GOALS 4 GIRLS CIO

England & Wales · Charity number 1199301

Details

Other names	GOALS 4 GIRLS COMMUNITY INTEREST COMPANY
Status	Registered
Legal form	CIO
Registered	2022-06-14
Register	View on the Charity Commission register

Contact

Address	Sydney Hudson Ltd Bedford Heights Brickhill Drive Bedford MK41 7PH
Phone	+447808645215
Email	info@goals4girls.co.uk
Website	https://goals4girls.co.uk/

Activities

Objects: TO ADVANCE IN LIFE AND RELIEVE NEEDS OF YOUNG WOMEN AND GIRLS THROUGH: A. THE PROVISION OF RECREATIONAL AND LEISURE TIME ACTIVITIES PROVIDED IN THE INTEREST OF SOCIAL WELFARE, DESIGNED TO IMPROVE THEIR CONDITIONS OF LIFE;B. PROVIDING SUPPORT AND ACTIVITIES WHICH DEVELOP THEIR SKILLS, CAPACITIES AND CAPABILITIES TO ENABLE THEM TO PARTICIPATE IN SOCIETY AS MATURE AND RESPONSIBLE INDIVIDUALS.

Activities: The objectives of the CIO are to advance the life aspirations & opportunities of young women & girls through:a. The provision of recreational & sports activities provided in the interest of social welfare & designed to improve life conditions;b. Providing mentoring support & sports activities which develop social communication skills & confidence to enable girls to participate fully in society

Classification

- **How:** Provides Buildings/facilities/open Space, Provides Services, Provides Advocacy/advice/information
- **What:** Education/training
- **Who:** Children/young People, Other Defined Groups

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Geography

- Throughout England

Finances

Period end	Income	Expenditure	Assets	Employees
2025-06-30	£400,799	£299,989	-	-
2024-06-30	£320,557	£370,827	-	-
2023-06-30	£288,285	£223,675	-	-

Trustees

Name	Role	Appointed
Abigail Lesley Carr		2024-10-22
Daniel Ward Hulme		2021-06-28
Franklin Asante		2021-06-28
Hayley Veronica Tina Bennett		2021-06-28
Jane Elisabeth Keightley		2025-08-25
Jonathan Licht		2021-06-28
Sarah Hannah		2024-10-22

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GOALS 4 GIRLS CIO

England & Wales - Charity number 1199301

Accounts



GOALS 4 GIRLS

Trustee's Annual Report & Consolidation of Financial Statements Year End 30th June 2025

Charity Registration Number: 1199301

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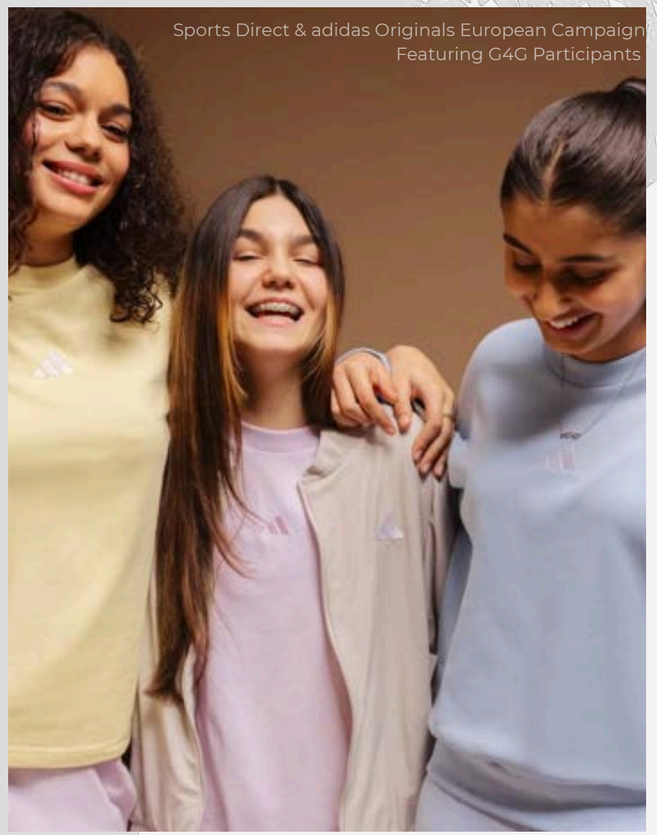
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Sports Direct & adidas Originals European Campaign
Featuring G4G Participants

REFERENCE AND ADMINISTRATIVE DETAILS

Charity name: Goals 4 Girls CIO
Charity registration number: 1199301
Reporting period: 1 July 2024 – 30 June 2025
Governing document: CIO Articles; **Resolution to convert CIC to CIO**
Trustees during the period:

- Sarah Hannah (Chair)
- Morgan Axinn Cattai (stepped down in April 2025)
- Dan Hulme
- Jonathan Licht
- Franklin Asante
- Abi Carr
- Hayley Bennett
- Simon Burton

Senior Management:

- Francesca Brown – CEO & Founder
- Atikah Chowdhury - Senior Administrator & EA to the CEO & Trustee Board

- Nikkita Tew (G4G Accountant)

AUDITORS:
Sydney Hudon Accountants Ltd, Bedford Heights – Unit 410, Brickhill Drive, Bedford, MK41 7PH

BANKERS:
NATWEST Bank, 235 Orpington High Street, Orpington, BR6 0NS



STRUCTURE, GOVERNANCE AND MANAGEMENT

Goals 4 Girls is governed by a Board of Trustees who are collectively responsible for setting strategic direction, safeguarding charitable assets, ensuring financial sustainability, and overseeing risk.

Building on the governance strengthening undertaken in 2023–24, this year focused on ensuring effective Board operation, accountability and strategic leadership. Trustees met regularly throughout the year, with standing agenda items covering strategy, financial oversight, safeguarding, risk management and organisational performance. These meetings provided appropriate challenge and support to the executive team while ensuring the charity continued to operate in line with its charitable objectives and regulatory responsibilities.

During the summer of 2024, Trustees undertook a structured recruitment process to strengthen the Board's capacity, resilience and diversity of expertise. As a result, five new trustees were appointed, expanding the Board from four to eight members. This growth has improved succession planning and broadened the Board's professional experience across areas including sport, youth development, finance, media and organisational leadership.



STRUCTURE, GOVERNANCE AND MANAGEMENT



Trustee induction and ongoing development remained a priority. A full review of Board skills and competencies was undertaken to identify gaps and inform targeted recruitment. Newly appointed trustees were supported through a structured induction process and fully embedded into governance practices, contributing to a Board with a strong and complementary mix of skills and experience. The Board remains committed to strong and inclusive leadership. In line with the charity's mission and values, trustees reaffirmed that the Chair will always be a woman and that **at least 50% of trustees will be female,** ensuring that gender representation remains central to the charity's governance approach.

In Spring 2025, the Chair and Chief Executive Officer led the development of a new three-year organisational strategy, which was reviewed and approved by the Board and subsequently published. The strategy sets out a clear framework for sustainable growth, impact and partnership development, ensuring that Goals 4 Girls continues to strengthen its programmes, partnerships and organisational capacity over the coming years.

Trustees will continue to review governance structures and Board composition regularly to ensure they remain effective, transparent and aligned with the charity's long-term mission and impact goals. Day-to-day operations are led by the CEO, supported by a skilled delivery team of operational staff, coaches, and volunteers. Clear delegations and reporting lines ensure strong accountability between governance and operations.

SAFEGUARDING, EQUALITY AND INCLUSION

Safeguarding remains central to all aspects of the charity's work. Policies and procedures are reviewed regularly, staff and volunteers receive appropriate training, and safeguarding responsibilities are clearly defined.

Equality, diversity, and inclusion are embedded across governance, programme design, and partnerships. Goals 4 Girls remains committed to ensuring that girls from underrepresented and marginalised communities are not only included but actively supported to thrive.



RISK MANAGEMENT

Risk management remains a standing agenda item at Board meetings. Trustees regularly review strategic, operational, financial, and safeguarding risks, assessing likelihood, impact, and mitigation.

Key risks monitored during the year included:

- Funding volatility and reliance on restricted income
- Capacity and staff wellbeing
- Maintaining programme quality during growth
- Demonstrating consistent impact

Mitigation actions included phased growth, diversification of funding approaches, investment in people and systems, and strengthened governance oversight. The Trustees have reviewed the charity's financial position and future plans and confirm that Goals 4 Girls is a going concern.

ANNUAL STRATEGIC REVIEW

FROM TRANSITION TO DELIVERY

The previous reporting period was characterised by transition: CIO conversionfrom CIC, governance refresh, and strategic preparation. During 2024–25, the focus shifted decisively to establishing a robust strategy and preparing to drive implementation. A three-year strategy (2025–28) was formally launched in April 2025, providing a clear framework for growth and impact.

THE STRATEGY IS BUILT AROUND FOUR STRATEGIC PILLARS:

INFLUENCE AND ADVOCACY: POSITIONING GOALS 4 GIRLS AS A CREDIBLE VOICE FOR CHANGE IN GIRLS' SPORT

PROGRAMME EXCELLENCE: DELIVERING AND EVOLVING HIGH-QUALITY FOOTBALL, WELLBEING, AND LEADERSHIP PROGRAMMES

A DIVERSIFIED & SUSTAINABLE FUNDING BASE: REDUCING RELIANCE ON SHORT-TERM, SINGLE SOURCE INCOME & MOVING TO A MORE DIVERSIFIED PORTFOLIO OF REVENUE

A HIGH PERFORMANCE ORGANISATION: INVESTING IN PEOPLE, CULTURE, SYSTEMS, AND GOVERNANCE



The strategy was informed by impact data, consultation with participants, learning from delivery partners, and insights from the charity's Gender Action Plan work.

G4G OBJECTIVES & PUBLIC BENEFIT

OUR DELIVERY FOCUSES ON:

- Providing access to football and physical activity that promotes inclusion and wellbeing
- Delivering industry leading programmes that build confidence, resilience, and life skills
- Creating pathways into leadership, education, and employment
- Challenging systemic barriers in sport and society



WE DELIVER OUR WORK PRIMARILY THROUGH:

- long-term school-based wellbeing programmes, providing consistent, structured support
- community delivery and wellbeing tournaments, offering high impact, professionally staffed and safeguarding led experiences
- mentoring and progression pathways, supporting girls to navigate key transitions

G4G OBJECTIVES & PUBLIC BENEFIT



Through this work, Goals 4 Girls not only supports individual girls, but also contributes insight and learning that helps improve how sport, education and wellbeing systems support girls more effectively. Goals 4 Girls embeds a Girls Intelligence™ (Insight, Impact & Evaluation) model across all programmes.

This approach captures the lived experiences of our participants, learning and outcomes, enabling us to continually refine delivery, evaluate impact and inform better practice across the wider ecosystem of girls' sport, education and wellbeing.

All our work is delivered by trained staff and sessional workers, underpinned by robust safeguarding policies. We work in partnership with schools, community organisations and stakeholders to ensure our provision is accessible, relevant and sustainable.

The trustees confirm that they have considered and followed the Charity Commission's guidance on public benefit when running the charity and making decisions. All activities during the year were undertaken in furtherance of the charity's objects and delivered clear benefit to participants and the wider community.

CHAIR'S FOREWORD

In **January 2025, following a 25-year executive career at Nike,** I joined Goals 4 Girls as Chair at a significant moment in both my own professional journey and the charity's development. Having spent much of my career working at the intersection of sport, youth, and gender equity, the mission of Goals 4 Girls felt both familiar and deeply personal. Transitioning from a global corporate leadership role into the charity sector has been profoundly fulfilling, allowing me to apply my experience in strategy, governance, partnership development, and brand-building in a way that is directly connected to social impact and long-term change for girls and young women.

This year marks a defining moment in the evolution of Goals 4 Girls. Following a period of transition and consolidation during **2023–24,** the charity entered the current financial year with renewed clarity, strengthened governance, and a shared determination to move decisively from preparation into delivery.

The formal launch of our **three-year strategy** represented both a significant milestone and a clear signal of intent. Goals 4 Girls is no longer solely responding to need; we are actively shaping the future for girls where support is needed most — bringing together football, wellbeing, and leadership development to build confidence, resilience, and opportunity.

Most importantly, the charity has remained grounded in the lived experiences and voices of the girls and young women we serve. Every major decision taken this year has been tested against a simple and consistent question: does this meaningfully improve opportunity, confidence, and wellbeing for girls facing the greatest barriers?

I would like to thank my fellow Trustees, our Chief Executive Francesca Brown, the staff team, volunteers, ambassadors, and partners for their continued commitment and belief in our mission. Goals 4 Girls enters the next phase of its journey with confidence, credibility, and momentum.



CHIEF EXECUTIVE'S STATEMENT

Goals 4 Girls was founded in response to what girls themselves were telling us they needed, and that principle has guided our work for more than twelve years. From the beginning, our approach has been intentional and responsive, shaped by the lived experiences of girls navigating sport, education and wellbeing in inner-city communities.

As Founder and Chief Executive, I have always believed that meaningful change begins with listening. The girls we work with do not lack ambition or potential; too often they face systems that were not designed with them in mind. Our role is not simply to increase participation in sport, but to create environments where girls feel safe, confident and supported, and where their voices actively shape the opportunities available to them.

Reflecting on the past year, I feel proud of what we have achieved as a charity and continually inspired by the resilience and determination of the girls and young women we work with. During 2024–25, we reached an important milestone with the formal launch of our three-year strategy. Built on years of learning and listening, it provides a clear framework for delivering high-quality programmes that strengthen girls' confidence, wellbeing and sense of belonging through sport and mentoring.

Alongside programme delivery, we have strengthened the foundations needed to sustain and grow our impact. This has included investing in governance, building new partnerships and formalising elements of our operating model to ensure we continue delivering high-quality, meaningful experiences for the girls we serve.

I would like to thank our Board for their continued guidance and support, as well as our partners and supporters who make this work possible. Most importantly, I want to thank the girls and young women who place their trust in us and whose voices continue to shape everything we do.
With a clear strategy, committed partners and a strong sense of purpose, we look ahead with confidence as we continue working to ensure girls have the opportunities, support and voice they deserve.

FRANCESCA BROWN
CEO & FOUNDER - GOALS 4 GIRLS
JANUARY 2026



PROGRAMMES AND IMPACT

1. DIRECT DELIVERY

Supporting girls through safe, female-led programmes. We deliver **football, wellbeing and mentoring programmes** for girls aged 11–16 in schools and communities. These programmes combine physical activity with structured wellbeing education, confidence building and personal development.

OUR CORE PROGRAMMES INCLUDE:

MINDFUL ME

A 18–20 week wellbeing and mentoring programme delivered in schools.

G4G FOOTBALL DEVELOPMENT CENTRE

Providing girls with access to football in supportive, female-led environments

These programmes create trusted spaces where girls can build confidence, improve wellbeing and develop life skills.

2. COMMUNITY ENGAGEMENT & EVENTS

Creating visible opportunities and safe participation spaces for girls. Goals 4 Girls delivers **community football and wellbeing tournaments, talent ID days and engagement events**, bringing girls together through sport while also integrating wellbeing workshops, mentoring and role model engagement.

These events help increase participation, build community connections and introduce girls to wider opportunities in sport and leadership.



3. INSIGHT & SYSTEM INFLUENCE

Using learning from our programmes to improve how girls are supported. Through our programmes and events, we capture **insight into girls' experiences, needs and barriers to participation**. This learning informs our programme design and supports wider improvement across sport, education and youth development.

WE DO THIS THROUGH:

- insight-led workshops
- programme design support
- thought leadership and research
- partnerships with schools, organisations and brands

This approach ensures that Goals 4 Girls contributes not only to participation, but also to improving the systems that support girls' wellbeing and development.

OUR IMPACT

WHY WE DO THIS WORK

Adolescence is a critical stage where girls' confidence, wellbeing and participation in sport often decline. NHS data shows that **1 in 5 children and young people now experience a probable mental health disorder,** with adolescent girls among the most affected.

Goals 4 Girls works with girls aged 11–16 through **football, wellbeing education and mentoring,** creating safe, female-led environments where girls can build confidence, develop life skills and remain engaged in positive opportunities.

Goals 4 Girls delivered sustained, high-quality impact for girls and young women through a holistic wellbeing model. This work took place within a national context where **only around 2% of charitable funding in the UK is directed towards organisations supporting women and girls**, reinforcing both the urgency of the need and the significance of Goals4Girls' contribution.

1 in 5

children and young people now experience a probable mental health disorder, with adolescent girls among the most affected.



ONLY 2%

of charitable funding in the UK is directed towards organisations supporting **women and girls.**

(Rosa Fund, 2025)

OUR STATS

PARTICIPATION

4,600
Girls supported through Goals 4 Girls programmes between 2011-2025

6,060
Total engagement hours of football, wellbeing and mentorship delivered.

600
Girls supported in 2024-2025

22
Schools engaged across London

18-20 WEEKS
Average G4G programme length (Mindful Me)

3,360+
Hours of safe physical activity delivered

180+
Wellbeing & Mentoring sessions delivered

11-16
Age range of girls our programmes target

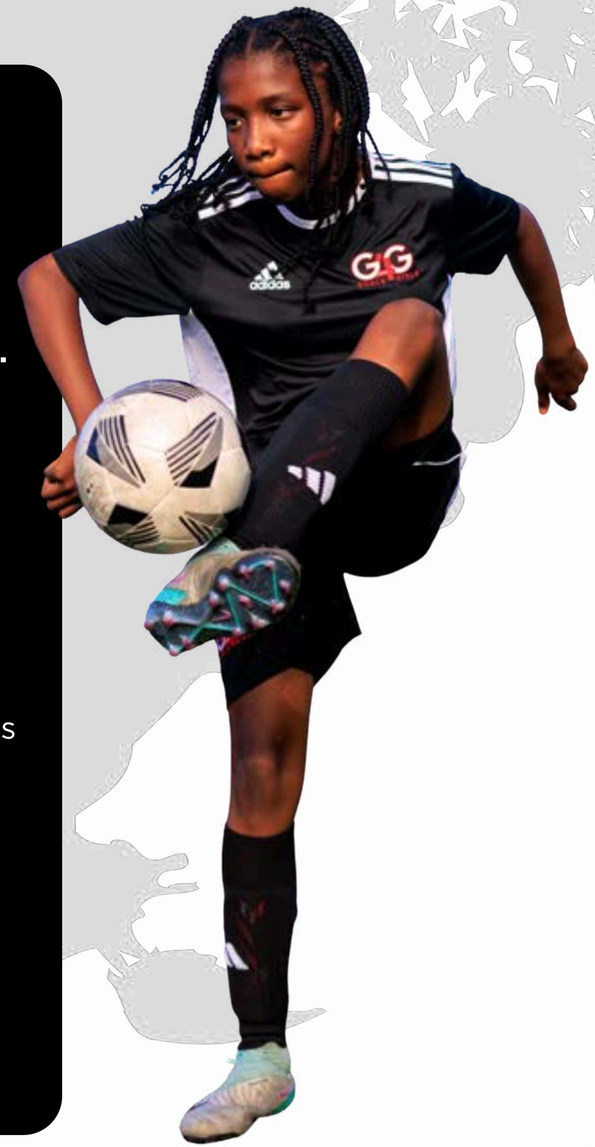
DEMOGRAPHICS

72% of participants live in **Index of Multiple Deprivation (IMD) areas.**

67% of girls supported are **eligible for Free School Meals.**

89% of participants identify as **from ethnically diverse backgrounds.**

100% of programmes delivered in **female-only environments**



BREAKING BARRIERS TOURNAMENT

In July 2024, G4G delivered its first Football and Wellbeing Tournament series as part of the adidas Breaking Barriers (BB) Champions project. The tournament engaged 120 girls from grassroots football clubs across London and integrated structured wellbeing activities alongside football competition. These included meditation, physiotherapy workshops, creative activities, and access to food provision. The event was supported through sponsorship from adidas, with a £14,000 contribution towards delivery.

The success of the July 2024 Football and Wellbeing Tournament series generated significant demand across London. Following delivery, G4G received expressions of interest from up to 20 schools and grassroots football clubs, resulting in a formal waiting list for future tournaments. In parallel, there was a marked surge in enquiries from external organisations and service providers seeking to partner with G4G to co-deliver Football and Wellbeing Tournaments within their own communities.



This level of demand demonstrates both the clear gap in provision for holistic, wellbeing-led girls' football opportunities and the strong reputation G4G has established as a trusted delivery partner. The response highlights the scalability of the model and its potential to reach significantly more girls with sustained investment and strategic partnerships.

OUR CLUBS & SCHOOLS

The trustees would like to thank the schools and clubs who engage with our programmes and tournaments. Their involvement is vital in enabling Goals 4 Girls' insight-led practices and in helping us achieve our mission to provide opportunities for girls and young women in sport.

Mulberry Academy Woodside, Heathcote school, St Angelas Ursuline, Forest Gate Community School, Becket Keys School, Eastlea school, Harris Academy Chobham, Brampton Manor Academy, Connaught School for Girls, Royal Docks Academy, School21, Heathcote School, Balham FC, Fenford and MSA, Hillyfielders FC, Impact FC, JACADAMEMY, Kick Action, London Lions Ladies, Northstar FC, SE Panthers, Salaam Peace Utd., Triangoals FC, Whetstone Wildcats FC.

OUR IMPACT

Evidence from Goals 4 Girls' internal impact monitoring, collected as part of our 2024-2025 strategy delivery, demonstrates the outcomes being achieved through our programmes.

Goals 4 Girls' impact is measured through participation data, qualitative feedback, and outcome tracking aligned to mental wellbeing, confidence, resilience, and engagement in sport and education.

Programme evaluation is informed by participant surveys, facilitator feedback and ongoing programme insight, helping ensure that girls' experiences continue to shape programme design and delivery.

The Trustees recognise the growing importance of robust Monitoring and Evaluation and have prioritised continued investment in impact measurement systems to support both learning and funder reporting.

91% of girls report **increased confidence**

87% of girls report **improved emotional wellbeing**

52% of participants who reported depression associated symptoms experienced **measurable improvement in their wellbeing.**

75% of girls taking part in G4G programmes reported feeling greater control over their mental health.

94% of participants identified as at risk of school exclusion successfully completed the academic year.



PROGRAMME ENGAGEMENT

MINDFUL ME - WELLBEING AND MENTORING PROGRAMME

School-based mentoring and wellbeing programme delivered across 18–20 weeks.

Mindful Me is an 18–20 week school-based wellbeing and mentoring programme designed to support girls' emotional wellbeing, confidence and personal development.

Using football as an entry point, sessions combine physical activity with structured wellbeing discussions and mentoring. Topics explored within the programme include confidence, identity, resilience, mental health and positive decision-making.

