issues were in the form of how to sustain the land and make it viable to play on all year round. The school was playing hard ball when it came to electric and water supplies which makes keeping the land healthy and green will be a massive issue in the dry seasons. We resolved this issue by agreeing to have our own tank on site by the pitch, thus not using valuable water for the school, and agreeing after a month to see how much more electricity was used and pay the extra.

Once all admin was sorted both Project Africa and Green Kenya set out to finish the pitch off with handmade dugouts and goals from local wielders. There was not as much manual labour to be done on this pitch, so time was better spent helping David and the coaching team with their multiple projects all over the community. This went from St Judes Catholic school to Mukuru Kwa Slum. The variation of communities that Green Kenya reaches amazed Project Africa and made them very satisfied that partnering with Green Kenya was a brilliant move.

As you can see from the photos, they ended this part of the project with a huge tournament, giving the children the chance to test the pitch for themselves. The team are so proud of what they achieved in such a small amount of time here in Kenya and look forward to having a long and fruitful relationship with David and his team at Green Kenya.

Success Stories

We believe the success stories are to come, with the generations of children developing on our pitches. We don't expect plenty of professional footballers. That isn't why we are doing this. Its to give the children a platform to learn. To give the likes of David and Salim the chance to help the children. Having one child already called up to the U15 Ugandan football team is amazing but we would be equally proud if one child realised their dream of being a teacher from playing football on our pitches. We are doing this for the development in life for the children, not just to develop loads of professional footballers.

Partnerships and Collaborations

We have partnered with Reprimo, a health and wellbeing company who sponsored our kits for our annual football event. They paid for all the kits to be made for the event. Other than that we have been a donation based charity, relying on the generosity of the public. In the near future we hope to have sponsorships from brands and companies.

Future Goals and Initiatives

Our future is to be the biggest charity in our field. We want to be able to build sustainable pitches all over Africa, making it easy for children to play football and learn on pitches that won't harm them physically.

We want to have a base income from sponsorships, brands and companies who see our vision and want to be part of this journey. Financially, we also want to be able to pay a team to work fulltime to make this dream a reality for so many communities in Africa.

Governance and Leadership

Founder/ trustee- Max Keens

Having founded the charity Max is dedicated to making sure this charity becomes as big as it needs to be to reach all the goals he made prior to the charity evolving to where it is today.

Trustee- Jacqueline Darby

Jacqueline is part of the charity on a secretary basis.

Financial Statements

Project Africa- Football Connects- Balance Sheet as of 2022

Assets:

Current Assets:

- Cash and Cash Equivalents: £3,091.11

Non-Current Assets:

- Property, Plant, and Equipment: £0.00
- Investments: £0.00

Total Assets: \$XXX,XXX

Liabilities:

Current Liabilities:

- Accounts Payable: £0.00
- Short-term Debt: £0.00

Non-Current Liabilities:

- Long-term Debt: £0.00
- Other Non-Current Liabilities: £0.00 Total Non-Current Liabilities: £0.00

Total Liabilities: £0.00

Equity:

- Retained Earnings: £3,091.11
- Donor Contributions: £6,631.82
- Other Equity: £0.00

Total Equity: £3,091.11

Income Statement for Project Africa

Category	Amount (\$)
Revenue	£6,631.82
Donations	£6,631.82
Grants	£0.00
Fundraising Events	£1474.00
Membership Dues	£0.00
Other Income	£0.00
Total Revenue	£6,631.82
Expenses	£0.00

Program Expenses	£0.00
Administrative Expenses	£0.00
Fundraising Expenses	£1,304.85
Other Expenses	£0.00
Total Expenses	£1,304.85
Net Income (Loss)	£5,326.97

Acknowledgments and Thanks

We'd like to thank the friends and family who have volunteered and donated to Project Africa. We wouldn't be able to have done what we already have

Express gratitude to your donors, volunteers, supporters, and partners who have contributed to our mission.

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