

# Project Africa – Football Connects

## Trustees' Annual Report

For the year ended 2024

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## 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

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## 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

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## 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.

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## **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
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## **Financial Review**

**Income:** £18810

**Expenditure:** £12706

**Net movement in funds:** £6104

**Reserves carried forward:** £6104

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## **Reserves Policy**

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

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## Plans for the Future

*Build more pitches*

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## Risk Management

*Raising money*

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## 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.

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**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

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# 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
<b>Total Income</b>	<b>18,810</b>

### 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
<b>Total Expenditure</b>	<b>12,706</b>

### Summary

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