The programme provides girls with a safe space to discuss challenges, build supportive peer relationships and develop the skills needed to navigate adolescence and education more confidently.

GOALS 4 GIRLS FOOTBALL DEVELOPMENT CENTRE

Weekly football sessions creating safe spaces for girls to build confidence and skills.

The Goals 4 Girls Football Development Centre provides girls aged 8–16 with regular access to football in safe, female-led environments.

Weekly sessions focus on developing football skills alongside teamwork, communication and confidence. The programme supports girls to remain engaged in physical activity during adolescence, a stage where participation often declines.

The Development Centre also helps create pathways for girls who wish to continue participating in football or explore opportunities in coaching and leadership.



LAILA'S STORY

Laila, aged nine, loved football but had never had access to organised sessions, leaving her nervous and unsure of her abilities. After joining the Goals 4 Girls programme as a complete beginner, she was welcomed with reassurance and gentle guidance from coaches who helped her learn the basics in a safe and supportive environment.

As her confidence grew, Laila began participating eagerly, achieving early milestones such as completing passes and scoring her first goal. Her increased self-belief extended beyond football, with noticeable improvements at home and school. Laila's journey highlights the importance of accessible pathways into girls' football and demonstrates the positive impact donor support has in creating first opportunities, nurturing confidence, and a sense of belonging.



20% of participants were identified by Talent ID coaches and progressed into professional football academies.

8 girls progressed onto the England Women's Talent Pathway., with one making her professional appearance for the under 15 England team.

1 in 5 (20%) successfully completed FA coaching or refereeing qualifications. This supports leadership development, employability and long-term engagement in the football and wider sports industry beyond playing.

COMMUNITY WELLBEING & FOOTBALL EVENTS

Large-scale engagement events bringing together **160–200 girls per tournament / Wellbeing event**

Goals 4 Girls delivers **community tournaments and engagement events** that bring girls together through football while integrating wellbeing workshops and mentoring opportunities.

These events provide inclusive spaces for girls to participate in sport, connect with peers and engage with positive female role models. Workshops and discussions often focus on topics such as confidence, leadership, wellbeing and future aspirations.

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In parallel, there was a **marked surge in enquiries from external organisations and service providers** seeking to partner with G4G to co-deliver Football and Wellbeing Tournaments within their own communities. This level of demand demonstrates both the **clear gap in provision for holistic, wellbeing-led girls' football opportunities** and the strong reputation G4G has established as a trusted delivery partner. The response highlights the scalability of the model and its potential to reach significantly more girls with sustained investment and strategic partnerships.

SCHOOL TOURNAMENT PILOT & NATIONAL DEMAND

In **May 2025**, G4G delivered its second Football and Wellbeing Tournament series for schools, designed as a **pilot response to the existing waiting list** generated by earlier delivery. The tournament was delivered in partnership with **Diversity Media Sales,** who sponsored the event, with adidas providing full tournament kit. **MG Motors** and creative agency **Love Gunn** partnered with Arsenal to deliver a high-profile prize for the winning team.

Fourteen London school teams participated comprising 160 girls, with the winners awarded a **once-in-a-lifetime immersive experience at Emirates Stadium.** The experience included pitch access, a behind-the-scenes stadium tour, a dedicated wellbeing workshop delivered by Soul Sisters, and a panel discussion with former England international Anita Asante. Players also received signed merchandise, reinforcing the aspirational and motivational impact of the day.



SPRING 2025 TOURNAMENT

EMIRATES STADIUM VIDEO

INSIGHT-LED PRACTICE & SECTOR ENGAGEMENT

In addition to direct programme delivery, Goals 4 Girls contributes to improving practice across sport, education and youth development through insight-led learning and engagement with partners.

Insights gathered from our programmes inform workshops, training and programme design support delivered to schools, organisations and partners seeking to strengthen provision for girls.

This work ensures that the lived experiences of girls inform how opportunities in sport, wellbeing and personal development are designed and delivered.

EUROPEAN INSIGHT AND KNOWLEDGE EXCHANGE

As part of the ongoing adidas Breaking Barriers partnership, G4G BBChampions and operational staff were invited to attend the **Gender Inclusion Conference** at adidas headquarters in **Herzogenaurach, Germany**, in September 2024. The delegation participated in workshops, seminars, and international networking sessions alongside adidas representatives and partner organisations from across Europe.

G4G contributed directly to a **European insight report examining the barriers women and girls face in accessing and sustaining participation in sport.** The conference visit represented the final phase of this **insight-gathering process,** bringing together lived experience, delivery evidence, and learning developed collaboratively with global and European partners. .

The adidas Breaking Barriers project concluded on **31 December 2025,** with a final report submitted, marking the successful completion of a partnership that positioned G4G as a **key contributor to European-level learning and best practice in gender-inclusive sport.**

An impact report was submitted following the visit, enabling the release of a further grant instalment and informing insight work that was subsequently **shared across Europe to influence programme design, policy discussion, and delivery approaches for girls and young women**



Breaking Barriers Workshop at adidas HQ

HER VOICE, HER STORY

DAIANA'S STORY

Daiana joined the programme as an already strong and technically capable player, but lacked access to the advanced support and progression pathways needed to move forward. At the Goals 4 Girls Development Centre, coaches quickly recognised her high potential and provided a tailored development plan that balanced challenge with wellbeing. Through focused technical feedback, higher-intensity training, and opportunities to build leadership, Daiana refined her decision making and positional awareness.

With additional exposure through showcases and competitive fixtures, she received guidance on academy standards and ongoing support from coaches. This pathway led to her recent recruitment into the West Ham United Women U15 team, with a carefully managed transition to ensure confidence and continuity. Daiana's journey demonstrates the programme's ability to nurture both beginners and advanced players, highlighting the value of personalised development and the vital role donor support plays in opening elite progression opportunities.



AUTUMN'S STORY

Autumn had begun to disengage from sport after changing schools, losing motivation, and withdrawing from football and other activities. Referred to the Goals 4 Girls programme, she arrived with low confidence but quickly benefitted from the structure, consistency, and mentorship provided by coaches. Through regular training and personalised development plans, she rebuilt routine, set achievable goals, and reconnected with the game. As her confidence returned, Autumn discovered a passion for coaching, applied successfully to a sports college, and went on to gain a refereeing qualification, eventually officiating G4G matches and emerging as a role model for younger players. Her progress extended beyond football, with noticeable improvements in focus, organisation, and self belief. Autumn's journey highlights how the programme can reignite aspiration, open pathways into education and leadership, and demonstrates how long term impact is made possible through sustained donor support.

RAISING HER ASPIRATIONS

Participants accessed opportunities that are typically unavailable to girls from underserved communities, including elite training environments, professional fixtures, tournaments, and role-model engagement. These experiences played a key role in raising aspirations, increasing confidence, and strengthening belief in achievable pathways. Demand for Goals4Girls' provision continued to grow during the year, with waiting lists from schools, clubs, and community organisations, alongside increasing interest from partners across education, sport, media, and business.

ELITE EXPOSURE AND REPRESENTATION: POWERING HER PATH

In May 2025, MG Motors supported a visit for girls from the G4G Development Centre to attend a first-team training session at the Arsenal Women training ground.
The experience provided participants with direct exposure to elite women's football, enabling them to observe professional training environments, engage with players, and gain insight into high-performance pathways. All transport and access were fully supported, removing practical barriers to participation.

Meeting Arsenal Women players and witnessing elite female role models in action played a key role in increasing confidence, raising aspirations, and strengthening belief in achievable progression routes within the women's game. The visit directly contributed to G4G outcomes around representation, motivation, and sustained engagement in sport, demonstrating the impact of partnerships that connect grassroots girls with elite environments.



SPORTS DIRECT & ADIDAS ORIGINALS EUROPEAN CAMPAIGN FEATURING G4G PARTICIPANTS

During 2025, Goals4Girls participants Tamia, Daiana, and Jasmine were selected to feature in the Sports Direct x adidas Essentials campaign, which launched across over 700 Sports Direct stores in the UK and more than 400 stores across Europe.

This opportunity marked a significant moment of visibility for girls from the G4G community, placing authentic representation of young women in sport at the centre of a major retail campaign. More than a commercial shoot, the experience provided participants with professional exposure, confidence-building opportunities, and validation that their stories and ambitions belong within mainstream sport culture.

The campaign reflects G4G's commitment to amplifying real voices, increasing representation, and creating pathways into industries connected to sport, while demonstrating the impact of partnerships with Sports Direct and adidas that are willing to invest in inclusive storytelling and meaningful opportunity for girls and young women.



ADVOCACY, VISIBILITY AND SECTOR RECOGNITION

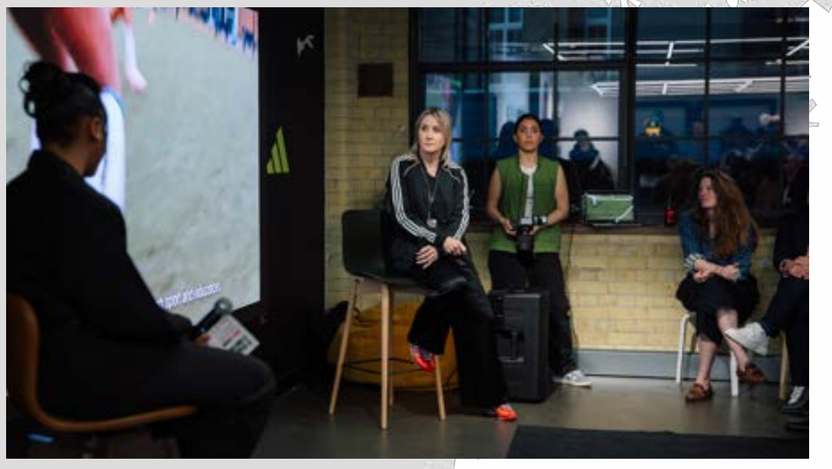
STRATEGY LAUNCH AND CROSS-SECTOR NETWORKING

In **April 2025,** G4G hosted its **Strategy Launch and Networking Event at adidas London headquarters,** marking the launch of a new series of networking events designed to **connect stakeholders across education, sport, media, business, and the wider corporate sector.**

The event created a dedicated space for organisations and individuals working with women and girls to **interlink activity, share insight, and identify collaborative opportunities** that strengthen the wider ecosystem supporting participation, wellbeing, and progression.

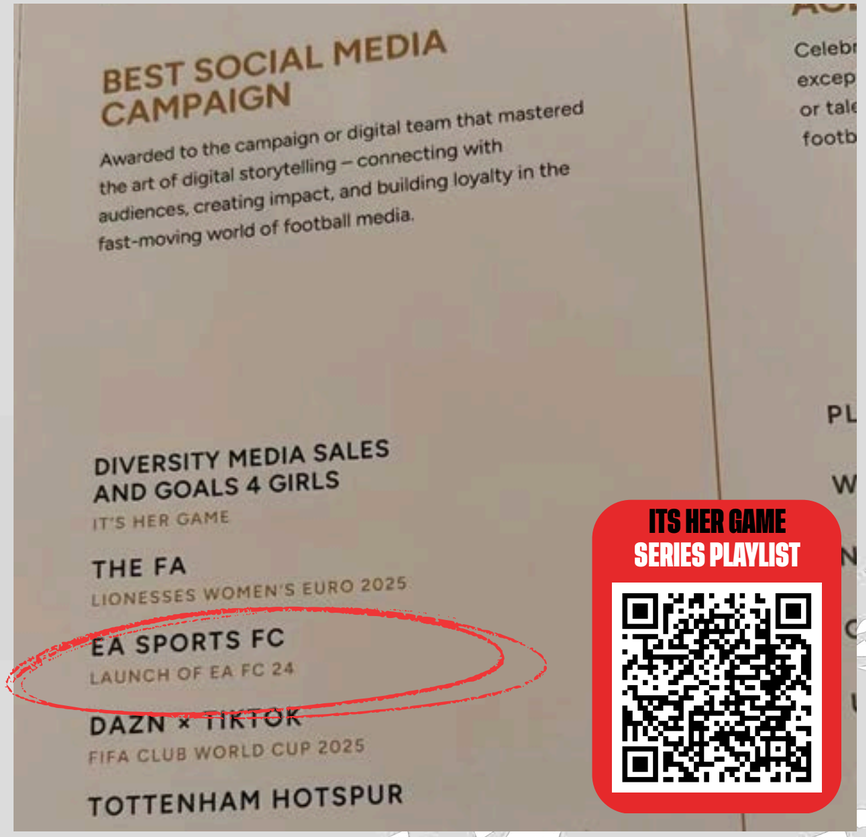
Attendees engaged in structured networking and discussion focused on impact, innovation, and scalable approaches to supporting women and girls. The event generated several follow-up conversations and partnership opportunities, reinforcing the value of convening cross-industry stakeholders around a shared mission.

Building on this success, G4G aims to deliver further strategy and networking events across education, sport, and corporate settings, using these platforms to showcase impact, exchange insight, and unlock new opportunities for women and girls nationally.





ACHIEVEMENTS & AWARDS



ADVOCACY, VISIBILITY & SECTOR RECOGNITION

Goals 4 Girls was nominated twice for two high profile media awards in 2025 for its **'It's Her Game' campaign** in collaboration with Diversity Media and sponsored by EA Sports. It's her Game was shortlisted for the **Best Social Media Award Category at the Women's Football Awards in May 2025** in association with METRO and SHEIN.

It's Her Game was also entered into the Media Week Awards in November 2025 under the following categories:

- Inclusive Media Strategy
- Media Idea under £250k
- Small Collaboration under £250k
- Best Use of Content under £250k

ACKNOWLEDGEMENT: OUR SUPPORTERS & PARTNERS



The Trustees would like to express their sincere thanks to the individuals, organisations, and partners whose commitment and generosity have supported Goals 4 Girls throughout 2024–25. The charity's progress and impact during the year would not have been possible without this collective support.

We are particularly grateful to our long-term strategic partners, **adidas and Flywheel,** whose collaboration has enabled us to extend both the reach and depth of our programmes. Our partnership with adidas, through the Breaking Barriers initiative, has been instrumental in supporting innovative football and wellbeing activity, leadership development, and international learning opportunities.

G4G would like to extend its sincere thanks to its long standing and valued corporate partner, **Flywheel**, for its continued support and dedicated charity partnership over the past six years. G4G and its trustees are proud to acknowledge that, thanks to Flywheel's generous and unwavering sponsorship, the organisation has been able to grow its programmes and make football more accessible to girls from marginalised backgrounds.

Flywheel

ACKNOWLEDGEMENT: OUR SUPPORTERS AND PARTNERS

We also thank **MG Motors** for its continued commitment to girls' football, providing sponsorship, experiences, and inspiration that have opened doors and raised aspirations for many of the young people we work with.

We extend our appreciation to **Love Gunn** for creative collaboration, **Simplexity Travel** for its generous hospitality support, and to partners such as **Legends Global, OBEX,** and **Arsenal Women** for their contributions to fundraising and providing opportunities throughout the year. We are also grateful to **Diversity Media** for its partnership in amplifying girls' voices and stories through impactful content and sponsoring our annual summer tournament in July 2025.

Our thanks also go to the schools, grassroots clubs, coaches, facilitators, and delivery partners who work alongside us at community level. Their dedication ensures that our programmes remain relevant, safe, and responsive to the needs of girls and young women from underrepresented communities.

Finally, the Trustees wish to recognise the commitment of our dedicated staff, volunteers, ambassadors, and supporters, as well as the trust placed in us by funders and donors. Most importantly, we thank the girls and young women who participate in our programmes. Their energy, honesty, and ambition continue to shape our work and reinforce our belief in the power of football, wellbeing, and leadership to create lasting change.



PARTNERSHIPS CREATING DIRECT OPPORTUNITIES FOR PARTICIPANTS

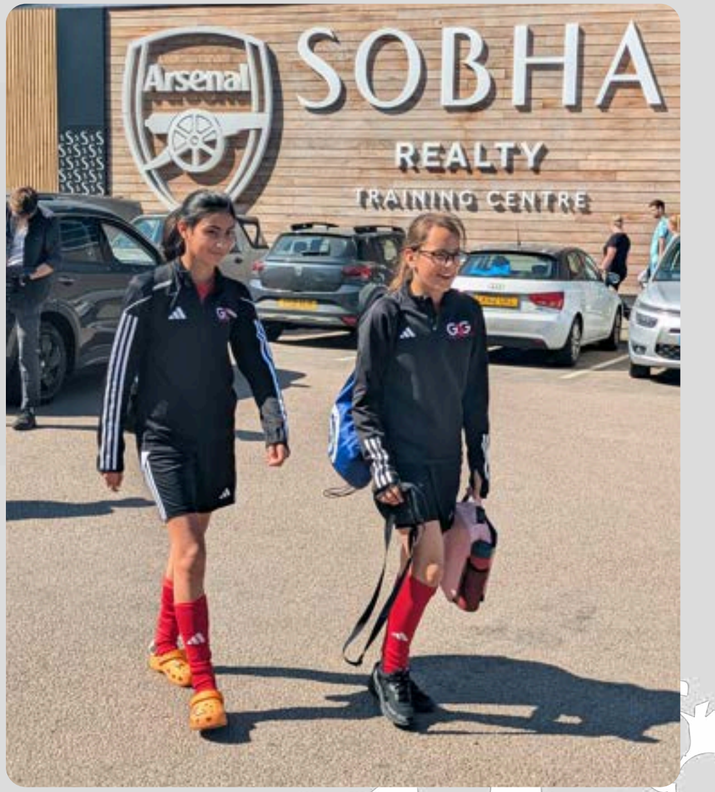
The charity's impact in 2024–25 was underpinned by strong partnerships across sport, business, media, and the community sector. Partners supported programme delivery, events, equipment provision, access to elite environments, and strategic development. Given the funding imbalance affecting women and girls' organisations, this partnership model remains critical to sustaining and scaling impact.

Across the year, the events and convenings hosted by Goals4Girls played a critical role in building organisational profile and influence. These moments positioned the charity not only as a delivery organisation, but as a connector across sectors, creating space to share lived experience, evidence impact, and articulate a clear vision for change directly to decision-makers.

Importantly, these connections helped translate awareness into action. By enabling stakeholders to better understand who Goals 4 Girls is, what it does, and why its work matters, events created opportunities to align resources, influence, and expertise around shared outcomes for girls and young women. This approach strengthened trust, deepened relationships, and reinforced Goals4Girls' role within the wider ecosystem, supporting sustainable growth and ensuring the organisation is well placed to continue and expand its work.



PARTNERSHIPS CREATING DIRECT OPPORTUNITIES FOR PARTICIPANTS



Strategic partnerships throughout the year delivered tangible outcomes for participants, including access, representation, and inspiration.
Through hospitality partnerships, over 100 Goals4Girls participants experienced elite women's and professional football, attending WSL, UEFA Women's Champions League, and FA Cup fixtures including the Cup Final through a mix of hospitality, box access, and general admission. These opportunities were delivered in partnership with Google Pixel, Arsenal, London FA, adidas, London Youth, Simplexity Travel, and Drip Water.

These experiences played a critical role in raising aspirations, increasing confidence, and strengthening belief in belonging within elite sport, reinforcing the importance of long-term partnerships in removing barriers and creatinglasting impact for girls and young women.



PLANS FOR THE FUTURE

Looking ahead, the Trustees' priorities for the coming year include:

- Embedding and delivering the three-year organisational strategy (2025 – 28)
- Expanding and deepening strategic partnerships
- Strengthening unrestricted income and reserves and diversifying income streams
- Enhancing impact measurement and storytelling
- Continuing to build a resilient, high-performing organisation

The Trustees are confident that Goals 4 Girls enters the next year with strong foundations and a clear sense of purpose.

Trustees' Responsibilities Statement
The Trustees are responsible for preparing the Trustees' Annual Report and financial statements in accordance with applicable law and regulations.
Approved by the Board of Trustees and signed on its behalf:

Sarah Hannah

Chair of Trustees

Date: _____



FINANCIAL REVIEW

The Trustees present a narrative overview of the charity's financial position; full financial statements are presented separately.

The charity reports a net surplus of £100,810 for the year ended 30 June 2025, compared with a deficit of £50,270 in the previous financial year. This represents a significant positive movement and reflects both increased income generation and improved cost management.

As a result, total funds increased from £18,670 at 30 June 2024 to £119,480 at 30 June 2025, demonstrating a substantial strengthening of the charity's financial position. This improvement reflects the success of actions taken during the year to stabilise finances following the challenges experienced in the prior period.

Total income for the year was £400,799, an increase from £320,557 in the previous year, reflecting successful fundraising activity, strengthened partnerships, and the charity's growing profile and credibility within the sector.

	2025 (£)	2024 (£)
TOTAL FUNDS	119,480	18,670
MOVEMENT IN FUNDS	100,810	(50,270)
INCOME	400,799	320,557
RESTRICTED INCOME	79,135	98,683
EXPENDITURE	(299,989)	(370,827)

FINANCIAL REVIEW

	2025 (£)	2024 (£)
TOTAL FUNDS	119,480	18,670
MOVEMENT IN FUNDS	100,810	(50,270)
INCOME	400,799	320,557
RESTRICTED INCOME	79,135	98,683
EXPENDITURE	(299,989)	(370,827)

Total expenditure for the year was £299,989, representing a reduction of £70,838 compared with the previous year. This reduction reflects a deliberate and considered approach by Trustees and management to control costs, improve efficiency, and prioritise delivery of core programmes while maintaining organisational capacity.

Expenditure has been more clearly structured in the current year, with £123,609 invested directly in charitable activities and £173,673 in support costs. This reflects a maturing organisational structure and improved cost allocation. Compared to 2023/24, the charity has increased its focus on delivering programmes to support more girls, while successfully reducing overhead costs.

The Trustees have reviewed the charity's financial position and future plans and are satisfied that the charity remains a going concern; while reported reserves appear low at the year end, this is primarily due to the timing of accrued income and debtor receipts, and does not reflect an underlying weakness in the charity's financial sustainability.

FUNDRAISING AND EXTERNAL ENGAGEMENT

In the 2024-25 financial year, Goals 4 Girls successfully applied for Gift Aid status which will allow it to reclaim 25% in gift aid tax from individual donations. This will provide additional income for the charity in which to build up its reserves and provide additional activities/trips for its participants.

In **June 2025,** G4G was selected as a beneficiary charity for the **Women in Sports Legends Ball,** held at the Lancaster Hotel, Hyde Park and sponsored by Legends Global and OBEX. The event generated income through corporate table sales and auction proceeds, including items donated by Sky Sports an Arsenal Women, while raising the charity's profile within senior sport and business networks. Over £15,000 was raised at the event to support the ongoing delivery and impact work of G4G.

In 2025 Goals 4 Girls launched its successful JustGiving 'Raise £100k Campaign' to diversify its income streams through appealing to its supporter network. G4G raised just under £50,000 directly from its supporters and an additional £50,000 in offline donations from corporate supporters and private donors thus meeting its campaign target.

The 2025 Women's Euros generated an additional £10,000 in donations from G4G supporters; preparations are already underway to create a dedicated fundraising campaign for the Women's World Cup in 2027.



INDEPENDENT EXAMINER'S REPORT
TO THE TRUSTEES OF GOALS 4 GIRLS CIO
For the year ended 30 June 2025

I report to the trustees on my examination of the accounts of Goals 4 Girls CIO (the charity) for the year ended 30 June 2025.

Responsibilities and Basis of Report

As the trustees of the charity, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the charity's accounts carried out under section 145 of the Act and in carrying out my examination I have followed all applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent Examiner's Statement

Since the charity's gross income did not exceed £1,000,000, your examiner is not required to be a member of a listed body, but I confirm that I am qualified to undertake the examination because I am a member of the Association of Taxation Technicians (ATT) and the Association of Accounting Technicians (AAT), and I have practical experience in the preparation and examination of charity accounts.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

(a) accounting records were not kept in respect of the charity as required by section 130 of the Act; or

(b) the accounts do not accord with those records; or

(c) the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charitable Incorporated Organisations (Accounts and Reports) Regulations 2021 other than any requirement that the accounts give a 'true and fair view', which is not a matter considered as part of an independent examination.

Emphasis of Matter — Material Uncertainty at the Balance Sheet Date

Without modifying my statement above, I draw attention to the following matter which I consider material to the understanding of the accounts.

At 30 June 2025, the charity held cash balances of £3,528 and included within debtors was accrued income of £158,371. At the balance sheet date this income had not yet been received and the charity also had outstanding loans from trustees of £26,684. These conditions represented a material uncertainty as to the charity’s ability to continue as a going concern at that date.

I am satisfied that, subsequent to the year end, the amounts accrued at 30 June 2025 have been received. The trustees have also confirmed that the loans advanced will not be recalled within the next twelve months. On this basis the trustees have prepared the accounts on the going concern basis and I concur with this assessment.

I draw this matter to the attention of users of the accounts so that the financial position at the balance sheet date is clearly understood, notwithstanding the improvement in the charity's position following the year end.

Signature

Signed:  .....

Name: Beverley Sydney

Relevant professional qualification(s): ATT, AAT

Address: Sydney Hudson Accountants, Bedford Heights, Brickhill Drive, Bedford MK41 7PH

Date: 19th March 2026

Goals 4 Girls Cio

Charity No. 1199301

Company No. CE029418

Trustees' Report and Unaudited Accounts

30 June 2025



Sarah Hannah

Goals 4 Girls Cio
Statement of Financial Activities
for the year ended 30 June 2025

	Notes	Unrestricted funds 2025 £	Restricted funds 2025 £	Total funds 2025 £	Total funds 2024 £
Income and endowments from:					
Donations and legacies	3	312,360	79,135	391,495	279,929
Charitable activities	4	9,304	-	9,304	40,628
Total		321,664	79,135	400,799	320,557
Expenditure on:					
Raising funds	5	2,707	-	2,707	11,534
Charitable activities	6	48,590	75,019	123,609	53,035
Support Costs	7	169,557	4,116	173,673	306,258
Total		220,854	79,135	299,989	370,827
Net gains on investments		-	-	-	-
Net income/(expenditure)	8	100,810	0	100,810	(50,270)
Transfers between funds		-	-	-	-
Net income/(expenditure) before other gains/(losses)		100,810	0	100,810	(50,270)
Other gains and losses					
Net movement in funds		100,810	0	100,810	(50,270)
Reconciliation of funds:					
Total funds brought forward		18,670	-	18,670	68,940
Total funds carried forward		119,480	0	119,480	18,670

Goals 4 Girls Cio
Balance Sheet

at 30 June 2025

Company No. CE029418	Notes	2025	2024
		£	£
Fixed assets			
Intangible assets	10	2,322	2,470
Tangible assets	11	2,610	3,262
		4,932	5,732
Current assets			
Debtors	12	164,371	6,000
Cash at bank and in hand		3,528	39,269
		167,899	45,269
Creditors: Amount falling due within one year	13	(49,281)	(24,865)
Net current assets		118,618	20,404
Total assets less current liabilities		123,550	26,136
Creditors: Amounts falling due after more than one year	14	(4,070)	(7,466)
Net assets excluding pension asset or liability		119,480	18,670
Total net assets		119,480	18,670
The funds of the charity			
Restricted funds	15		
Restricted income funds		0	-
		0	-
Unrestricted funds	15		
General funds		119,480	18,670
		119,480	18,670
Reserves	15		
Total funds		119,480	18,670

These accounts have been prepared in accordance with the Charities Act 2011, the Charitable Incorporated Organisations (Accounts and Reports) Regulations 2021, and the Charities SORP (FRS 102).

The charity is not required to have its accounts audited as its gross income did not exceed £1,000,000. An independent examination has been carried out in accordance with section 145 of the Charities Act 2011.

The trustees acknowledge their responsibilities for complying with the requirements of the Charities Act 2011 and the Charitable Incorporated Organisations (Accounts and Reports) Regulations 2021 with respect to accounting records and the preparation of accounts.

Approved by the board on 19 March 2026

And signed on its behalf by:

Sarah Hannah
Trustee
19 March 2026

Goals 4 Girls Cio
Notes to the Accounts

for the year ended 30 June 2025

1 Accounting policies

Basis of preparation

The financial statements have been prepared in accordance with 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 2015) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Charities Act 2011.

Change in basis of accounting or to previous accounts

There has been no change to the accounting policies (valuation rules and method of accounting) since last year and no changes have been made to accounts for previous years.

Fund accounting

Unrestricted funds	These are available for use at the discretion of the trustees in furtherance of the general objects of the charity.
Designated funds	These are unrestricted funds earmarked by the trustees for particular purposes.
Revaluation funds	These are unrestricted funds which include a revaluation reserve representing the restatement of investment assets at their market values.
Restricted funds	These are available for use subject to restrictions imposed by the donor or through terms of an appeal.

Income

Recognition of income	Income is included in the Statement of Financial Activities (SoFA) when the charity becomes entitled to, and virtually certain to receive, the income and the amount of the income can be measured with sufficient reliability.
Income with related expenditure	Where income has related expenditure the income and related expenditure is reported gross in the SoFA.
Donations and legacies	Voluntary income received by way of grants, donations and gifts is included in the the SoFA when receivable and only when the Charity has unconditional entitlement to the income.
Tax reclaims on donations and gifts	Income from tax reclaims is included in the SoFA at the same time as the gift/donation to which it relates.
Donated services and facilities	These are only included in income (with an equivalent amount in expenditure) where the benefit to the Charity is reasonably quantifiable, measurable and material.
Volunteer help	The value of any volunteer help received is not included in the accounts.
Investment income	This is included in the accounts when receivable.
Gains/(losses) on revaluation of fixed assets	This includes any gain or loss resulting from revaluing investments to market value at the end of the year.
Gains/(losses) on investment assets	This includes any gain or loss on the sale of investments.

Goals 4 Girls Cio
Notes to the Accounts

Expenditure

Recognition of expenditure	Expenditure is recognised on an accruals basis. Expenditure includes any VAT which cannot be fully recovered, and is reported as part of the expenditure to which it relates.
Expenditure on raising funds	These comprise the costs associated with attracting voluntary income, fundraising trading costs and investment management costs.
Expenditure on charitable activities	These comprise the costs incurred by the Charity in the delivery of its activities and services in the furtherance of its objects, including the making of grants and governance costs.
Grants payable	All grant expenditure is accounted for on an actual paid basis plus an accrual for grants that have been approved by the trustees at the end of the year but not yet paid.
Governance costs	These include those costs associated with meeting the constitutional and statutory requirements of the Charity, including any audit/independent examination fees, costs linked to the strategic management of the Charity, together with a share of other administration costs.
Support costs	These are support costs not allocated to a particular activity.

Taxation

The charity is exempt from corporation tax on its charitable activities.

Freehold investment property

Investment properties are measured initially at cost and subsequently at fair value at each balance sheet date and are not depreciated. All gains or losses are taken to the Statement of Financial Activities as they arise.

Intangible fixed assets and amortisation

Intangible fixed assets (including purchased goodwill, patents and trademarks) are carried at cost less accumulated amortisation and impairment losses.

Trademark of logo	6% Reducing

Stocks

Stock is included at the lower of cost or net realisable value. Donated items of stock are recognised at fair value which is the amount the charity would have been willing to pay for the items on the open market.

Trade and other debtors

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 and cash equivalents

Cash and cash equivalents comprise cash at bank and on hand, demand deposits with banks and other short-term highly liquid investments with original maturities of three months or less and bank overdrafts. In the statement of financial position, bank overdrafts are shown within borrowings or current liabilities. In the Statement of Cash Flows, cash and cash equivalents are shown net of bank overdrafts that are repayable on demand and form an integral part of the company's cash management.

Trade and other creditors

Short term creditors are measured at the transaction price. Other 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.

Research and development

Expenditure on research and development is written off in the year in which it is incurred.

Foreign currencies

Monetary assets and liabilities denominated in currencies other than the functional currency of the charity are translated at the rates of exchange prevailing at the end of the reporting period.
Transactions in currencies other than the functional currency of the charity are recorded at the rate of exchange on the date that the transaction occurred.
All exchange differences are are taken into account in arriving at net income/expenditure.

Leased assets

Where the charity enters into a lease which entails taking substantially all the risks and rewards of ownership of an asset, the lease is treated as a finance lease.
Leases which do not transfer substantially all the risks and rewards of ownership to charity are classified as operating leases.
Assets held under finance leases are initially recognised as assets of the charity at their fair value at the inception of the lease or, if lower, at the present value of the minimum lease payments. The corresponding liability to the lessor is included in the balance sheet date as a finance lease obligation.
Lease payments are apportioned between finance expenses and reduction of the lease obligation so as to achieve a constant rate of interest on the remaining balance of the liability. Finance expenses are recognised immediately, unless they are directly attributable to qualifying assets, in which case they are capitalised in accordance with the charity's policy on borrowing costs.
Assets held under finance leases are depreciated in the same way as owned assets.

Operating lease payments are recognised as an expense on a straight-line basis over the lease term.
In the event that lease incentives are received to enter into operating leases, such incentives are recognised as a liability. The aggregate benefit of incentives is recognised as a reduction of rental expense on a straight-line basis.

Pension costs

The charity operates a defined contribution plan for its employees. A defined contribution plan is a pension plan under which the company pays fixed contributions into a separate entity. Once the contributions have been paid the company has no further payments obligations. The contributions are recognised as expenses when they fall due. Amounts not paid are shown in accruals in the balance sheet. The assets of the plan are held separately from the company in independently administered funds.

Receipt of donated goods, facilities and services

All donated goods, facilities and services received are recognised within incoming resources and expenditure at an estimate of the value to the charity.

2 Statement of Financial Activities - prior year

	Unrestricted funds 2024	Restricted funds 2024	Total funds 2024
	£	£	£
Income and endowments from:			
Donations and legacies	181,246	98,683	279,929
Charitable activities	29,755	-	29,755
Other trading activities	10,873	-	10,873
Total	221,874	98,683	320,557
Expenditure on:			
Raising funds	11,534	-	11,534
Charitable activities	44,448	8,587	53,035
Support Costs	251,258	55,000	306,258
Total	307,240	63,587	370,827
Net income	(85,367)	35,097	(50,270)
Net income before other gains/(losses)	(85,367)	35,097	(50,270)
Other gains and losses:			
Net movement in funds	(85,367)	35,097	(50,270)
Reconciliation of funds:			
Total funds brought forward	68,940	-	68,940
Total funds carried forward	(16,427)	35,097	18,670

3 Income from donations and legacies

	Unrestricted	Restricted	Total 2025	Total 2024
	£	£	£	£
Donations and Legacies	312,360	-	312,360	279,929
Donations and Legacies (Restricted)	0	79,135	79,135	-
	312,360	79,135	391,495	279,929

4 Income from charitable activities

	Unrestricted	Total 2025	Total 2024
	£	£	£
Fundraising Activities (Unrestricted)	5,000	5,000	29,755
Goods/Services Sales	4,304	4,304	10,873
	9,304	9,304	40,628

5 Expenditure on raising funds

	Unrestricted	Total 2025	Total 2024
	£	£	£
Costs of generating voluntary income			
Donations and Legacies	2,707	2,707	7,842
Donations and Legacies (Restricted)	-	-	3,692
	2,707	2,707	11,534

6 Expenditure on charitable activities

	Unrestricted	Restricted	Total 2025	Total 2024
	£	£	£	£
Expenditure on charitable activities				
Fundraising Activities (Unrestricted)	3,383	3,255	6,638	23,404
Goods/Services Sales	10,082	30,004	40,086	20,744
Charitable activities	35,125	41,760	76,885	8,587
	-	-	-	300
Governance costs				
	48,590	75,019	123,609	53,035

7 Support costs

	Unrestricted	Restricted	Total 2025	Total 2024
	£	£	£	£
Cost of service	-	-	-	24,391
Bank loan and overdraft interest payable	661	-	661	90
Employee costs	119,013	-	119,013	224,128
Motor and travel costs	3,627	4,116	7,743	8,147
Premises costs	8,072	-	8,072	9,822
Amortisation, depreciation, impairment, profit/loss on disposal of fixed assets	800	-	800	1,025
General administrative costs	14,213	-	14,213	13,059
Legal and professional costs	23,171	-	23,171	25,596
	169,557	4,116	173,673	306,258

8 Net income/(expenditure) before transfers

	2025	2024
This is stated after charging:	£	£
Depreciation of owned fixed assets	652	867
Amortisation of intangible fixed assets	148	158
Independent Examiner's fee	1,279	-

9 Staff costs

	2025	2024
Salaries and wages	109,486	193,306
Social security costs	6,213	14,756
Pension costs	623	2,187
	116,322	210,249

No employee received emoluments in excess of £60,000.

The average monthly number of full time equivalent employees during the year was as follows:

	2025 Number	2024 Number
Average number of employees	3	3
	3	3

10 Intangible fixed assets

	Patents and trade-marks	Total
	£	£
Cost		
At 1 July 2024	2,628	2,628
At 30 June 2025	2,628	2,628
Amortisation and impairment		
At 1 July 2024	158	158
Amortisation charge for the year	148	148
At 30 June 2025	306	306
Net book values		
At 30 June 2025	2,322	2,322
At 30 June 2024	2,470	2,470

11 Tangible fixed assets

	£	£
Cost or revaluation		
At 1 July 2024	5,109	5,109
At 30 June 2025	5,109	5,109
Depreciation and impairment		
At 1 July 2024	1,847	1,847
Depreciation charge for the year	652	652
At 30 June 2025	2,499	2,499
Net book values		
At 30 June 2025	2,610	2,610
At 30 June 2024	3,262	3,262

12 Debtors

	2025	2024
	£	£
Trade debtors	6,000	-
Prepayments and accrued income	158,371	6,000
	164,371	6,000

13 Creditors: amounts falling due within one year

	2025	2024
	£	£
Trade creditors	14,379	20,494
Other taxes and social security	6,939	3,092
Loans from trustees	26,684	-
Accruals (Independent examiner)	1,279	1,279
	49,281	24,865

14 Creditors: amounts falling due after more than one year

	2025	2024
	£	£
Bank loans and overdrafts	4,070	7,466
	4,070	7,466

15 Movement in funds

	At 1 July 2024	Incoming resources (including other gains/losses)	Resources expended	At 30 June 2025
		£	£	£
Restricted funds:				
Restricted income funds:				
Breaking Barriers	-	18,135	(18,135)	0
Adidas UK Ltd	-	61,000	(61,000)	-
Total	-	79,135	(79,135)	0
Unrestricted funds:				
General funds	18,670	321,664	(220,854)	119,480
Total funds	18,670	400,799	(299,989)	119,480

Purposes and restrictions in relation to the funds:

Restricted funds:

Breaking Barriers	Executing GAP (Girls' Access Programme), Champions Project and a tournament which was held in July 2024.
Adidas UK Ltd	Salaries

16 Analysis of net assets between funds

	Unrestricted funds	Restricted funds	Total
	£	£	£
Fixed assets	4,932	-	4,932
Net current assets	112,247	6,371	118,618
Creditors due in more than one year and provisions	(4,070)	-	(4,070)
	113,109	6,371	119,480

17 Reconciliation of net debt

	At 1 July 2024	Cash flows	At 30 June 2025
	£	£	£
Cash and cash equivalents	39,269	(35,741)	3,528
	39,269	(35,741)	3,528
Bank loans	(7,466)	3,396	(4,070)
	(7,466)	3,396	(4,070)
Net debt	31,803	(32,345)	(542)

18 Commitments

Operating lease commitments

Annual commitments under non-cancellable operating leases are as follows:

	2025 Land and buildings £	2025 Other £	2024 Land and buildings £	2024 Other £
Operating leases with expiry date:				

Pension commitments

	2025 £	2024 £
The pension cost charge to the company amounted to:	623	2,187

19 Related party disclosures

Controlling party

During the year, trustees advanced unsecured loans to the charity totalling £26,684. These loans are interest-free and repayable on demand. The loans were made to support the working capital requirements of the charity and were approved by the board of trustees. The balance outstanding as at 30 June 2025 was £26,684 (2024: nil).



Sarah Hannah

INDEPENDENT EXAMINER'S REPORT
TO THE TRUSTEES OF GOALS 4 GIRLS CIO
For the year ended 30 June 2025

I report to the trustees on my examination of the accounts of Goals 4 Girls CIO (the charity) for the year ended 30 June 2025.

Responsibilities and Basis of Report

As the trustees of the charity, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the charity's accounts carried out under section 145 of the Act and in carrying out my examination I have followed all applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent Examiner's Statement

Since the charity's gross income did not exceed £1,000,000, your examiner is not required to be a member of a listed body, but I confirm that I am qualified to undertake the examination because I am a member of the Association of Taxation Technicians (ATT) and the Association of Accounting Technicians (AAT), and I have practical experience in the preparation and examination of charity accounts.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

(a) accounting records were not kept in respect of the charity as required by section 130 of the Act; or

(b) the accounts do not accord with those records; or

(c) the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charitable Incorporated Organisations (Accounts and Reports) Regulations 2021 other than any requirement that the accounts give a 'true and fair view', which is not a matter considered as part of an independent examination.

Emphasis of Matter — Material Uncertainty at the Balance Sheet Date

Without modifying my statement above, I draw attention to the following matter which I consider material to the understanding of the accounts.

At 30 June 2025, the charity held cash balances of £3,528 and included within debtors was accrued income of £158,371. At the balance sheet date this income had not yet been received and the charity also had outstanding loans from trustees of £26,684. These conditions represented a material uncertainty as to the charity’s ability to continue as a going concern at that date.

I am satisfied that, subsequent to the year end, the amounts accrued at 30 June 2025 have been received. The trustees have also confirmed that the loans advanced will not be recalled within the next twelve months. On this basis the trustees have prepared the accounts on the going concern basis and I concur with this assessment.

I draw this matter to the attention of users of the accounts so that the financial position at the balance sheet date is clearly understood, notwithstanding the improvement in the charity's position following the year end.

Signature

Signed:  .....

Name: Beverley Sydney

Relevant professional qualification(s): ATT, AAT

Address: Sydney Hudson Accountants, Bedford Heights, Brickhill Drive, Bedford MK41 7PH

Date: 19th March 2026.....

Goals 4 Girls Cio

Charity No. 1199301

Company No. CE029418

Trustees' Report and Unaudited Accounts

30 June 2025



Sarah Hannah

Goals 4 Girls Cio
Statement of Financial Activities
for the year ended 30 June 2025

	Notes	Unrestricted funds 2025 £	Restricted funds 2025 £	Total funds 2025 £	Total funds 2024 £
Income and endowments from:					
Donations and legacies	3	312,360	79,135	391,495	279,929
Charitable activities	4	9,304	-	9,304	40,628
Total		321,664	79,135	400,799	320,557
Expenditure on:					
Raising funds	5	2,707	-	2,707	11,534
Charitable activities	6	48,590	75,019	123,609	53,035
Support Costs	7	169,557	4,116	173,673	306,258
Total		220,854	79,135	299,989	370,827
Net gains on investments		-	-	-	-
Net income/(expenditure)	8	100,810	0	100,810	(50,270)
Transfers between funds		-	-	-	-
Net income/(expenditure) before other gains/(losses)		100,810	0	100,810	(50,270)
Other gains and losses					
Net movement in funds		100,810	0	100,810	(50,270)
Reconciliation of funds:					
Total funds brought forward		18,670	-	18,670	68,940
Total funds carried forward		119,480	0	119,480	18,670

Goals 4 Girls Cio
Balance Sheet

at 30 June 2025

Company No. CE029418	Notes	2025	2024
		£	£
Fixed assets			
Intangible assets	10	2,322	2,470
Tangible assets	11	2,610	3,262
		4,932	5,732
Current assets			
Debtors	12	164,371	6,000
Cash at bank and in hand		3,528	39,269
		167,899	45,269
Creditors: Amount falling due within one year	13	(49,281)	(24,865)
Net current assets		118,618	20,404
Total assets less current liabilities		123,550	26,136
Creditors: Amounts falling due after more than one year	14	(4,070)	(7,466)
Net assets excluding pension asset or liability		119,480	18,670
Total net assets		119,480	18,670
The funds of the charity			
Restricted funds	15		
Restricted income funds		0	-
		0	-
Unrestricted funds	15		
General funds		119,480	18,670
		119,480	18,670
Reserves	15		
Total funds		119,480	18,670

These accounts have been prepared in accordance with the Charities Act 2011, the Charitable Incorporated Organisations (Accounts and Reports) Regulations 2021, and the Charities SORP (FRS 102).

The charity is not required to have its accounts audited as its gross income did not exceed £1,000,000. An independent examination has been carried out in accordance with section 145 of the Charities Act 2011.

The trustees acknowledge their responsibilities for complying with the requirements of the Charities Act 2011 and the Charitable Incorporated Organisations (Accounts and Reports) Regulations 2021 with respect to accounting records and the preparation of accounts.

Approved by the board on 19 March 2026

And signed on its behalf by:

Sarah Hannah
Trustee
19 March 2026

Goals 4 Girls Cio
Notes to the Accounts

for the year ended 30 June 2025

1 Accounting policies

Basis of preparation

The financial statements have been prepared in accordance with 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 2015) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Charities Act 2011.

Change in basis of accounting or to previous accounts

There has been no change to the accounting policies (valuation rules and method of accounting) since last year and no changes have been made to accounts for previous years.

Fund accounting

Unrestricted funds	These are available for use at the discretion of the trustees in furtherance of the general objects of the charity.
Designated funds	These are unrestricted funds earmarked by the trustees for particular purposes.
Revaluation funds	These are unrestricted funds which include a revaluation reserve representing the restatement of investment assets at their market values.
Restricted funds	These are available for use subject to restrictions imposed by the donor or through terms of an appeal.

Income

Recognition of income	Income is included in the Statement of Financial Activities (SoFA) when the charity becomes entitled to, and virtually certain to receive, the income and the amount of the income can be measured with sufficient reliability.
Income with related expenditure	Where income has related expenditure the income and related expenditure is reported gross in the SoFA.
Donations and legacies	Voluntary income received by way of grants, donations and gifts is included in the the SoFA when receivable and only when the Charity has unconditional entitlement to the income.
Tax reclaims on donations and gifts	Income from tax reclaims is included in the SoFA at the same time as the gift/donation to which it relates.
Donated services and facilities	These are only included in income (with an equivalent amount in expenditure) where the benefit to the Charity is reasonably quantifiable, measurable and material.
Volunteer help	The value of any volunteer help received is not included in the accounts.
Investment income	This is included in the accounts when receivable.
Gains/(losses) on revaluation of fixed assets	This includes any gain or loss resulting from revaluing investments to market value at the end of the year.
Gains/(losses) on investment assets	This includes any gain or loss on the sale of investments.

Goals 4 Girls Cio
Notes to the Accounts

Expenditure

Recognition of expenditure	Expenditure is recognised on an accruals basis. Expenditure includes any VAT which cannot be fully recovered, and is reported as part of the expenditure to which it relates.
Expenditure on raising funds	These comprise the costs associated with attracting voluntary income, fundraising trading costs and investment management costs.
Expenditure on charitable activities	These comprise the costs incurred by the Charity in the delivery of its activities and services in the furtherance of its objects, including the making of grants and governance costs.
Grants payable	All grant expenditure is accounted for on an actual paid basis plus an accrual for grants that have been approved by the trustees at the end of the year but not yet paid.
Governance costs	These include those costs associated with meeting the constitutional and statutory requirements of the Charity, including any audit/independent examination fees, costs linked to the strategic management of the Charity, together with a share of other administration costs.
Support costs	These are support costs not allocated to a particular activity.

Taxation

The charity is exempt from corporation tax on its charitable activities.

Freehold investment property

Investment properties are measured initially at cost and subsequently at fair value at each balance sheet date and are not depreciated. All gains or losses are taken to the Statement of Financial Activities as they arise.

Intangible fixed assets and amortisation

Intangible fixed assets (including purchased goodwill, patents and trademarks) are carried at cost less accumulated amortisation and impairment losses.

Trademark of logo	6% Reducing

Stocks

Stock is included at the lower of cost or net realisable value. Donated items of stock are recognised at fair value which is the amount the charity would have been willing to pay for the items on the open market.

Trade and other debtors

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 and cash equivalents

Cash and cash equivalents comprise cash at bank and on hand, demand deposits with banks and other short-term highly liquid investments with original maturities of three months or less and bank overdrafts. In the statement of financial position, bank overdrafts are shown within borrowings or current liabilities. In the Statement of Cash Flows, cash and cash equivalents are shown net of bank overdrafts that are repayable on demand and form an integral part of the company's cash management.

Trade and other creditors

Short term creditors are measured at the transaction price. Other 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.

Research and development

Expenditure on research and development is written off in the year in which it is incurred.

Foreign currencies

Monetary assets and liabilities denominated in currencies other than the functional currency of the charity are translated at the rates of exchange prevailing at the end of the reporting period.
Transactions in currencies other than the functional currency of the charity are recorded at the rate of exchange on the date that the transaction occurred.
All exchange differences are are taken into account in arriving at net income/expenditure.

Leased assets

Where the charity enters into a lease which entails taking substantially all the risks and rewards of ownership of an asset, the lease is treated as a finance lease.
Leases which do not transfer substantially all the risks and rewards of ownership to charity are classified as operating leases.
Assets held under finance leases are initially recognised as assets of the charity at their fair value at the inception of the lease or, if lower, at the present value of the minimum lease payments. The corresponding liability to the lessor is included in the balance sheet date as a finance lease obligation.
Lease payments are apportioned between finance expenses and reduction of the lease obligation so as to achieve a constant rate of interest on the remaining balance of the liability. Finance expenses are recognised immediately, unless they are directly attributable to qualifying assets, in which case they are capitalised in accordance with the charity's policy on borrowing costs.
Assets held under finance leases are depreciated in the same way as owned assets.

Operating lease payments are recognised as an expense on a straight-line basis over the lease term.
In the event that lease incentives are received to enter into operating leases, such incentives are recognised as a liability. The aggregate benefit of incentives is recognised as a reduction of rental expense on a straight-line basis.

Pension costs

The charity operates a defined contribution plan for its employees. A defined contribution plan is a pension plan under which the company pays fixed contributions into a separate entity. Once the contributions have been paid the company has no further payments obligations. The contributions are recognised as expenses when they fall due. Amounts not paid are shown in accruals in the balance sheet. The assets of the plan are held separately from the company in independently administered funds.

Receipt of donated goods, facilities and services

All donated goods, facilities and services received are recognised within incoming resources and expenditure at an estimate of the value to the charity.

2 Statement of Financial Activities - prior year

	Unrestricted funds 2024	Restricted funds 2024	Total funds 2024
	£	£	£
Income and endowments from:			
Donations and legacies	181,246	98,683	279,929
Charitable activities	29,755	-	29,755
Other trading activities	10,873	-	10,873
Total	221,874	98,683	320,557
Expenditure on:			
Raising funds	11,534	-	11,534
Charitable activities	44,448	8,587	53,035
Support Costs	251,258	55,000	306,258
Total	307,240	63,587	370,827
Net income	(85,367)	35,097	(50,270)
Net income before other gains/(losses)	(85,367)	35,097	(50,270)
Other gains and losses:			
Net movement in funds	(85,367)	35,097	(50,270)
Reconciliation of funds:			
Total funds brought forward	68,940	-	68,940
Total funds carried forward	(16,427)	35,097	18,670

3 Income from donations and legacies

	Unrestricted	Restricted	Total 2025	Total 2024
	£	£	£	£
Donations and Legacies	312,360	-	312,360	279,929
Donations and Legacies (Restricted)	0	79,135	79,135	-
	312,360	79,135	391,495	279,929

4 Income from charitable activities

	Unrestricted	Total 2025	Total 2024
	£	£	£
Fundraising Activities (Unrestricted)	5,000	5,000	29,755
Goods/Services Sales	4,304	4,304	10,873
	9,304	9,304	40,628

5 Expenditure on raising funds

	Unrestricted	Total 2025	Total 2024
	£	£	£
Costs of generating voluntary income			
Donations and Legacies	2,707	2,707	7,842
Donations and Legacies (Restricted)	-	-	3,692
	2,707	2,707	11,534

6 Expenditure on charitable activities

	Unrestricted	Restricted	Total 2025	Total 2024
	£	£	£	£
Expenditure on charitable activities				
Fundraising Activities (Unrestricted)	3,383	3,255	6,638	23,404
Goods/Services Sales	10,082	30,004	40,086	20,744
Charitable activities	35,125	41,760	76,885	8,587
	-	-	-	300
Governance costs				
	48,590	75,019	123,609	53,035

7 Support costs

	Unrestricted	Restricted	Total 2025	Total 2024
	£	£	£	£
Cost of service	-	-	-	24,391
Bank loan and overdraft interest payable	661	-	661	90
Employee costs	119,013	-	119,013	224,128
Motor and travel costs	3,627	4,116	7,743	8,147
Premises costs	8,072	-	8,072	9,822
Amortisation, depreciation, impairment, profit/loss on disposal of fixed assets	800	-	800	1,025
General administrative costs	14,213	-	14,213	13,059
Legal and professional costs	23,171	-	23,171	25,596
	169,557	4,116	173,673	306,258

8 Net income/(expenditure) before transfers

	2025	2024
This is stated after charging:	£	£
Depreciation of owned fixed assets	652	867
Amortisation of intangible fixed assets	148	158
Independent Examiner's fee	1,279	-

9 Staff costs

	2025	2024
Salaries and wages	109,486	193,306
Social security costs	6,213	14,756
Pension costs	623	2,187
	116,322	210,249

No employee received emoluments in excess of £60,000.

The average monthly number of full time equivalent employees during the year was as follows:

	2025 Number	2024 Number
Average number of employees	3	3
	3	3

10 Intangible fixed assets

	Patents and trade-marks	Total
	£	£
Cost		
At 1 July 2024	2,628	2,628
At 30 June 2025	2,628	2,628
Amortisation and impairment		
At 1 July 2024	158	158
Amortisation charge for the year	148	148
At 30 June 2025	306	306
Net book values		
At 30 June 2025	2,322	2,322
At 30 June 2024	2,470	2,470

11 Tangible fixed assets

	£	£
Cost or revaluation		
At 1 July 2024	5,109	5,109
At 30 June 2025	5,109	5,109
Depreciation and impairment		
At 1 July 2024	1,847	1,847
Depreciation charge for the year	652	652
At 30 June 2025	2,499	2,499
Net book values		
At 30 June 2025	2,610	2,610
At 30 June 2024	3,262	3,262

12 Debtors

	2025	2024
	£	£
Trade debtors	6,000	-
Prepayments and accrued income	158,371	6,000
	164,371	6,000

13 Creditors: amounts falling due within one year

	2025	2024
	£	£
Trade creditors	14,379	20,494
Other taxes and social security	6,939	3,092
Loans from trustees	26,684	-
Accruals (Independent examiner)	1,279	1,279
	49,281	24,865

14 Creditors: amounts falling due after more than one year

	2025	2024
	£	£
Bank loans and overdrafts	4,070	7,466
	4,070	7,466

15 Movement in funds

	At 1 July 2024	Incoming resources (including other gains/losses)	Resources expended	At 30 June 2025
		£	£	£
Restricted funds:				
Restricted income funds:				
Breaking Barriers	-	18,135	(18,135)	0
Adidas UK Ltd	-	61,000	(61,000)	-
Total	-	79,135	(79,135)	0
Unrestricted funds:				
General funds	18,670	321,664	(220,854)	119,480
Total funds	18,670	400,799	(299,989)	119,480

Purposes and restrictions in relation to the funds:

Restricted funds:

Breaking Barriers	Executing GAP (Girls' Access Programme), Champions Project and a tournament which was held in July 2024.
Adidas UK Ltd	Salaries

16 Analysis of net assets between funds

	Unrestricted funds	Restricted funds	Total
	£	£	£
Fixed assets	4,932	-	4,932
Net current assets	112,247	6,371	118,618
Creditors due in more than one year and provisions	(4,070)	-	(4,070)
	113,109	6,371	119,480

17 Reconciliation of net debt

	At 1 July 2024	Cash flows	At 30 June 2025
	£	£	£
Cash and cash equivalents	39,269	(35,741)	3,528
	39,269	(35,741)	3,528
Bank loans	(7,466)	3,396	(4,070)
	(7,466)	3,396	(4,070)
Net debt	31,803	(32,345)	(542)

18 Commitments

Operating lease commitments

Annual commitments under non-cancellable operating leases are as follows:

	2025 Land and buildings £	2025 Other £	2024 Land and buildings £	2024 Other £
Operating leases with expiry date:				

Pension commitments

	2025 £	2024 £
The pension cost charge to the company amounted to:	623	2,187

19 Related party disclosures

Controlling party

During the year, trustees advanced unsecured loans to the charity totalling £26,684. These loans are interest-free and repayable on demand. The loans were made to support the working capital requirements of the charity and were approved by the board of trustees. The balance outstanding as at 30 June 2025 was £26,684 (2024: nil).



Sarah Hannah

GOALS 4 GIRLS CIO

England & Wales - Charity number 1199301

Accounts



IT STARTS WITH YOU, IT CONTINUES WITH HER.

REPORT OF THE TRUSTEES AND UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2024

LEGAL & ADMINISTRATIVE

Information For the year ended 30 June 2024

CHARITY NAME
Goals 4 Girls CIO

CHARITY REGISTRATION
1199301

REGISTRATION OFFICE
Sydney Hudson, Bedford Rise, Unit 4-10 Brick Hill Drive, Bedford MK41 7PH

GOVERNING DOCUMENTS
G4G Charitable incorperated Organisation Articles (CIO Articles), Resolution to convert CIC to CIO

OBJECTS
Goals 4 Girls exists to advance the lives of young women and girls, particularly those facing disadvantage, by:

A. Providing access to recreational and leisure activities that promote social inclusion and are designed to improve their overall quality of life.
B. Offering support, opportunities, and programmes that build their skills, confidence, and capabilities — enabling them to engage in society as empowered, responsible individuals.

BOARD OF TRUSTEES
Monica Shafaq (Resigned January 2024)
Emma Heel (Resigned May 2023)

Sarah Hannah - Chair Of Trustees (Appointed 22nd October 2024)
Morgan Axxin Cattai - Deputy Chair Of Trustees (Appointed 22nd October 2024)
Dan Hulme (Appointed 28th June 2021)
Abi Carr (Appointed 22nd October 2024)
Hayley Bennett (Appointed 21st June 2021)
Jonathan Licht (Appointed 28th June 2021)
Franklin Asante (Appointed 28th June 2021)
Simon Burton (Appointed 22nd October 2024)
Nikkita Tew - Treasurer

KEY MANAGEMENT
Those in charge of directing, controlling, running and operating the Charity on a day to day basis are the Chair together with Francesca Brown (CEO).
Atikah Chowdhury - Secretary to the Board of Trustees.

BANKERS
NatWest, 235 High Street, Orpington BR6 0NS ·



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26. Financial & Non-Audited Accounts

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STRUCTURE, MANAGEMENT & GOVERNANCE



TRUSTEES

The Trustees present their annual report and the financial statements for Goals 4 Girls ("the Charity") for the year ended 30 June 2024.

These financial statements have been prepared in accordance with the Charities Statement of Recommended Practice (SORP 2019) applicable to charities preparing their accounts in accordance with Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102). The legal and administrative information provided earlier in this report forms part of this report. As Goals 4 Girls is a charitable company, this report also serves as the Directors' Report as required under Section 415 of the Companies Act 2006, with all trustees acting as company directors for the purposes of company law.

The Trustees of Goals 4 Girls are pleased to present their annual report for the year ended 30 June 2024.

Throughout the year, the Trustees met at least four times to oversee the charity's strategy, programmes, governance, finance, and overall operations. Meetings provided regular opportunities to ensure that Goals 4 Girls continued to deliver on its mission, while adapting to the evolving needs of the young women and girls we serve.

Newly appointed Trustees undertake a formal induction process which includes an initial meeting with two Trustees (where possible including the Chair) and the provision of key documents such as the Memorandum and Articles of Association, the most recent financial statements, the organisation's current strategic objectives, and the Charity Commission's guidance The Essential Trustee. This ensures that every Trustee is equipped to fully discharge their duties and uphold the charity's values and vision.

During the reporting period, the composition of the Board remained stable with no new Trustees appointed. Subsequent to the year-end, in October 2024, new Trustees joined the Board, but these appointments will be formally reflected in next year's report. The Trustees would like to take this opportunity to thank all current Trustees for their continued dedication and governance support during 2023–24, a year marked by significant growth and strengthening of the charity's foundations.

One of the key areas of focus for the Board during 2023–24 was strengthening the charity's governance in preparation for the next phase of growth. Recognising the need for fresh expertise and leadership to match our evolving vision, the Board prioritised the recruitment of new Trustees who could help steer Goals 4 Girls into its next chapter. The emphasis during the year was on aligning future governance with the charity's ambition to expand programme delivery, enhance leadership pathways, deepen mental wellbeing support, and build long-term financial sustainability.

While early discussions around the development of a new three-year Strategic Plan began during this period, the Board agreed that the formal review and adoption of a new strategy would take place once the new Trustees and Chair had been appointed. The priority throughout 2023–24 was therefore to streamline the organisation's delivery approach and ensure operational stability, laying strong foundations for the incoming Board to build upon.

The new Trustees and Chair officially joined in October 2024, after the financial year-end, and they are now leading the process of creating and executing a comprehensive strategy to drive Goals 4 Girls' impact over the coming years. Trustees during 2023–24 worked closely with the leadership team to ensure a smooth transition, maintaining stability in programme delivery while preparing the charity for a period of renewed strategic growth.

The Trustees also approved an updated fundraising strategy, designed to diversify income streams and build greater financial resilience. This strategy includes a focus on growing unrestricted income, expanding strategic partnerships, and investing in brand visibility and external relations.

Financially, Goals 4 Girls entered the year and aquired funds to boost reserves.. In line with the charity's reserves policy, Trustees authorised investment of some surplus reserves into areas critical to long-term sustainability and impact, including leadership development, operational infrastructure, and fundraising capacity. The charity continues to maintain a prudent and proactive approach to financial management.



Risk management remained a standing agenda item at Trustee meetings, with regular reviews of strategic, safeguarding, operational, and financial risks. The main risks identified during the year included funding volatility, staff recruitment and retention, safeguarding responsibilities, and demonstrating programme impact. Trustees and the senior leadership team worked collaboratively to mitigate these risks through strengthened operational systems, staff development, and continuous improvement of safeguarding and quality assurance processes.

In accordance with legal requirements, the Trustees have reviewed the financial position of the charity and its future plans and confirm that Goals 4 Girls is a going concern. After careful review of the year-end reserves, cashflow forecasts, secured income, and funding pipeline, the Trustees are satisfied that the charity has sufficient resources to continue operations for at least the next 12 months from the date of approving these accounts in May 2025.

The Trustees would like to extend their gratitude to the entire Goals 4 Girls team — staff, volunteers, supporters, and partners — for their unwavering commitment and hard work throughout 2023–24. Together, we continue to build a future where young women are empowered to lead, succeed, and thrive.

Their dedication has enabled Goals 4 Girls to continue creating life-changing opportunities for young women and girls across London and beyond.

RISK MANAGEMENT

The Trustees aims to ensure that Goals 4 Girls maintains strong systems to identify, monitor, and manage risk across all areas of governance, operations, finance, compliance, and external factors. Risk management remains a standing agenda item at every Board meeting, and risks are assessed for likelihood, impact, and appropriate mitigation actions.

During the year ended 30 June 2024, Goals 4 Girls continued to build on the key risks identified in the previous Trustees' Annual Report, particularly focusing on financial sustainability, programme delivery, demonstrating impact, and staff retention. As the charity enters a new strategic phase, the Trustees have taken active steps to strengthen our internal risk management and resilience planning.

A major risk for Goals 4 Girls, as with many youth-focused charities, is the volatility of long-term funding, particularly the limited availability of unrestricted income. This year, research published by the Rosa Trust revealed that only 2% of UK funding reaches charities supporting women and girls. This stark statistic reinforced the Trustees' awareness of systemic funding inequalities, and led to a clear strategic decision: to shift priorities and place greater emphasis on diversifying our income streams, building unrestricted reserves, and securing multi-year funding partnerships to strengthen financial resilience.

Programme delivery risk also remained a focus, particularly around maintaining high-quality outcomes as we expand into new boroughs. The Trustees monitored this risk carefully and worked with the leadership team to adopt a phased approach to growth, prioritising practitioner support, safeguarding, and quality assurance to protect programme integrity.

Demonstrating consistent and credible impact has become increasingly critical, particularly as funders now often require bespoke reporting formats and frameworks. With limited internal M&E (Monitoring and Evaluation) capacity, this presents a risk to securing and renewing funding. To address this, Goals 4 Girls is prioritising investment in impact measurement systems, developing internal frameworks, and building staff capacity to meet funder requirements without overburdening frontline teams.

Staff wellbeing and retention continues to be a priority risk area. Working in emotionally intensive environments can lead to burnout and turnover if not managed carefully. Goals 4 Girls is committed to fostering a positive, supportive working environment through wellbeing initiatives, leadership development opportunities, reflective practice, and ensuring competitive and fair employment practices. Due to a lack of recourses and additional staff, the existing staff are taking on additional responsibilties which itself puts them at risk of burn out.

The following table summarises the principal risks, causes, potential impacts, and management actions:



Risk	Risk Management
Funding volatility	- Diversified income strategy: Grants, corporate partnerships, school service delivery - Development of multi-year funding agreements - Strengthened reserves policy - Pipeline building with trusts and major donors
Programme delivery risks	- Phased programme growth - Continuous training for delivery staff - Quality assurance framework - Regular feedback loops with schools and participants
Impact reporting gaps	- Investment in Monitoring & Evaluation systems - Standardised reporting aligned with funders - Staff training in evidence-based reporting - Exploring external evaluation partnerships
Staff retention	- Wellbeing policies implemented - Leadership progression pathways - Reflective practice embedded - External supervision access
Safeguarding and wellbeing	- Full-time Designated Safeguarding Lead - Annual safeguarding training - Regular policy reviews - Safer recruitment practices
Data security and privacy	- Two-Factor Authentication (2FA) - GDPR and data privacy training - Access rights reviewed - Secure cloud storage
Potential legal liabilities	- Full insurance coverage (Public, Employer's Liability) - Annual compliance reviews - Publicly accessible updated policies - In 2023 G4G joined the fundraising regulator's directory



MISSION

Goals 4 Girls exists to support and raise the aspirations of girls and young women aged 11–16, particularly those living in inner-city areas across the UK. Many of the girls we work with come from low-income and underserved communities and are often exposed to increased vulnerability and social challenges such as discrimination and mental health difficulties. These young women also face a high risk of social exclusion due to systemic barriers in education, leadership, and career opportunities.

OUR PURPOSE

As a female-led personal and social development Charity our programmes are created by the girls, for the girls. We use the power of sport, especially football, combined with education and mentorship, as a vehicle to navigate and improve mental wellbeing, boost self-confidence, and foster emotional resilience.

Our long-term intervention model provides sustainable support both on and off the field. We help young women and girls live healthier, happier lives by improving their social and emotional skills, promoting academic success, and breaking down cultural, social, and economic barriers. At Goals 4 Girls, we believe every girl deserves the opportunity to dream big—without limitations..



THE BARRIERS SHE FACES

DID YOU KNOW BY THE AGE OF 14 GIRLS DROP OUT OF SPORTS AT TWICE THE RATE OF BOYS?!



BREAKING BARRIERS

Do you know that 30% of girls and young women live in child poverty in the UK

The need to engage girls in more active lifestyles has never been more urgent.

- Girls in disadvantaged communities are at higher risk of dropping out of school and experiencing mental health issues.
- 27% of young girls are hit by period poverty).
- Recent statistics from the FA show that just 63% of primary and secondary aged girls are not given the opportunity to play football.
- 43% of girls disengage in sports post primary school.
- 80% of girls show more confident behaviour having played football. Yet we know historically the opportunities to access the game haven't been equal.
- In the UK, 8 out of every 10 girls face constant sports, social, emotional and educational barriers.
- Only 4% of sports media coverage is dedicated to women's sports, limiting role models..
- Mental health hospitalisations among teen girls have surged—up 65% in 5 years.
- 94% of women in executive positions have a background in sports
- Funding is the root issue. Only 2% of total income in the women and girls' charity sector goes to sport-focused organisations, with average annual income of just£17K. That's barely enough to run a single programme, let alone scale support across communities. https://rosauk.org/publications/mapping-research/

1 Women Sports Foundation. Do You Know the Factors Influencing Girls' Participation in Sports?
2 EY. (2017) Why female athletes make winning entrepreneurs.
3 EY. (2017).





REBECCA HUNT

My name is Rebecca Hunt.

I am 15 years old and live in East London in a place called Custom House where I've lived since I was a toddler.

My Mother passed away when I was two, which affected my Dad massively, so I don't see him often. My Nan and Grandad took me and my four sisters in and I've lived with them ever since.

I currently live with two of my sisters – as two have grown up and moved out - and my Nan, as my Grandad passed away several months ago.

Due to having a big family, I don't often get time for myself so Goals 4 Girls has enabled me to put my thoughts in order and has given me an outlet to breathe, plus a space to grow and be myself.

I live for and really love the game. I would like to pursue a career in sport and that's because of Goals 4 Girls. Ideally, I'd like to be a coach to help young women like myself to overcome barriers they may face in the sporting industry; whether that be gender discrimination or obstacles they may face in their personal or sporting life. That would be my dream! Without Goals 4 Girls, I don't know what I'd be doing.

"I LIVE FOR AND REALLY LOVE THE GAME. I WOULD LIKE TO PURSUE A CAREER IN SPORT, IDEALLY IN COACHING TO HELP YOUNG WOMEN LIKE MYSELF"

SCAN THE QR CODE TO VIEW MORE OF OUR SUCCESS STORIES



OUR BELIEF

Sport has the power to transform lives, break down barriers, and create a more equal future

hello@goals4girls.co.uk | goals4girls.co.uk

HISTORY OF G4G



SCAN THE QR CODE TO VIEW MORE OF OUR EXCITING HISTORY



2011

- Partnered with the Prince's trust Enterprise programme



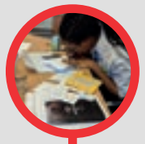
2012

- Piloted a full co-created programme to 120 girls across East London



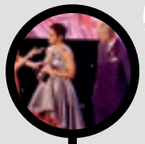
2013

- Former Prime Minister, David Cameron invites G4G to attend a garden party at 10 Downing street.



2014

- Launches our first nationally recognised and certified therapeutic mentoring programme 'Mindful Me'.



2016

- Expanded our programmes to 10 secondary schools across East and Southeast London.
- Launched our first community football tournament at Westham's Upton park Stadium.
- Founder Francesca Brown Honoured with the Pride of Britain Award presented by HRH King Charles III.



2017

- Goals 4 Girls launched their first football development centre in East London.



2024

- Implemented and built out a GAP (Gendre Action Plan) in partnership with adidas, common goal and women win for the breaking barriers projects



2023

- Officially launched as a charity in Partnership with Arsenal F.C.
- G4G was the leading charity to feature across ITV and every advert break across the 2023 womens world cup in partnership with Xero and ITV



2022

- G4G became a charity.
- Francesca Brown has a statue created in her honour.



2020

- During lockdown G4G launches its online 'Learning hub, gender equity and inclusivity learning programme'.



2019

- Partnered with The Telegraph Women in Sport and Twitter, sending 15 girls to France to document the Womens World Cup 'Through her eyes'.
- History was made in August 2019 by winning the first ever Adidas Tango League for Women!
- Signed as an adidas partner.



2018

- Launched our Mental Health and Wellbeing showcase 'It's Okay not to be Okay' in partnership with Dove.
- Signed Danielle Carter, former Arsenal & Brighton & Hove's Albion FC forward as an Ambassador.

OUR IMPACT

Since 2011 we have provided 3200 young women and girls with over 2 million contact hours of 1-1 therapeutic mentoring, group sessions, football coaching and extra curricular opportunities.

We use nationally validated measures to track mental health and learning, with proven outcomes.

This approach has been recognised by Dove England, London Youth, Sports England and our partner schools to significantly develop physically and emotionally healthy young women through football in schools.



90% Of girls and young women who were at risk of exclusion at the start of the academic year, completed the entire academic year in school.

20% Of our participants have progressed to local grassroots football clubs and/or signed to academy clubs.

70% 70% of girls gained control over their mental health.

10 Girls successfully completed their referring, intriduction to coaching Qualifications

76% Of our participants were inactive and did not engage in sports prior to signing up for the Goals 4 Girls programme.

87% Of the participants in the programme have reported a significant improvement in confidence, resilience and friendship making abilities.

G4G IS IS UNIQUELY POSITIONED BEING THE ONLY FEMALE-FOCUSED CHARITY IN THE UK THAT HOLISTICALLY COMBINES MENTAL WELLBEING AND SPORT

OUR WORK

“UNLOCKING THE POSSIBILITIES IN EVERY YOUNG WOMAN AND GIRL THROUGH THE POWER OF FOOTBALL”

Our purpose is to create lasting change for young women and girls in sport and society. Our approach is built around long term intervention that builds sustainable pathways within sports and education, by providing long lasting impact and support way beyond the i eld. We aspire
to break down social, cultural and economical barriers so that young women and girls to dream without limited beliefs.

Our Football Coaches and therapeutic sports mentors marry a deep personal understanding of the communities our young women and girls live in, with lived experiences and the highest level of coaching, therapeutic training and quali i cations, our culturally sensitive staff bridge the gap for young women and girls in the highest areas of deprivation, providing opportunities and long -term solutions for sustainable change.

Goals 4 Girls delivers a full academic year personal development programme, built around a 38-week cycle of workshops. It combines therapeutic support, a unique sports curriculum, our Inner-City Football Development Centre, and impactful events—all designed to inspire change and empower young women.

Mindful Me: Expanding Emotional Resilience and Opportunity

This year we restructured Mindful Me into an 18-week semester model, allowing schools to engage more Year 8 and 9 girls across shorter, focused cycles instead of limiting participation to one cohort per year.
The Mindful Me programme is built around our Four Pillars: Identity, Career Development, Sports Participation, and Mental Wellbeing, alongside after-school football delivery.
Key Impact:

- 76% of participants reported improved confidence and resilience
- More than 378 hours of workshops and After school football sessions delivered

Participants engaged in personal reflection, career exploration, and active lifestyles through a holistic curriculum

Football Development Centre: Building Future Leaders

In line with insights from our GAP (Gender Action Plan) work with adidas’ Breaking Barriers project, we launched a new elite Football Development Centre in September 2023 focused on reaching girls who typically face exclusion from sports pathways.

Originally serving ages 11–16, strong demand led to expansion for girls aged 7–11, offering: Qualifications (coaching and refereeing), Career pathways, work experience, and leadership training, Tournaments, showcases, sports nutrition, game analysis, and wellbeing workshops

The centre now represents a holistic development pathway, combining football excellence with leadership skills and employability. While we planned to open a second Centre in Croydon in 2025, funding constraints mean this is now scheduled for summer 2026.

Therapeutic Intervention and Mentoring: Long-Term Change

Our Therapeutic Intervention programme continued providing two-year intensive support for girls at high risk of exclusion, mental health challenges, and societal barriers.
Delivered by therapeutic practitioners and trained sports mentors, this year we integrated holistic wellbeing experiences inspired by our GAP project work — including aspirational trips, workshops, and exposure opportunities.
Key Impact:

87% of participants reported improvements in emotional wellbeing and aspiration

Behaviour incidents among participants dropped significantly after engagement

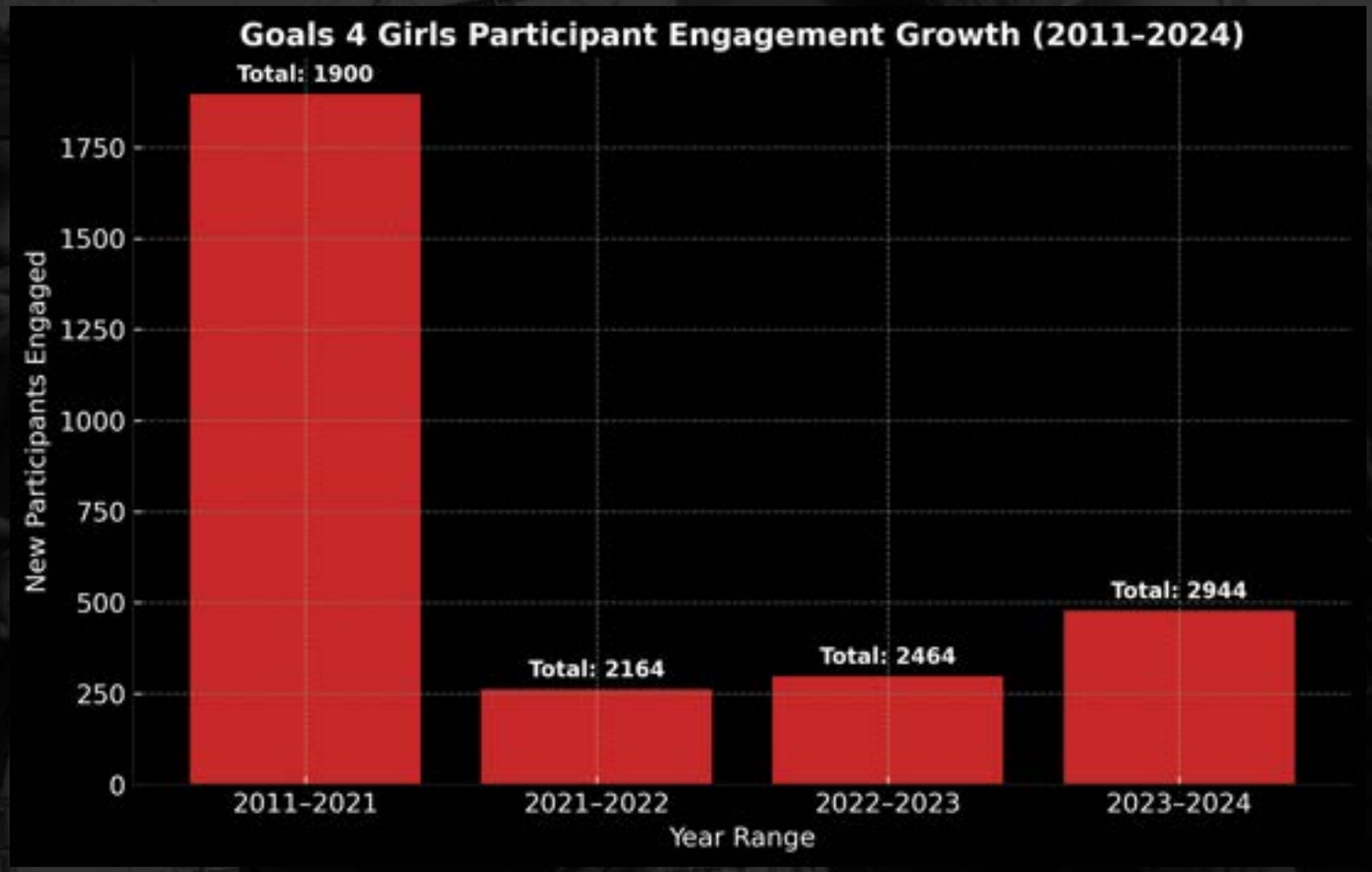
Direct feedback highlighted the positive impact of personalised, relational mentoring approaches
As part of our focus on representation and voice, we also launched our Black History Month YouTube series — “Saluting Our Sisters” — sharing lived experiences and success stories of young Black women in our community.

STRATEGIC REDESIGN AND FUTURE VISION

2024 helped us in recognising the changing needs of our girls and sector-wide challenges, we spent much of 2024 redesigning our programme models to prepare for the launch of our 2025–28 Strategic Plan.

This process has been rooted in the findings of our GAP Gender Action Plan work, our internal impact reviews, and direct consultation with our girls.

Our vision is clear: to build a future where girls not only stay in sport and education but lead and transform these spaces — shaping a new generation of confident, resilient, and powerful young women.





DANIELLA AWOBONA'S STORY

> I am from East London but lived abroad for a long period of time before returning to England at the age of 7.

When I was little I lived with my Nan, and growing up I've had very rocky relationships with both parental figures. When I started Secondary school, my relationship with my Nan wasn't the best either.

I've had to move between family members quite a lot over the last few years, and during these moves, there was some involvement from the police. There was a lot of toxicity during this point in my life, but now I am in care and most importantly I am happy.

Goals4Girls helped me to get through these difficult times. My mentor Yasmin was always there for me. Our sessions were usually the best part of my week. Another reason I am grateful for Goals4Girls is that they helped me to play football again. I used to play football in Primary school, but only really took it seriously when Goals4Girls reintroduced me to it in Year 8.

Football has always been my 'outside escape'. The Goals4Girls staff and the other girls made everything in my life a lot easier. The mentoring programme boosted my growing confidence.

"FOOTBALL ALLOWED ME TO TALK TO PEOPLE AND GET MY EMOTIONS OUT IN A POSITIVE WAY. IN A LOT OF WAYS FOOTBALL SAVED ME."

23-24 IN NUMBERS



1134 HOURS Programme & Project delivery (e.g. Workshops, Football Coaching, Therapuetic Mentoring, 1-1s)

100% Of Programme participants were Girls and Young women

480 ENGAGED Active Girls and Young Women

2 Workplace Delivery Programmess that improve the implementation of their women and girls community programmes

10 Newly Qualified Female referee's & coaches

82% Reflective from Global Minority Backgrounds

AS WELL AS OUR LONG-TERM OUTCOMES WE COLLECTED DATA ON OUR DELIVERY OUTCOMES

ACHIEVEMENTS AND COVERAGE

At Goals 4 Girls, 2023–24 was a year defined by growth, national recognition, and deepening our commitment to empowering the next generation of young women.
From international leadership residencies to national magazine features and prime-time television campaigns, we used every platform to spotlight the voices and achievements of the girls we work with.

Breaking Barriers Leadership: Adna's Journey to adidas HQ

In partnership with the Breaking Barriers project, we were proud to see former G4G Football Development Centre participant, Adna, travel to Germany to represent Goals 4 Girls at the adidas global headquarters.
Accompanied by our Media & Partnerships Lead, Ashleigh, Adna joined nine other inspiring participants from the Breaking Barriers community for a two-day leadership residential.

The experience included workshops with senior sports industry leaders, career development sessions, and behind-the-scenes insights into global sports leadership.
Adna's journey didn't end there — she continued to work closely with G4G, helping organise and deliver our annual Football Festival, gaining first-hand experience in event management and community leadership.

This partnership reflects our commitment to creating pathways that don't just start — but flourish — beyond the initial programme engagement.

Championing Girls' Futures: Hello! Magazine x Prince's Trust - "Change A Girl's Life" Campaign

Goals 4 Girls proudly featured in the Change A Girl's Life campaign, a national collaboration between Hello! magazine and The Prince's Trust.
The campaign aims to raise critical awareness and funds for young women facing barriers and disadvantage across the UK.

Our founder's longstanding relationship with The Prince's Trust — as both an Ambassador and Pride of Britain Award winner — positioned G4G as a key voice in this movement for change.
Teaming up with Paralympic legend Ellie Simmonds, the campaign amplified the stories of young women across the country, calling attention to the urgent need for greater investment and support.

Coverage included national features, magazine spreads, and widespread digital promotion, ensuring the G4G message reached tens of thousands of households during a critical period around International Women's Day.



EXCLUSIVE INTERVIEW

PARALYMPIAN AND 'STRICTLY' STAR

ELLIE SIMMONDS

JOINS A ROYAL CAMPAIGN TO HELP GIRLS

Since retiring from elite sport three years ago, Paralympic champion swimmer Ellie Simmonds has only found one thing that comes close to the adrenaline rush of winning a race.

"I got it again when I was doing *Strictly Come Dancing*, with all the nerves and emotions," says Ellie, 29, who snapped the swimming pool for the ballroom in 2022.

And as we join her for this exclusive interview, Ellie reveals she is in search of another high.

"I do miss competing. I'm not going to lie," she says. "I want to find my next big challenge."

Having won five Paralympic golds and become the youngest person to receive an MBE in 2009, aged 14, when she was presented with the honour by Queen Elizabeth II, Ellie has rubbed shoulders with her fair share of royals.

So it's a natural fit that, to mark International Women's Day, she has teamed up with The Prince's Trust (set up in 1976 by the then Prince Charles) to support its #ChangeAGirlsLife campaign, which is raising vital funds to help young women who are facing disadvantage and adversity to build a better future for themselves through employment, education or starting their own business.

The initiative – which shines a light on the stories of five formidable young women supported by the trust – struck a chord with Ellie, who has overcome obstacles in her own life.

OVERCOMING SETBACKS

"I've got dwarfism so I live with a disability every single day," says Ellie, who was adopted by her parents Val and Steve when she was three months old. "Sometimes people may give you that second look or judge you for what you look like. So in a way, I can relate to what these girls have gone through."

As part of the campaign, Ellie teamed up with Francesca Brown, who was supported by the Prince's Trust to set up her football development programme GoalsGirls. In the campaign video, Francesca tells Ellie how every challenge she's faced has turned her into the woman she's become. It's a sentiment Ellie can relate to.

"There's been times in my career, especially when training or racing didn't go well, and I've learnt so much more about myself than I did when everything was going good. It develops you as a person and it makes you stronger."

Ellie will be celebrating International Women's Day on 8 March by "surrounding myself with women". Her biggest female role models are her mum and her auntie Jan. "They've supported me throughout my whole career. Family is just the most important thing to me."

This is a big year for Ellie. She is looking forward to being at her first Paralympics since retiring from sport. "It's going to be strange not competing. It's going to be my first games supporting from the sidelines and talking about the sport. But I'm so excited to be there and watch Team GB athletes achieve some incredible things."

And she turns 30 in November. "Don't remind me," says Ellie with a laugh.

INTERVIEW EMILY HOWAR

To support the #ChangeAGirlsLife campaign, shop with brands who are supporting the campaign or make a donation at changeagirlslife.com

Spotlight on National TV: Goals 4 Girls x ITV and Xero

In 2023, Goals 4 Girls also received unprecedented national television exposure through the ITV Women's Euros coverage and the Xero x ITV Women's Football campaign.

Our organisation was featured in TV commercials aired during matches watched by millions, including:

Over 18 million viewers across the full tournament

Peak match audiences of up to 7 million viewers

Extensive reach through ITVX streaming, TikTok, and Instagram promotions

This exposure significantly boosted G4G's national brand awareness and aligned our work with one of the most powerful movements in women's sport — making our mission visible to a wider audience than ever before.



Building Momentum for the Future

This year's achievements have been a testament to the power of partnerships, visibility, and youth voice.
Through strategic collaborations and national platforms, we have not only shared our story but elevated the stories of the young women at the heart of our mission.

At Goals 4 Girls, we are not just building better futures — we are making sure those futures are visible, celebrated, and unstoppable.

Prince's Trust

xero

HELLO!

itv

VOICE

ACHIEVEMENTS AND COVERAGE CNT.

In 2023–24, Goals 4 Girls celebrated significant milestones — not just through growing our direct delivery work, but by stepping onto national and international stages to advocate for representation, gender equity, and systemic change in football and beyond.

Official Charity Launch - June 30, 2023

After a decade of grassroots impact, Goals 4 Girls officially registered as a charity in June 2023. This formal transition reflects our long-term commitment to providing young women and girls — particularly from underrepresented communities — with the holistic support, leadership pathways, and mental wellbeing tools needed to succeed in life and sport.
Charity registration marks an important new chapter as we scale our work and strengthen our ability to influence national conversations about gender, race, and opportunity. With over 200 Guests present at the Emirates Stadium, we proudly celebrated a decade of grassroots impact and officially set out our vision for the next generation of young women leaders

"Saluting Our Sisters" - Black History Month Campaign 2023

In October 2023, Goals 4 Girls proudly launched Saluting Our Sisters — our first ever Black History Month media campaign.

This short documentary series was created to spotlight the talent, resilience, and barriers faced by young women of colour in football, and to amplify the need for greater systemic change in representation.
The campaign drew attention to widely cited research showing that women from minoritised backgrounds continue to be underrepresented and overlooked within sports leadership, coaching, and talent pathways.

Through first-hand storytelling, including Nancy's powerful story (watch here: Saluting Our Sisters – Nancy's Story), the campaign made the case for urgent change — and highlighted how programmes like Goals 4 Girls are critical in building and sustaining the next generation of talent.

"Saluting Our Sisters" was not just about visibility; it was a call to action to reshape the pipeline of opportunity within sport.



https://www.youtube.com/watch?v=bOU5SZvYDKQ&t=3s

Breaking Barriers Project - Strategic Leadership in Gender Equity

Throughout 2023–24, Goals 4 Girls was proud to be one of the selected delivery organisations across Europe to contribute to adidas' Breaking Barriers project.
As part of this innovative, sector-leading partnership, G4G played a pivotal role in the creation and piloting of a Gender Action Plan (GAP) — a framework designed to break down systemic barriers facing young women and girls in sport.

We worked intensively to embed the GAP into our own programme models, ensuring that every strand of delivery — from football development to mental wellbeing and leadership — intentionally addressed gender equity, participation, and leadership progression.
Our involvement was not limited to internal work: through Breaking Barriers, we supported other grassroots organisations across Europe to implement gender-equitable practices, aiming to influence both practice and future policy.

This project was a major step forward for Goals 4 Girls — positioning us as thought leaders not only in direct delivery, but in shaping systems and ecosystems around girls' participation, retention, and leadership in sport.

Key highlights from the Breaking Barriers collaboration:

- Contribution to a published Gender Action Plan Report shared across Europe
- Participation in leadership convenings with adidas and strategic community partners
- Practical integration of GAP principles into our Development Centre and Mindful Me programme redesigns

"Our work through Breaking Barriers was about more than participation; it was about fundamentally reshaping the environments girls move through, ensuring sport becomes a place of belonging, leadership, and future opportunity."



Looking Forward

As we move into 2024–25, Goals 4 Girls remains committed to amplifying youth voice, challenging structural inequality, and creating new, tangible opportunities for young women to lead.
Through campaigns like Saluting Our Sisters and partnerships like Breaking Barriers, we are not just delivering programmes — we are influencing the future of sport, education, and youth leadership in the UK and beyond.



AMBASSADOR NOTE

Danielle Carter is an English professional football player with a professional career spanning over 14 years. Born in Solihull England, Danielle is of Bajan and Dominican heritage. Carter came through the ranks at the Leyton Orient Girls Centre of Excellence and has been a professional footballer for over 15 years spending 11 of those years at Arsenal WFC.

Danielle openly uses sports as a vehicle to spark conversations on how to make a change. She is a part of Common Goal which is a non-profit organisation aimed at tackling the toughest social challenges. Danielle sits on the Professional Footballers Association board and the Black Players Advisory Group for the Premier League. Danielle has lent her voice to BT Sports Hope United an initiative to tackle online hate and is an ambassador to Goals 4 Girls a football development programme that empowers young women aged 11- 16 through the power of sports and education.

Danielle's passion to drive change led her to work with Goals 4 Girls, Danielle Says "When I first got involved with G4G it was a no brainer. They're an organisation that uplifts and empowers young women in East London through football. Growing up in East London, I felt I could relate and be relatable. I hoped to inspire the girls and show them that they too can achieve anything they put the work in for."

WHEN I FIRST GOT INVOLVED WITH G4G IT WAS A NO BRAINER. THEY'RE AN ORGANISATION THAT UPLIFTS AND EMPOWERS YOUNG WOMEN IN EAST LONDON THROUGH FOOTBALL. GROWING UP IN EAST LONDON, I FELT I COULD RELATE AND BE RELATABLE. I HOPED TO INSPIRE THE GIRLS AND SHOW THEM THAT THEY TOO CAN ACHIEVE ANYTHING THEY PUT THE WORK IN FOR."

DANIELLE CARTER

STATEMENT OF TRUSTEES' RESPONSIBILITIES

TAhe Trustees of Goals 4 Girls 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).

The law applicable to charities in England and Wales — specifically the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008, and the provisions of the charity's governing documents — 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, including income and expenditure, for that period.

In preparing the financial statements, the Trustees are required to:

Select suitable accounting policies and apply them consistently;

Observe the methods and principles set out in the Charity SORP (Statement of Recommended Practice);

Make judgements and estimates that are reasonable and prudent;

State whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;

Prepare the financial statements on a going concern basis unless it is inappropriate to presume that the charity will continue its activities.

The Trustees are responsible for maintaining adequate accounting records that are sufficient to show and explain the charity's transactions, and to disclose with reasonable accuracy at any time the financial position of the charity. This enables them to ensure that the financial statements comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008, and the charity's governing document.

The Trustees are also responsible for safeguarding the assets of the charity and for taking reasonable steps for the prevention and detection of fraud and other irregularities.

This report was approved by the Board of Trustees on ...30.04.25.... and signed on its behalf by:

Dan Hulme
(Trustee name and signature)

Dated: 30 June 2024

FINANCIALS & NON AUDITED ACCOUNTS



REPORT OF THE TRUSTEES AND UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2024

FINANCIAL REVIEW

Funding for Goals 4 Girls comes through a combination of our partner schools, grant funding, corporate partnerships, individual supporters, and community events. We are proud to work with organisations and individuals who believe in our mission to break barriers and build futures.

The Trustees would like to sincerely thank all of our funders, partners, and supporters for their generous commitment to helping young women thrive — your belief in our work makes lasting change possible

Financial Review

The Trustees present the financial review for the year ended 30 June 2024, including the financial activities, reserves policy, and key management remuneration.

Financial Activity and Financial Position

The Statement of Financial Activities, Balance Sheet and Summary Income and Expenditure Account can be found on pages 4 to 6 (Seperate Financial Accounts document). The Charity's total funds decreased by £50,270 during the year ended 30 June 2024.

The balance sheet shows total net assets of £18,670. Cash at bank and in hand at the year-end was £39,269. The total income comes to £320,557 (up from £292,615 in 2023)

At 30 June 2024, restricted funds totalled £98,683.49. These included funding from Breaking Barriers (Common Goal) for the delivery of the Girls' Access Programme (GAP), the Champions Project, and a tournament held in July 2024, and from Adidas, which is restricted for the payment of salaries.

During the year, the Charity invested in its fundraising capacity by hiring a Fundraiser in May 2024 on a salary of £40,000. The expectation was that this appointment would generate significant additional income. However, the fundraiser did not perform to the required standard, and the anticipated return on investment was not achieved. The Trustees are reviewing the Charity's fundraising strategy to ensure a more effective approach going forward.

Reserves Policy

The Trustees have reviewed the reserves policy and are committed to maintaining sufficient free reserves to support the continuity of the charity's activities in the event of unforeseen financial difficulties. The reserves policy states that three to six months of costs should be covered, which has fluctuated throughout the year.

At 30 June 2024, the Charity held unrestricted reserves of £18,670, represented as follows:

Description	2024 (£)
Total reserves	18,670
Less: Intangible fixed assets	(2,470)
Less: Tangible fixed assets	(3,262)
Free reserves	12,938

SARAH HANNAH APPOINTED CHAIR OF TRUSTEES FOR GOALS 4 GIRLS



"Our mission is to help girls and young women build confidence, leadership skills, and resilience—qualities that will serve them for a lifetime."

CHAIR'S FUTURE VISION - Goals 4 Girls Annual Report

I was honoured to step into the role of Chair of the Board for Goals 4 Girls in October 2024. I would like to begin by expressing my thanks to Dan for his dedication and leadership as Interim Chair during a pivotal period for the organisation. His steady guidance helped maintain momentum and provided a strong foundation as we entered an exciting new chapter.

Since joining, I've been struck by the passion and drive that runs through the charity. Throughout my career, I've seen the power of sport to change lives—not just through physical activity, but by opening doors to confidence, purpose, and a sense of belonging. Goals 4 Girls lives and breathes that impact every day, and it's a privilege to be part of this journey.

A standout moment since joining was the launch of our FY25–28 Strategy at our networking event on April 3rd. It was a proud and energising moment, bringing together our community around a shared vision and bold ambition for the future. The strategy is built around four strategic priorities:

1. **Lead and influence change within the sports industry for girls and young women**
2. **Open possibilities by delivering and scaling industry-leading personal development and football programmes**
3. **Diversify the foundation of the G4G charity to build a sustainable future**
4. **Create a high-performing team of experts to fuel the impact of G4G**

These pillars reflect both our values and our future vision—to be not just a provider of programmes, but a leader in driving real change for girls and young women through football and mentorship.

As Chair, my focus is on working closely with Francesca, the board, and our partners to turn this strategy into action. Together, we will continue building on the incredible work already underway and ensure that every girl we reach feels seen, supported, and empowered to unlock her full potential—on and off the pitch.

Thank you for your continued belief in our mission. I'm excited for all that lies ahead.ross the world today and it's time to act!

CEO CLOSING STATEMENT FRANCESCA BROWN

CEO and Founder Goals 4 Girls - Looking back at 2023, I feel proud — but more than anything, I feel motivated. This year reminded me why we started Goals 4 Girls in the first place.

Because even though the world of women's sport is growing, there are still too many girls being left behind.

Girls from working-class backgrounds, girls facing real struggles, girls who don't see anyone who looks like them winning.

At Goals 4 Girls, we've always been about more than just football. We're about giving young women the tools to survive, to thrive, to lead. And this year, we made a huge step forward — becoming a registered charity after more than 10 years of hard work and community building. That's not just a piece of paperwork. It's a statement. It's saying we're here for the long run, and we're serious about making change happen. My own journey isn't picture-perfect.

I came to London with £10 in my pocket.

I battled chronic depression from a young age.

I faced doors slammed in my face, people doubting me — even in the sports world, where at my first funding pitch someone asked if I even knew the offside rule. (I did, by the way.)



Moments like that stick with you. But they also push you to fight harder — not just for yourself, but for every girl coming after you.

This year, I saw first-hand the impact of what we're building. I watched young women get their first coaching badges, lead workshops, step onto pitches with pride, believe in themselves in ways they never had before. That's what keeps me going. That's why Goals 4 Girls exists.

None of this would be possible without our team — the staff, the volunteers, the partners who believe in what we're doing. And it's not about charity. It's about justice. It's about creating real opportunities where there were none before.

2024 was a big year for us - a year of bold growth, deep reflection, and laying the foundations for an even stronger future."

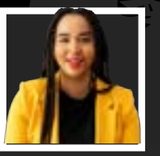
We're building a future where no girl is left behind.

Thank you for standing with us.
Let's keep changing lives — together.
Through sport, we have the power to change lives.

AND OUR TRUSTEE BOARD



FRANKLIN ASANTE
Head of Entrepreneurs, Coutts Bank



HAYLEY BENNETT
Director, HTVB DEI Consultancy



DAN HULME
Chief Executive Officer: The Sports Trust



SIMON BURTON
Entrepenuer



JONATHAN LICHT
Managing Director: Sky Sports



MORGAN AXINN - CATTAI
Director, Philanthropy Impact



ABI CARR
DiGlobal Account Executivve - Google

CHAIR OF TRUSTEES
SARAH HANNAH

VP , General Manag er at Nike , UK & Ireland



Independent Examiner's Report to the trustees of Goals 4 Girls Cio

I report to the charity trustees on my examination of the financial statements of Goals 4 Girls Cio for the year ended 30 June 2024.

Responsibilities and basis of report

As the charity's trustees of the company (and also its directors for the purposes of company law) you are responsible for the preparation of the financial statements in accordance with the requirements of the Companies Act 2006 ('the 2006 Act.

Having satisfied myself that the financial statements of the Charity are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's financial statements as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5) (b) of the 2011 Act.

Independent examiner's statement

As the charity's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of , which is one of the listed bodies.

I have completed my examination. I can confirm that no material matters have come to my attention in connection with the examination giving me cause to believe:

- accounting records were not kept in accordance with section 386 of the 2006 Act ; or
- the financial statements do not accord with those records; or
- the financial statements do not comply with the accounting requirements under section 396 of the 2006 Act other than any requirement that the financial statements give a 'true and fair' view which is not a matter considered as part of an independent examination; or
- the financial statements have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the financial statements to be reached.

Sydney Hudson Ltd.
Unit 410 Bedford Heights
Brickhill Drive
Bedford
Bedfordshire
MK41 7PH
28 April 2025

Goals 4 Girls Cio
Statement of Financial Activities
for the year ended 30 June 2024

	Notes	Unrestricted funds 2024 £	Restricted funds 2024 £	Total funds 2024 £	Total funds 2023 £
Income and endowments from:					
Donations and legacies	4	181,246	98,683	279,929	253,864
Charitable activities	5	29,755	-	29,755	4,330
Other trading activities	6	10,873	-	10,873	34,421
Total		221,874	98,683	320,557	292,615
Expenditure on:					
Raising funds	7	11,534	-	11,534	15,916
Charitable activities	8	44,448	8,587	53,035	61,250
Other	9	251,258	55,000	306,258	146,509
Total		307,240	63,587	370,827	223,675
Net gains on investments		-	-	-	-
Net (expenditure)/income	10	(85,367)	35,097	(50,270)	68,940
Transfers between funds		-	-	-	-
Net (expenditure)/income before other gains/(losses)		(85,367)	35,097	(50,270)	68,940
Other gains and losses					
Net movement in funds		(85,367)	35,097	(50,270)	68,940
Reconciliation of funds:					
Total funds brought forward		68,940	-	68,940	-
Total funds carried forward		(16,427)	35,097	18,670	68,940

Goals 4 Girls Cio

Summary Income and Expenditure Account

for the year ended 30 June 2024

	2024 £	2023 £
Income	320,557	292,615
Gross income for the year	320,557	292,615
Expenditure	369,712	222,695
Interest payable	90	-
Depreciation and charges for impairment of fixed assets	1,025	980
Total expenditure for the year	370,827	223,675
Net (expenditure)/income before tax for the year	(50,270)	68,940
Net (expenditure)/income for the year	(50,270)	68,940

Goals 4 Girls Cio
Balance Sheet

at 30 June 2024

Company No. CE029418	Notes	2024	2023
		£	£
Fixed assets			
Intangible assets	12	2,470	-
Tangible assets	13	3,262	2,942
		5,732	2,942
Current assets			
Debtors	14	6,000	-
Cash at bank and in hand		39,269	89,104
		45,269	89,104
Creditors: Amount falling due within one year	15	(24,865)	(11,795)
Net current assets		20,404	77,309
Total assets less current liabilities		26,136	80,251
Creditors: Amounts falling due after more than one year	16	(7,466)	(11,311)
Net assets excluding pension asset or liability		18,670	68,940
Total net assets		18,670	68,940
The funds of the charity			
Restricted funds	17		
Restricted income funds		35,097	-
		35,097	-
Unrestricted funds	17		
General funds		(16,427)	68,940
		(16,427)	68,940
Reserves	17		
Total funds		18,670	68,940

These accounts have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.
For the year ended 30 June 2024 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.
The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.
The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of accounts.

Approved by the board on 28 April 2025

And signed on its behalf by:

Sarah Hannah

Sarah Hannah
Chair

Goals 4 Girls Cio
Statement of Cash flows
for the year ended 30 June 2024

	2024 £	2023 £
Cash flows from operating activities		
Net (expenditure)/income per Statement of Financial Activities	(50,270)	68,940
Adjustments for:		
Depreciation of property, plant and equipment	867	980
Amortisation of intangible assets	158	-
Other gains/losses	-	-
Increase in trade and other receivables	(6,000)	-
Increase in trade and other payables	13,070	10,595
Net cash (used in)/provided by operating activities	(42,175)	80,515
Cash flows from investing activities		
Payments for property, plant and equipment	(1,187)	(3,922)
Payments for intangible assets	(2,628)	-
Net cash used in investing activities	(3,815)	(3,922)
Cash flows from financing activities		
Repayment of borrowings	(3,845)	11,311
Net cash (used in)/from financing activities	(3,845)	11,311
Net (decrease)/increase in cash and cash equivalents	(49,835)	87,904
Cash and cash equivalents at the beginning of the year	89,104	-
Cash and cash equivalents at the end of the year	39,269	87,904
Components of cash and cash equivalents		
Cash and bank balances	39,269	89,104
	39,269	89,104

Goals 4 Girls Cio
Notes to the Accounts

for the year ended 30 June 2024

1 Accounting policies

Basis of preparation

The financial statements have been prepared in accordance with 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 2015) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Change in basis of accounting or to previous accounts

There has been no change to the accounting policies (valuation rules and method of accounting) since last year and no changes have been made to accounts for previous years.

Fund accounting

Unrestricted funds	These are available for use at the discretion of the trustees in furtherance of the general objects of the charity.
Designated funds	These are unrestricted funds earmarked by the trustees for particular purposes.
Revaluation funds	These are unrestricted funds which include a revaluation reserve representing the restatement of investment assets at their market values.
Restricted funds	These are available for use subject to restrictions imposed by the donor or through terms of an appeal.

Income

Recognition of income	Income is included in the Statement of Financial Activities (SoFA) when the charity becomes entitled to, and virtually certain to receive, the income and the amount of the income can be measured with sufficient reliability.
Income with related expenditure	Where income has related expenditure the income and related expenditure is reported gross in the SoFA.
Donations and legacies	Voluntary income received by way of grants, donations and gifts is included in the the SoFA when receivable and only when the Charity has unconditional entitlement to the income.
Tax reclaims on donations and gifts	Income from tax reclaims is included in the SoFA at the same time as the gift/donation to which it relates.
Donated services and facilities	These are only included in income (with an equivalent amount in expenditure) where the benefit to the Charity is reasonably quantifiable, measurable and material.
Volunteer help	The value of any volunteer help received is not included in the accounts.
Investment income	This is included in the accounts when receivable.
Gains/(losses) on revaluation of fixed assets	This includes any gain or loss resulting from revaluing investments to market value at the end of the year.
Gains/(losses) on investment assets	This includes any gain or loss on the sale of investments.

Goals 4 Girls Cio
Notes to the Accounts

Expenditure

Recognition of expenditure	Expenditure is recognised on an accruals basis. Expenditure includes any VAT which cannot be fully recovered, and is reported as part of the expenditure to which it relates.
Expenditure on raising funds	These comprise the costs associated with attracting voluntary income, fundraising trading costs and investment management costs.
Expenditure on charitable activities	These comprise the costs incurred by the Charity in the delivery of its activities and services in the furtherance of its objects, including the making of grants and governance costs.
Grants payable	All grant expenditure is accounted for on an actual paid basis plus an accrual for grants that have been approved by the trustees at the end of the year but not yet paid.
Governance costs	These include those costs associated with meeting the constitutional and statutory requirements of the Charity, including any audit/independent examination fees, costs linked to the strategic management of the Charity, together with a share of other administration costs.
Other expenditure	These are support costs not allocated to a particular activity.

Taxation

The charity is exempt from corporation tax on its charitable activities.

Freehold investment property

Investment properties are measured initially at cost and subsequently at fair value at each balance sheet date and are not depreciated. All gains or losses are taken to the Statement of Financial Activities as they arise.

Intangible fixed assets and amortisation

Intangible fixed assets (including purchased goodwill, patents and trademarks) are carried at cost less accumulated amortisation and impairment losses.

Tradedemark of logo 6%% Reducing

Stocks

Stock is included at the lower of cost or net realisable value. Donated items of stock are recognised at fair value which is the amount the charity would have been willing to pay for the items on the open market.

Trade and other debtors

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 and cash equivalents

Cash and cash equivalents comprise cash at bank and on hand, demand deposits with banks and other short-term highly liquid investments with original maturities of three months or less and bank overdrafts. In the statement of financial position, bank overdrafts are shown within borrowings or current liabilities. In the Statement of Cash Flows, cash and cash equivalents are shown net of bank overdrafts that are repayable on demand and form an integral part of the company's cash management.

Trade and other creditors

Short term creditors are measured at the transaction price. Other 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.

Research and development

Expenditure on research and development is written off in the year in which it is incurred.

Foreign currencies

Monetary assets and liabilities denominated in currencies other than the functional currency of the charity are translated at the rates of exchange prevailing at the end of the reporting period.
Transactions in currencies other than the functional currency of the charity are recorded at the rate of exchange on the date that the transaction occurred.
All exchange differences are are taken into account in arriving at net income/expenditure.

Leased assets

Where the charity enters into a lease which entails taking substantially all the risks and rewards of ownership of an asset, the lease is treated as a finance lease.
Leases which do not transfer substantially all the risks and rewards of ownership to charity are classified as operating leases.
Assets held under finance leases are initially recognised as assets of the charity at their fair value at the inception of the lease or, if lower, at the present value of the minimum lease payments. The corresponding liability to the lessor is included in the balance sheet date as a finance lease obligation.
Lease payments are apportioned between finance expenses and reduction of the lease obligation so as to achieve a constant rate of interest on the remaining balance of the liability. Finance expenses are recognised immediately, unless they are directly attributable to qualifying assets, in which case they are capitalised in accordance with the charity's policy on borrowing costs.
Assets held under finance leases are depreciated in the same way as owned assets.

Operating lease payments are recognised as an expense on a straight-line basis over the lease term.
In the event that lease incentives are received to enter into operating leases, such incentives are recognised as a liability. The aggregate benefit of incentives is recognised as a reduction of rental expense on a straight-line basis.

Pension costs

The charity operates a defined contribution plan for its employees. A defined contribution plan is a pension plan under which the company pays fixed contributions into a separate entity. Once the contributions have been paid the company has no further payments obligations. The contributions are recognised as expenses when they fall due. Amounts not paid are shown in accruals in the balance sheet. The assets of the plan are held separately from the company in independently administered funds.

Receipt of donated goods, facilities and services

All donated goods, facilities and services received are recognised within incoming resources and expenditure at an estimate of the value to the charity.

2 Company status

The company is a private company limited by guarantee and consequently does not have share capital.

3 Statement of Financial Activities - prior year

	Unrestricted funds 2023	Restricted funds 2023	Total funds 2023
	£	£	£
Income and endowments from:			
Donations and legacies	175,044	78,820	253,864
Charitable activities	4,330	-	4,330
Other trading activities	34,421	-	34,421
Total	213,795	78,820	292,615
Expenditure on:			
Raising funds	15,916	-	15,916
Charitable activities	61,250	23,820	85,070
Other	143,509	58,000	201,509
Total	220,675	81,820	302,495
Net income	(6,880)	(3,000)	(9,880)
Net income before other gains/(losses)	(6,880)	(3,000)	(9,880)
Other gains and losses:			
Net movement in funds	(6,880)	(3,000)	(9,880)
Reconciliation of funds:			
Total funds carried forward	(6,880)	(3,000)	(9,880)

4 Income from donations and legacies

	Unrestricted	Restricted	Total 2024	Total 2023
	£	£	£	£
All Donations	181,246	98,683	279,929	253,864
	181,246	98,683	279,929	253,864

5 Income from charitable activities

	Unrestricted	Total 2024	Total 2023
	£	£	£
Fundraising Activities	29,755	29,755	4,330
	29,755	29,755	4,330

6 Income from other trading activities

	Unrestricted	Total 2024	Total 2023
	£	£	£
Trading Activities	10,873	10,873	9,665
	-	-	24,756
	10,873	10,873	34,421

7 Expenditure on raising funds

	Unrestricted	Total 2024	Total 2023
	£	£	£
Costs of generating voluntary income			
All Donations	7,842	7,842	1,107
	3,692	3,692	-
Fundraising trading costs			
Trading Activities	-	-	7,335
	-	-	7,474
	11,534	11,534	15,916

8 Expenditure on charitable activities

	Unrestricted	Restricted	Total 2024	Total 2023
	£	£	£	£
Expenditure on charitable activities				
Fundraising Activities	23,404	-	23,404	45,088
	20,744	-	20,744	8,489
Breaking Barriers Event - Tournament	0	8,587	8,587	5,755
	300	-	300	1,918
Governance costs				
	44,448	8,587	53,035	61,250

9 Other expenditure

	Unrestricted	Restricted	Total 2024	Total 2023
	£	£	£	£
	24,391	-	24,391	-
Bank loan and overdraft interest payable	90	-	90	-
Employee costs	169,128	55,000	224,128	116,093
Motor and travel costs	8,147	-	8,147	358
Premises costs	9,822	-	9,822	4,263
Amortisation, depreciation, impairment, profit/loss on disposal of fixed assets	1,025	-	1,025	980
General administrative costs	13,059	-	13,059	11,754
Legal and professional costs	25,596	-	25,596	13,061
	251,258	55,000	306,258	146,509

10 Net (expenditure)/income before transfers

	2024	2023
This is stated after charging:	£	£
Depreciation of owned fixed assets	867	980
Amortisation of intangible fixed assets	158	-

11 Staff costs

	2024	2023
Salaries and wages	193,306	107,218
Social security costs	14,756	3,833
Pension costs	2,187	1,236
	210,249	112,287

No employee received emoluments in excess of £60,000.

12 Intangible fixed assets

	Patents and trade-marks	Total
	£	£
Cost		
Additions	2,628	2,628
At 30 June 2024	2,628	2,628
Amortisation and impairment		
Amortisation charge for the year	158	158
At 30 June 2024	158	158
Net book values		
At 30 June 2024	2,470	2,470

13 Tangible fixed assets

	£	£
Cost or revaluation		
At 1 July 2023	3,922	3,922
Additions	1,187	1,187
At 30 June 2024	5,109	5,109
Depreciation and impairment		
At 1 July 2023	980	980
Depreciation charge for the year	867	867
At 30 June 2024	1,847	1,847
Net book values		
At 30 June 2024	3,262	3,262
At 30 June 2023	2,942	2,942

14 Debtors

	2024	2023
	£	£
Prepayments and accrued income	6,000	-
	6,000	-

15 Creditors:
amounts falling due within one year

	2024	2023
	£	£
Trade creditors	20,494	3,691
Other taxes and social security	3,092	6,904
Accruals	1,279	1,200
	24,865	11,795

16 Creditors:
amounts falling due after more than one year

	2024	2023
	£	£
Bank loans and overdrafts	7,466	11,311
	7,466	11,311

17 Movement in funds

	At 1 July 2023	Incoming resources (including other gains/losses)	Resources expended	At 30 June 2024
		£	£	£
Restricted funds:				
Restricted income funds:				
Breaking Barriers	-	43,683	(8,587)	35,097
Adidas UK Ltd	-	55,000	(55,000)	-
Total	-	98,683	(63,587)	35,097
Unrestricted funds:				
General funds	68,940	221,874	(307,240)	(16,427)
Total funds	68,940	320,557	(370,827)	18,670

Purposes and restrictions in relation to the funds:

Restricted funds:

Breaking Barriers	Executing GAP (Girls' Access Programme), Champions Project and a tournament which was held in July 2024.
Adidas UK Ltd	Salaries

18 Analysis of net assets between funds

	Unrestricted funds	Restricted funds	Total
	£	£	£
Fixed assets	5,732	-	5,732
Net current assets	15,683	4,721	20,404
Creditors due in more than one year and provisions	(7,466)	-	(7,466)
	13,949	4,721	18,670

19 Reconciliation of net debt

	At 1 July 2023	Cash flows	At 30 June 2024
	£	£	£
Cash and cash equivalents	89,104	(49,835)	39,269
	89,104	(49,835)	39,269
Bank loans	(11,311)	3,845	(7,466)
	(11,311)	3,845	(7,466)
Net debt	77,793	(45,990)	31,803

20 Commitments

Operating lease commitments

Annual commitments under non-cancellable operating leases are as follows:

	2024 Land and buildings £	2024 Other £	2023 Land and buildings £	2023 Other £
Operating leases with expiry date:				

Pension commitments

	2024 £	2023 £
The pension cost charge to the company amounted to:	2,187	1,236

21 Related party disclosures

Controlling party

The company is limited by guarantee and has no share capital; thus no single party controls the company.

Goals 4 Girls Cio

Detailed Statement of Financial Activities

for the year ended 30 June 2024

	Unrestricted funds 2024 £	Restricted funds 2024 £	Total funds 2024 £	Total funds 2023 £
Income and endowments from:				
Donations and legacies				
All Donations	181,246	98,683	279,929	253,864
	181,246	98,683	279,929	253,864
Charitable activities				
Fundraising Activities	29,755	-	29,755	4,330
	29,755	-	29,755	4,330
Other trading activities				
Trading Activities	10,873	-	10,873	9,665
	-	-	-	24,756
	10,873	-	10,873	34,421
Total income and endowments	221,874	98,683	320,557	292,615
Expenditure on:				
Costs of generating donations and legacies				
All Donations	7,842	-	7,842	1,107
	3,692	-	3,692	-
	11,534	-	11,534	1,107
Costs of other trading activities				
Trading Activities	-	-	-	7,335
	-	-	-	7,474
	-	-	-	14,809
Total of expenditure on raising funds	11,534	-	11,534	15,916
Charitable activities				
Fundraising Activities	23,404	-	23,404	45,088
	20,744	-	20,744	8,489
Breaking Barriers Event - Tournament	0	8,587	8,587	5,755
	300	-	300	1,918
	44,448	8,587	53,035	61,250
Total of expenditure on charitable activities	44,448	8,587	53,035	61,250
Other expenditure				
	24,391	-	24,391	-
Bank loan and overdraft interest payable	90	-	90	-
	24,481	-	24,481	-
Employee costs				

Goals 4 Girls Cio
Detailed Statement of Financial Activities

Salaries/wages	138,306	55,000	193,306	107,218
Employer's NIC	14,756	-	14,756	3,833
Pension costs	2,187	-	2,187	1,236
Staff recruitment	2,041	-	2,041	1,725
Staff training	6,654	-	6,654	2,081
Staff welfare	5,184	-	5,184	-
	169,128	55,000	224,128	116,093
Motor and travel costs				
Vehicles - General costs	437	-	437	358
Travel and subsistence	7,710	-	7,710	-
	8,147	-	8,147	358
Premises costs				
Rent	1,481	-	1,481	-
Light, heat and power	520	-	520	-
Other premises costs	7,821	-	7,821	4,263
	9,822	-	9,822	4,263
General administrative costs, including depreciation and amortisation				
Amortisation	158	-	158	-
Depreciation of	867	-	867	980
Bank charges	72	-	72	257
Equipment expensed	1,625	-	1,625	1,442
General insurances	604	-	604	777
Postage and couriers	243	-	243	-
Software, IT support and related costs	3,278	-	3,278	1,200
Stationery and printing	689	-	689	-
Subscriptions	1,710	-	1,710	901
Sundry expenses	1,600	-	1,600	4,466
Telephone, fax and broadband	3,238	-	3,238	2,711
	14,084	-	14,084	12,734
Legal and professional costs				
Audit/Independent examination fees	1,279	-	1,279	1,200
Accountancy and bookkeeping	21,000	-	21,000	10,090
Solicitor's fees	1,761	-	1,761	-
Other legal and professional costs	1,556	-	1,556	1,771
	25,596	-	25,596	13,061
Total of expenditure of other costs	251,258	55,000	306,258	146,509
Total expenditure	307,240	63,587	370,827	223,675
Net gains on investments	-	-	-	-
Net (expenditure)/income	(85,367)	35,097	(50,270)	68,940

Goals 4 Girls Cio
Detailed Statement of Financial Activities

Net (expenditure)/income before other gains/(losses)	(85,367)	35,097	(50,270)	68,940
Other Gains	-	-	-	-
Net movement in funds	(85,367)	35,097	(50,270)	68,940
Reconciliation of funds:				
Total funds brought forward	68,940	-	68,940	-
Total funds carried forward	(16,427)	35,097	18,670	68,940

Independent Examiner's Report to the trustees of Goals 4 Girls Cio

I report to the charity trustees on my examination of the financial statements of Goals 4 Girls Cio for the year ended 30 June 2024.

Responsibilities and basis of report

As the charity's trustees of the company (and also its directors for the purposes of company law) you are responsible for the preparation of the financial statements in accordance with the requirements of the Companies Act 2006 ('the 2006 Act.

Having satisfied myself that the financial statements of the Charity are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's financial statements as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5) (b) of the 2011 Act.

Independent examiner's statement

As the charity's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of , which is one of the listed bodies.

I have completed my examination. I can confirm that no material matters have come to my attention in connection with the examination giving me cause to believe:

- accounting records were not kept in accordance with section 386 of the 2006 Act ; or
- the financial statements do not accord with those records; or
- the financial statements do not comply with the accounting requirements under section 396 of the 2006 Act other than any requirement that the financial statements give a 'true and fair' view which is not a matter considered as part of an independent examination; or
- the financial statements have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the financial statements to be reached.

Sydney Hudson Ltd.
Unit 410 Bedford Heights
Brickhill Drive
Bedford
Bedfordshire
MK41 7PH
28 April 2025

Goals 4 Girls Cio
Statement of Financial Activities
for the year ended 30 June 2024

	Notes	Unrestricted funds 2024 £	Restricted funds 2024 £	Total funds 2024 £	Total funds 2023 £
Income and endowments from:					
Donations and legacies	4	181,246	98,683	279,929	253,864
Charitable activities	5	29,755	-	29,755	4,330
Other trading activities	6	10,873	-	10,873	34,421
Total		221,874	98,683	320,557	292,615
Expenditure on:					
Raising funds	7	11,534	-	11,534	15,916
Charitable activities	8	44,448	8,587	53,035	61,250
Other	9	251,258	55,000	306,258	146,509
Total		307,240	63,587	370,827	223,675
Net gains on investments		-	-	-	-
Net (expenditure)/income	10	(85,367)	35,097	(50,270)	68,940
Transfers between funds		-	-	-	-
Net (expenditure)/income before other gains/(losses)		(85,367)	35,097	(50,270)	68,940
Other gains and losses					
Net movement in funds		(85,367)	35,097	(50,270)	68,940
Reconciliation of funds:					
Total funds brought forward		68,940	-	68,940	-
Total funds carried forward		(16,427)	35,097	18,670	68,940

Goals 4 Girls Cio

Summary Income and Expenditure Account

for the year ended 30 June 2024

	2024 £	2023 £
Income	320,557	292,615
Gross income for the year	320,557	292,615
Expenditure	369,712	222,695
Interest payable	90	-
Depreciation and charges for impairment of fixed assets	1,025	980
Total expenditure for the year	370,827	223,675
Net (expenditure)/income before tax for the year	(50,270)	68,940
Net (expenditure)/income for the year	(50,270)	68,940

Goals 4 Girls Cio
Balance Sheet

at 30 June 2024

Company No. CE029418	Notes	2024	2023
		£	£
Fixed assets			
Intangible assets	12	2,470	-
Tangible assets	13	3,262	2,942
		5,732	2,942
Current assets			
Debtors	14	6,000	-
Cash at bank and in hand		39,269	89,104
		45,269	89,104
Creditors: Amount falling due within one year	15	(24,865)	(11,795)
Net current assets		20,404	77,309
Total assets less current liabilities		26,136	80,251
Creditors: Amounts falling due after more than one year	16	(7,466)	(11,311)
Net assets excluding pension asset or liability		18,670	68,940
Total net assets		18,670	68,940
The funds of the charity			
Restricted funds	17		
Restricted income funds		35,097	-
		35,097	-
Unrestricted funds	17		
General funds		(16,427)	68,940
		(16,427)	68,940
Reserves	17		
Total funds		18,670	68,940

These accounts have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.
For the year ended 30 June 2024 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.
The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.
The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of accounts.

Approved by the board on 28 April 2025

And signed on its behalf by:

Sarah Hannah

Sarah Hannah
Chair

Goals 4 Girls Cio
Statement of Cash flows
for the year ended 30 June 2024

	2024 £	2023 £
Cash flows from operating activities		
Net (expenditure)/income per Statement of Financial Activities	(50,270)	68,940
Adjustments for:		
Depreciation of property, plant and equipment	867	980
Amortisation of intangible assets	158	-
Other gains/losses	-	-
Increase in trade and other receivables	(6,000)	-
Increase in trade and other payables	13,070	10,595
Net cash (used in)/provided by operating activities	(42,175)	80,515
Cash flows from investing activities		
Payments for property, plant and equipment	(1,187)	(3,922)
Payments for intangible assets	(2,628)	-
Net cash used in investing activities	(3,815)	(3,922)
Cash flows from financing activities		
Repayment of borrowings	(3,845)	11,311
Net cash (used in)/from financing activities	(3,845)	11,311
Net (decrease)/increase in cash and cash equivalents	(49,835)	87,904
Cash and cash equivalents at the beginning of the year	89,104	-
Cash and cash equivalents at the end of the year	39,269	87,904
Components of cash and cash equivalents		
Cash and bank balances	39,269	89,104
	39,269	89,104

Goals 4 Girls Cio
Notes to the Accounts

for the year ended 30 June 2024

1 Accounting policies

Basis of preparation

The financial statements have been prepared in accordance with 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 2015) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Change in basis of accounting or to previous accounts

There has been no change to the accounting policies (valuation rules and method of accounting) since last year and no changes have been made to accounts for previous years.

Fund accounting

Unrestricted funds	These are available for use at the discretion of the trustees in furtherance of the general objects of the charity.
Designated funds	These are unrestricted funds earmarked by the trustees for particular purposes.
Revaluation funds	These are unrestricted funds which include a revaluation reserve representing the restatement of investment assets at their market values.
Restricted funds	These are available for use subject to restrictions imposed by the donor or through terms of an appeal.

Income

Recognition of income	Income is included in the Statement of Financial Activities (SoFA) when the charity becomes entitled to, and virtually certain to receive, the income and the amount of the income can be measured with sufficient reliability.
Income with related expenditure	Where income has related expenditure the income and related expenditure is reported gross in the SoFA.
Donations and legacies	Voluntary income received by way of grants, donations and gifts is included in the the SoFA when receivable and only when the Charity has unconditional entitlement to the income.
Tax reclaims on donations and gifts	Income from tax reclaims is included in the SoFA at the same time as the gift/donation to which it relates.
Donated services and facilities	These are only included in income (with an equivalent amount in expenditure) where the benefit to the Charity is reasonably quantifiable, measurable and material.
Volunteer help	The value of any volunteer help received is not included in the accounts.
Investment income	This is included in the accounts when receivable.
Gains/(losses) on revaluation of fixed assets	This includes any gain or loss resulting from revaluing investments to market value at the end of the year.
Gains/(losses) on investment assets	This includes any gain or loss on the sale of investments.

Goals 4 Girls Cio
Notes to the Accounts

Expenditure

Recognition of expenditure	Expenditure is recognised on an accruals basis. Expenditure includes any VAT which cannot be fully recovered, and is reported as part of the expenditure to which it relates.
Expenditure on raising funds	These comprise the costs associated with attracting voluntary income, fundraising trading costs and investment management costs.
Expenditure on charitable activities	These comprise the costs incurred by the Charity in the delivery of its activities and services in the furtherance of its objects, including the making of grants and governance costs.
Grants payable	All grant expenditure is accounted for on an actual paid basis plus an accrual for grants that have been approved by the trustees at the end of the year but not yet paid.
Governance costs	These include those costs associated with meeting the constitutional and statutory requirements of the Charity, including any audit/independent examination fees, costs linked to the strategic management of the Charity, together with a share of other administration costs.
Other expenditure	These are support costs not allocated to a particular activity.

Taxation

The charity is exempt from corporation tax on its charitable activities.

Freehold investment property

Investment properties are measured initially at cost and subsequently at fair value at each balance sheet date and are not depreciated. All gains or losses are taken to the Statement of Financial Activities as they arise.

Intangible fixed assets and amortisation

Intangible fixed assets (including purchased goodwill, patents and trademarks) are carried at cost less accumulated amortisation and impairment losses.

Tradedemark of logo 6%% Reducing

Stocks

Stock is included at the lower of cost or net realisable value. Donated items of stock are recognised at fair value which is the amount the charity would have been willing to pay for the items on the open market.

Trade and other debtors

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 and cash equivalents

Cash and cash equivalents comprise cash at bank and on hand, demand deposits with banks and other short-term highly liquid investments with original maturities of three months or less and bank overdrafts. In the statement of financial position, bank overdrafts are shown within borrowings or current liabilities. In the Statement of Cash Flows, cash and cash equivalents are shown net of bank overdrafts that are repayable on demand and form an integral part of the company's cash management.

Trade and other creditors

Short term creditors are measured at the transaction price. Other 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.

Research and development

Expenditure on research and development is written off in the year in which it is incurred.

Foreign currencies

Monetary assets and liabilities denominated in currencies other than the functional currency of the charity are translated at the rates of exchange prevailing at the end of the reporting period.
Transactions in currencies other than the functional currency of the charity are recorded at the rate of exchange on the date that the transaction occurred.
All exchange differences are are taken into account in arriving at net income/expenditure.

Leased assets

Where the charity enters into a lease which entails taking substantially all the risks and rewards of ownership of an asset, the lease is treated as a finance lease.
Leases which do not transfer substantially all the risks and rewards of ownership to charity are classified as operating leases.
Assets held under finance leases are initially recognised as assets of the charity at their fair value at the inception of the lease or, if lower, at the present value of the minimum lease payments. The corresponding liability to the lessor is included in the balance sheet date as a finance lease obligation.
Lease payments are apportioned between finance expenses and reduction of the lease obligation so as to achieve a constant rate of interest on the remaining balance of the liability. Finance expenses are recognised immediately, unless they are directly attributable to qualifying assets, in which case they are capitalised in accordance with the charity's policy on borrowing costs.
Assets held under finance leases are depreciated in the same way as owned assets.

Operating lease payments are recognised as an expense on a straight-line basis over the lease term.
In the event that lease incentives are received to enter into operating leases, such incentives are recognised as a liability. The aggregate benefit of incentives is recognised as a reduction of rental expense on a straight-line basis.

Pension costs

The charity operates a defined contribution plan for its employees. A defined contribution plan is a pension plan under which the company pays fixed contributions into a separate entity. Once the contributions have been paid the company has no further payments obligations. The contributions are recognised as expenses when they fall due. Amounts not paid are shown in accruals in the balance sheet. The assets of the plan are held separately from the company in independently administered funds.

Receipt of donated goods, facilities and services

All donated goods, facilities and services received are recognised within incoming resources and expenditure at an estimate of the value to the charity.

2 Company status

The company is a private company limited by guarantee and consequently does not have share capital.

3 Statement of Financial Activities - prior year

	Unrestricted funds 2023	Restricted funds 2023	Total funds 2023
	£	£	£
Income and endowments from:			
Donations and legacies	175,044	78,820	253,864
Charitable activities	4,330	-	4,330
Other trading activities	34,421	-	34,421
Total	213,795	78,820	292,615
Expenditure on:			
Raising funds	15,916	-	15,916
Charitable activities	61,250	23,820	85,070
Other	143,509	58,000	201,509
Total	220,675	81,820	302,495
Net income	(6,880)	(3,000)	(9,880)
Net income before other gains/(losses)	(6,880)	(3,000)	(9,880)
Other gains and losses:			
Net movement in funds	(6,880)	(3,000)	(9,880)
Reconciliation of funds:			
Total funds carried forward	(6,880)	(3,000)	(9,880)

4 Income from donations and legacies

	Unrestricted	Restricted	Total 2024	Total 2023
	£	£	£	£
All Donations	181,246	98,683	279,929	253,864
	181,246	98,683	279,929	253,864

5 Income from charitable activities

	Unrestricted	Total 2024	Total 2023
	£	£	£
Fundraising Activities	29,755	29,755	4,330
	29,755	29,755	4,330

6 Income from other trading activities

	Unrestricted	Total 2024	Total 2023
	£	£	£
Trading Activities	10,873	10,873	9,665
	-	-	24,756
	10,873	10,873	34,421

7 Expenditure on raising funds

	Unrestricted	Total 2024	Total 2023
	£	£	£
Costs of generating voluntary income			
All Donations	7,842	7,842	1,107
	3,692	3,692	-
Fundraising trading costs			
Trading Activities	-	-	7,335
	-	-	7,474
	11,534	11,534	15,916

8 Expenditure on charitable activities

	Unrestricted	Restricted	Total 2024	Total 2023
	£	£	£	£
Expenditure on charitable activities				
Fundraising Activities	23,404	-	23,404	45,088
	20,744	-	20,744	8,489
Breaking Barriers Event - Tournament	0	8,587	8,587	5,755
	300	-	300	1,918
Governance costs				
	44,448	8,587	53,035	61,250

9 Other expenditure

	Unrestricted	Restricted	Total 2024	Total 2023
	£	£	£	£
	24,391	-	24,391	-
Bank loan and overdraft interest payable	90	-	90	-
Employee costs	169,128	55,000	224,128	116,093
Motor and travel costs	8,147	-	8,147	358
Premises costs	9,822	-	9,822	4,263
Amortisation, depreciation, impairment, profit/loss on disposal of fixed assets	1,025	-	1,025	980
General administrative costs	13,059	-	13,059	11,754
Legal and professional costs	25,596	-	25,596	13,061
	251,258	55,000	306,258	146,509

10 Net (expenditure)/income before transfers

	2024	2023
This is stated after charging:	£	£
Depreciation of owned fixed assets	867	980
Amortisation of intangible fixed assets	158	-

11 Staff costs

	2024	2023
Salaries and wages	193,306	107,218
Social security costs	14,756	3,833
Pension costs	2,187	1,236
	210,249	112,287

No employee received emoluments in excess of £60,000.

12 Intangible fixed assets

	Patents and trade-marks	Total
	£	£
Cost		
Additions	2,628	2,628
At 30 June 2024	2,628	2,628
Amortisation and impairment		
Amortisation charge for the year	158	158
At 30 June 2024	158	158
Net book values		
At 30 June 2024	2,470	2,470

13 Tangible fixed assets

	£	£
Cost or revaluation		
At 1 July 2023	3,922	3,922
Additions	1,187	1,187
At 30 June 2024	5,109	5,109
Depreciation and impairment		
At 1 July 2023	980	980
Depreciation charge for the year	867	867
At 30 June 2024	1,847	1,847
Net book values		
At 30 June 2024	3,262	3,262
At 30 June 2023	2,942	2,942

14 Debtors

	2024	2023
	£	£
Prepayments and accrued income	6,000	-
	6,000	-

15 Creditors:
amounts falling due within one year

	2024	2023
	£	£
Trade creditors	20,494	3,691
Other taxes and social security	3,092	6,904
Accruals	1,279	1,200
	24,865	11,795

16 Creditors:
amounts falling due after more than one year

	2024	2023
	£	£
Bank loans and overdrafts	7,466	11,311
	7,466	11,311

17 Movement in funds

	At 1 July 2023	Incoming resources (including other gains/losses)	Resources expended	At 30 June 2024
		£	£	£
Restricted funds:				
Restricted income funds:				
Breaking Barriers	-	43,683	(8,587)	35,097
Adidas UK Ltd	-	55,000	(55,000)	-
Total	-	98,683	(63,587)	35,097
Unrestricted funds:				
General funds	68,940	221,874	(307,240)	(16,427)
Total funds	68,940	320,557	(370,827)	18,670

Purposes and restrictions in relation to the funds:

Restricted funds:

Breaking Barriers	Executing GAP (Girls' Access Programme), Champions Project and a tournament which was held in July 2024.
Adidas UK Ltd	Salaries

18 Analysis of net assets between funds

	Unrestricted funds	Restricted funds	Total
	£	£	£
Fixed assets	5,732	-	5,732
Net current assets	15,683	4,721	20,404
Creditors due in more than one year and provisions	(7,466)	-	(7,466)
	13,949	4,721	18,670

19 Reconciliation of net debt

	At 1 July 2023	Cash flows	At 30 June 2024
	£	£	£
Cash and cash equivalents	89,104	(49,835)	39,269
	89,104	(49,835)	39,269
Bank loans	(11,311)	3,845	(7,466)
	(11,311)	3,845	(7,466)
Net debt	77,793	(45,990)	31,803

20 Commitments

Operating lease commitments

Annual commitments under non-cancellable operating leases are as follows:

	2024 Land and buildings £	2024 Other £	2023 Land and buildings £	2023 Other £
Operating leases with expiry date:				

Pension commitments

	2024 £	2023 £
The pension cost charge to the company amounted to:	2,187	1,236

21 Related party disclosures

Controlling party

The company is limited by guarantee and has no share capital; thus no single party controls the company.

Goals 4 Girls Cio

Detailed Statement of Financial Activities

for the year ended 30 June 2024

	Unrestricted funds 2024 £	Restricted funds 2024 £	Total funds 2024 £	Total funds 2023 £
Income and endowments from:				
Donations and legacies				
All Donations	181,246	98,683	279,929	253,864
	181,246	98,683	279,929	253,864
Charitable activities				
Fundraising Activities	29,755	-	29,755	4,330
	29,755	-	29,755	4,330
Other trading activities				
Trading Activities	10,873	-	10,873	9,665
	-	-	-	24,756
	10,873	-	10,873	34,421
Total income and endowments	221,874	98,683	320,557	292,615
Expenditure on:				
Costs of generating donations and legacies				
All Donations	7,842	-	7,842	1,107
	3,692	-	3,692	-
	11,534	-	11,534	1,107
Costs of other trading activities				
Trading Activities	-	-	-	7,335
	-	-	-	7,474
	-	-	-	14,809
Total of expenditure on raising funds	11,534	-	11,534	15,916
Charitable activities				
Fundraising Activities	23,404	-	23,404	45,088
	20,744	-	20,744	8,489
Breaking Barriers Event - Tournament	0	8,587	8,587	5,755
	300	-	300	1,918
	44,448	8,587	53,035	61,250
Total of expenditure on charitable activities	44,448	8,587	53,035	61,250
Other expenditure				
	24,391	-	24,391	-
Bank loan and overdraft interest payable	90	-	90	-
	24,481	-	24,481	-
Employee costs				

Goals 4 Girls Cio
Detailed Statement of Financial Activities

Salaries/wages	138,306	55,000	193,306	107,218
Employer's NIC	14,756	-	14,756	3,833
Pension costs	2,187	-	2,187	1,236
Staff recruitment	2,041	-	2,041	1,725
Staff training	6,654	-	6,654	2,081
Staff welfare	5,184	-	5,184	-
	169,128	55,000	224,128	116,093
Motor and travel costs				
Vehicles - General costs	437	-	437	358
Travel and subsistence	7,710	-	7,710	-
	8,147	-	8,147	358
Premises costs				
Rent	1,481	-	1,481	-
Light, heat and power	520	-	520	-
Other premises costs	7,821	-	7,821	4,263
	9,822	-	9,822	4,263
General administrative costs, including depreciation and amortisation				
Amortisation	158	-	158	-
Depreciation of	867	-	867	980
Bank charges	72	-	72	257
Equipment expensed	1,625	-	1,625	1,442
General insurances	604	-	604	777
Postage and couriers	243	-	243	-
Software, IT support and related costs	3,278	-	3,278	1,200
Stationery and printing	689	-	689	-
Subscriptions	1,710	-	1,710	901
Sundry expenses	1,600	-	1,600	4,466
Telephone, fax and broadband	3,238	-	3,238	2,711
	14,084	-	14,084	12,734
Legal and professional costs				
Audit/Independent examination fees	1,279	-	1,279	1,200
Accountancy and bookkeeping	21,000	-	21,000	10,090
Solicitor's fees	1,761	-	1,761	-
Other legal and professional costs	1,556	-	1,556	1,771
	25,596	-	25,596	13,061
Total of expenditure of other costs	251,258	55,000	306,258	146,509
Total expenditure	307,240	63,587	370,827	223,675
Net gains on investments	-	-	-	-
Net (expenditure)/income	(85,367)	35,097	(50,270)	68,940

Goals 4 Girls Cio
Detailed Statement of Financial Activities

Net (expenditure)/income before other gains/(losses)	(85,367)	35,097	(50,270)	68,940
Other Gains	-	-	-	-
Net movement in funds	(85,367)	35,097	(50,270)	68,940
Reconciliation of funds:				
Total funds brought forward	68,940	-	68,940	-
Total funds carried forward	(16,427)	35,097	18,670	68,940

GOALS 4 GIRLS CIO

England & Wales - Charity number 1199301

Accounts

ANNUAL REPORT 2023-2024



IT STARTS WITH YOU,
IT CONTINUES WITH HER.

Goals 4 Girls CIO
Charity No. 1199301
Company No.
CE029418
Trustees' Report &
Unaudited Accounts

CHARITY INFORMATION

TRUSTEES	M Shafaq (Chair) J Licht (appointed May 2022) F Asante (appointed May 2022) H Bennett (appointed May 2022) E Heel (resigned 2023) D. W. Hulme (appointed May 2022)
KEY STAFF	Francesca Brown (CEO) Atikah Chowdhury (Senior Administrator)
GOVERNING DOCUMENT CHARITY	Goals 4 Girls CIO Constitution
REGISTRATION NUMBER	Goals 4 Girls CIO 1199301
PRINCIPLE ADDRESS	c/o Sydney Hudson Accountants Unit 410 Bedford Rise, Brickhill Drive, Bedford, MK41 7PH
INDEPENDENT EXAMINER	Sydney Hudson Ltd. Beverley Sydney (MAAT)

BANKERS: NatWest Bank, 235 High Street, Orpington BR6 0NS

BOOKEEPING/ACCOUNTING Nikkita Tew, Beverley Sydney (Member of AAT)

WEBSITE WWW.GOALS4GIRLS.CO.UK



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HELLO

From our chief executive, Francesca Brown

As the CEO and Founder of Goals 4 Girls (G4G), it is with great pride that I present our first year-end report as a charity. This report not only reflects the achievements and progress of our organisation but also embodies my personal journey and commitment to empowering young women through sports and mentorship. My background as a former Manchester City footballer and my own experiences with overcoming life's challenges have deeply influenced the ethos and direction of G4G. Over the past decade, Goals 4 Girls has established itself as a transformative force in the lives of young women. Utilising football and physical activity, coupled with mentoring and educational qualifications, we have strived to bridge the inequality gap in our society. This approach has been particularly vital in recent times, where young women have faced immense socio-economic challenges and mental health crises. Our programs have offered them a sanctuary, fostering resilience and empowerment.

The current landscape presents a concerning trend in the mental health of young women, a situation exacerbated by the economic challenges of our times. National statistics highlight the urgency of engaging girls in active lifestyles, as the benefits of sports on mental and physical health are well-documented. Our 3-5 year strategic plan is designed to directly address these challenges. We aim to provide targeted support focusing on mental health, personal development, and overcoming socio-economic barriers.

Looking ahead, our strategic priorities include expanding our reach to more young women across diverse communities and continuously enhancing our award-winning program model. We recognise the challenges posed by economic volatility and the widening inequality gaps. However, we remain committed to navigating these challenges and seizing the opportunities they present to make a lasting impact.

In conclusion, as we embark on this new phase, Goals 4 Girls stands ready to drive significant change and make a profound impact on the lives of young women. Our ambitions are high, and our dedication unwavering. Together, we can create a brighter and more equitable future for the next generation of young women.

As CEO of Goals 4 Girls, I extend my deepest gratitude to our departing Chair of Trustees for her invaluable contribution and steadfast support. Her leadership and dedication have been pivotal to our growth and success. While we are saddened by her departure, we understand and respect her decision. As we move forward we thank our interim chair for their continued committed to empowering young women in our communities.

Francesca Brown
Chief Executive



HELLO

From our Interim Chair of Trustees: Daniel Hulme

As the Interim Chair of the Trustees for Goals 4 Girls, it is my privilege to reflect on our first year, a period marked by foundational growth & the establishment of a culture & strategies aimed at sustaining our charity's impactful work. Witnessing the charity's evolution from its inception to its current state has been a remarkable journey. The launch event at the prestigious Emirates Stadium stands as a testament to our growth & the commitment of everyone involved.

Our initial year has been dedicated to laying the groundwork for a sustainable future. This has involved creating a culture within the charity that nurtures growth & development. We have focused on strategic planning to ensure that we have a solid base upon which to build our future initiatives & extend our reach. The macro-environment presents various uncertainties, & fundraising continues to be a significant challenge. The Board is fully aware of the scale of these challenges. Our responsibility is to ensure the delivery of effective services that continue to support and break down barriers for young women and girls in underserved communities.

Despite these challenges, I am confident in Francesca's ability to implement a strategy that pivots towards a growth agenda and stabilises our finances. The past 12 months have been testing, and we anticipate further challenges, especially in securing funding. However, I am proud to be part of shaping the charity's scalability and steering its future work. Our collaboration with Arsenal FC for the charity's launch was a strategic move, involving our communities and directly benefiting the young women and girls we serve. Buoyed by the success of the Xero campaign, Goals 4 Girls is poised to leverage this momentum. We aim to build on this heightened awareness, turning it into sustained support and engagement. The campaign has laid a foundation for us to expand our reach, develop new programs, and continue breaking down barriers for young women and girls in underserved communities.
Another significant step has been our application to become part of the Mayor of London's accredited mentoring network.

This move holds great promise for reaching more young women and girls within educational & community sectors.

Our loyal and dedicated staff have been instrumental in delivering our strategic goals and aims. As we navigate a landscape where budgets are tightening and provisions in schools and communities are being cut, services like Goals 4 Girls become ever more essential. Retaining and recruiting brilliant staff, alongside raising funds to stabilise our ongoing work, remains a top priority.

In conclusion, as we look back on a year of challenges & achievements, I am confident in our charity's ability to adapt, grow, & continue making a significant impact in the lives of young women & girls. The path ahead is filled with opportunities, and I am enthusiastic about the role we will play in shaping a more inclusive and empowering future.

Interim Chair of Trustees
Daniel Hulme



hello@goals4girls.co.uk | goals4girls.co.uk

STATEMENT OF TRUSTEES' RESPONSIBILITIES

The Charities Act 2011 requires the Trustees to prepare financial statements for each financial year. Under that law the Trustees have prepared the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). The financial statements are required by law to give a true and fair view of the state of affairs of the Trust and of the surplus or deficit of the Trust for that period. In preparing those financial statements the Trustees are required to:-

- Select suitable accounting policies and apply them consistently;
- Provide support and fulfil line management duties to the CEO & general support for the wider G4G Team
- 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, subject to any departures disclosed and explained in the financial statements; and
- Prepare the accounts on a going concern basis unless it is inappropriate to presume that the charity will continue in business.

The Trustees are responsible for keeping accounting records which disclose, with reasonable accuracy, the financial position of the Trust at any time, and for ensuring that the financial statements comply with charity law. The Trustees are also responsible for safeguarding the Trust's assets, and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities. The Trustees have confirmed that, as far as they are aware, there is no relevant examiner information of which the IE are unaware. Each of the Trustees have confirmed that they have taken all the steps that they ought to have taken as Trustees in order to make themselves aware of any relevant IE information and to establish that it has been communicated to the IE. The trustees are currently recruiting for a replacement Chair of the Trustee Board & a Treasurer in the 24/25 financial year.

Daniel Hulme
Interim Chair
Dated: January 2024

THIS YEAR'S SUCCESSES

Click the image to see the work of Goals 4 Girls for 2023



In 2022, Goals4Girls interviewed Alessia Russo on the back of History for Sky Sports.



In 2023, Goals4Girls officially launches as a charity at the Arsenal Stadium.



Goals4Girls features in the ITV Sport and adidas Women's World Cup 2023 campaign video.



Goals4Girls features in the Xero 'Dream Bigger' Women's World Cup 2023 campaign.



Goals4Girls and Poldi's Eleven: A Cultural and Sporting Odyssey in Cologne.



G4G Saluting Our Sisters: A three-part documentary series for Black History Month 2023.

SPONSORS AND PARTNERS

The staff, volunteers and current partners have made the 'Goals 4 Girls' dream a reality and have brought life-changing experiences to many young women and girls within our community, shaping these years and making the organisation what it is today.

Adidas is our main sponsor of sports equipment and social opportunities. With Adidas as our partner since 2018, G4G participants have experienced amazing extra-curricular opportunities.

ASCENTIAL
Act today, win tomorrow.

Ascential Media have been our corporate partner since 2017. By partnering with them we've been able to expand our operational team. Thereby reaching more girls from disadvantaged areas & our KPI's.

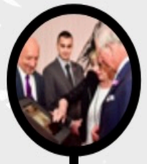
BREAKING BARRIERS

G4G joined the Adidas Breaking Barriers Project in 2023. This collaboration with BB enabled G4G to identify & break barriers to football access for girls. This partnership has provided more experiences for girls such as organising the G4G forthcoming football tournament.

HISTORY OF G4G

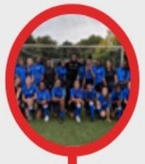


VIEW MORE OF OUR EXCITING HISTORY



2011

- Partnered with the Prince's trust Enterprise programme



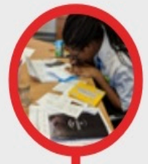
2012

- Piloted a full co-created programme to 120 girls across East London



2013

- Former Prime Minister, David Cameron invites G4G to attend a garden party at 10 Downing street.



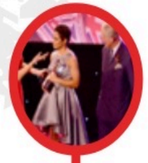
2014

- Launches our first nationally recognised and certified therapeutic mentoring programme 'Mindful Me'.



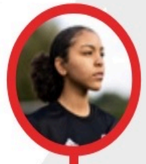
2015

- Launched its 'Bridging the Gap' sustainability programme.
- Partnered with London FA to fund 10 girls a year with Football Coaching Qualifications.
- Honoured with NatWest business award.



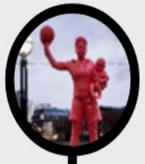
2016

- Expanded our programmes to 10 secondary schools across East and Southeast London.
- Launched our first community football tournament at Westham's Upton park Stadium.
- Founder Francesca Brown Honoured with the Pride of Britain Award presented by HRH King Charles III.



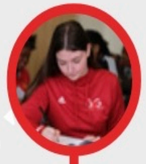
2023

- Officially launched as a charity.
- G4G's Elite Football centre launched in Southeast London



2022

- G4G became a charity.
- Francesca Brown has a statue created in her honour.



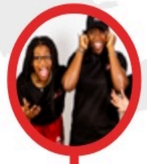
2020

- During lockdown G4G launches its online 'Learning hub, gender equity and inclusivity learning programme'.



2019

- Partnered with The Telegraph Women in Sport and Twitter, sending 15 girls to France to document the Womens World Cup 'Through her eyes'.
- History was made in August 2019 by winning the first ever Adidas Tango League for Women!
- Signed as an adidas AFC partner.



2018

- Launched our Mental Health and Wellbeing showcase 'It's Okay not to be Okay' in partnership with Dove.
- Signed Danielle Carter, former Arsenal & Brighton & Hove's Albion FC forward as an Ambassador.



2017

- Goals 4 Girls launched their first football development centre in East London.



OUR MISSION

Goals4Girls exists to support and raise the aspirations of young women and girls aged 11-16 within the UK’s most marginalised communities.

We are a female-led social prescribing Charity that delivers programmes by the girls and for the girls. We are driven by the desire to break down barriers through football and mentorship in education.
Goals4Girls help young women and girls live happier and healthier lives.

PRIDE OF BRITAIN

FOOTBALL BLACK LIST

BATON AWARDS

NatWest
NATWEST GREAT BRITISH ENTREPRENEUR AWARDS

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OUR IMPACT

Since 2011, we have provided 1800 young women and girls with over 2 million contact hours of 1-1 therapeutic mentoring, group sessions, football coaching and extracurricular opportunities.

We use nationally validated measures to track mental health and learning with proven outcomes measure impact and have consistently outperformed control groups by a minimum of 30% every year since 2015.. This approach has been recognised by Dove England, London Youth, Sports England and our partner schools to significantly develop physically and emotionally healthy young women through football in schools. G4G's impact data is scrutinised as a registered charity for accuracy and transparency.

80% of girls show more confident behaviour having played football. Yet we know historically the opportunities to access the game haven't been equal.

In the UK, **8 out of every 10 girls** face constant sports, social, emotional and educational barriers.

78% of girls avoid sports whilst on their period.

At least 1/3 of girls have experienced an increase in mental health issues including stress, loneliness and worry since the pandemic.

64% of girls will have quit sports by the age of finishing puberty.

94% Of girls and young women who were at risk of exclusion at the start of the academic year, completed the entire academic year in school.

1/5 Of our participants have progressed to local grassroots football clubs and/or signed to academy clubs.

87% Our current 22-23 retention rate, with a total of 220 who took part of our programme with 214 young women and girls continuing throughout the academic year.

40% Of our girls and young women have continued sports beyond secondary education and outside Goals4Girls. With 1 in 8 taking on coaching roles at G4G.

76% Of our participants were inactive and did not engage in sports prior to signing up for the Goals4Girls programme.

90% Of the participants in the programme have reported a significant improvement in confidence, resilience and friendship-making abilities.

52% Of our girls and young women who suffer from depression, experienced fewer associated symptoms.

****Upshot**

****Baseline surveys**

1 Women Sports Foundation. Do You Know the Factors Influencing Girls' Participation in Sports?

2 EY. (2017) Why female athletes make winning entrepreneurs.

3 EY. (2017).

G4G IS ONE OF THE LEADING GIRLS DEVELOPMENT PROGRAMMES IN THE UK.

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OUR PURPOSE

WHY FOOTBALL?

Goals4Girls supports young women and girls from disadvantaged backgrounds who are passionate about sports but lack self-esteem and self-worth and are disengaged at school to help them finish school with the skills & grades to make a successful transition to adulthood.

Our purpose is to create lasting change for young women and girls in sports and society. We do this by providing long-term, intensive support built around changing their outlook on life, broadening their horizons and helping them to empower themselves. The G4G Programme is designed to provide models of excellence and empowerment through dynamic mentorship.

Football can provide young people with a sense of belonging, develop positive peer groups, provide a focus and drive, and live a healthier life. At G4G, we are dedicated to the healthy development of young women and girls. We believe real change can only be sustained through an embedded and holistic approach to our young women and girls' development. We work to become deeply embedded in the lives of our participants and the communities we are based in by supporting students in their schools and through our community-based programmes. This integrated approach is supported through intensive parental and teacher engagement achieved through parents' evenings, teacher training and weekly updates.

We deliver a female-focused, classroom and pitch-side curriculum that develops a strong attitude and behaviour for learning and provides young women and girls with the tools they need to nurture their mental health and well-being. These learnings are reinforced on the pitch through beginner-friendly football activities.

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To challenge the status quo we focus on four priorities:

1. EMPOWERMENT

Goals 4 Girls actively seeks to dismantle societal and gender-based barriers that hinder the progress of girls and young women. The organization's emphasis on female empowerment nurtures self-esteem, autonomy, and leadership qualities. Through various initiatives, Goals 4 Girls encourages participants to express themselves boldly, make autonomous decisions, and emerge as influential figures within their communities, embodying the essence of empowered womanhood.

2. CAREER DEVELOPMENT

We recognise the transformative power of sports, Goals 4 Girls integrates athletic involvement as a central aspect of its mission. The organization leverages sports as a means to impart life skills, foster a spirit of collaboration, and build resilience among participants. By promoting active engagement in sports, Goals 4 Girls not only challenges gender norms in athletics but also advocates for physical well-being and self-assuredness among young women.

3. MENTAL HEALTH AND WELLBEING

We understand the importance of mental health, Goals 4 Girls incorporates strategies to enhance the mental and emotional wellbeing of its participants. This commitment involves offering support and resources to address mental health challenges, specifically those faced by girls and young women. Programs may include counselling sessions, stress management techniques, and practices that encourage mindfulness and self-care, all aimed at reducing mental health stigma and promoting holistic wellbeing. In essence, Goals 4 Girls is dedicated to creating a supportive and empowering environment where young women can confront and overcome societal challenges, thereby realizing their full potential and reshaping the narrative around female capabilities and

4. SPORTS PARTICIPATION

Unlocking the possibilities in every girl and young woman through the power of football, by providing intensive support and long-lasting impact way beyond the pitch.

"UNLOCKING THE POSSIBILITIES IN EVERY YOUNG WOMAN AND GIRL THROUGH THE POWER OF FOOTBALL"



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CHARITY INFORMATION

GOVERNING DOCUMENT

The charity's Memorandum and Articles of Association are the primary governing documents, and this was effective from incorporation from its origins as a CIC to a CIO on 14 June 2022. The new versions of the Articles of Association were approved by the Board of Trustees, and these reflect the changes in line with Goals4Girls's new status as a Charitable Incorporated Organisation (CIO).

GOVERNANCE STRUCTURE

Goals4Girls is governed by a Board of Trustees who have been chosen for their expertise in respective fields and our Board of Trustees meets on at least a quarterly basis and has an Annual General Meeting. The first charity trustees are as follows:

Monica Shafaq (outgoing Chair), Franklin Asante, Jonathan Nicholas Licht, Daniel Ward Hulme, Hayley Veronica Tina Bennett

Appointment of charity trustees: apart from the first charity trustees, every trustee must be appointed by a resolution passed at a properly convened meeting of the charity trustees.

The charity trustees shall manage the affairs of the CIO and may for this purpose exercise all the powers of the CIO. There is a minimum of three Trustees and the Chair of the Board is elected by the Trustees. If the number falls below this minimum, the remaining trustee or trustees may act only to call a meeting of the charity Trustees or to appoint a new charity trustee.

REMUNERATION OF TRUSTEES No Trustees have been remunerated or paid expenses by Goals4Girls during the reporting period of 2022 - 2023.

CONFLICTS OF INTEREST Trustees must declare the nature and extent of any interest, direct or indirect, which he or she has in a proposed transaction or arrangement with the CIO or in any transaction or arrangement entered into by the CIO which has not previously been declared; and absent himself or herself from any discussions of the charity trustees in which it is possible that a conflict of interest will arise between his or her duty to act solely in the interests of the CIO and any personal interest (including but not limited to any financial interest).

OPERATIONS TEAM The operational team consists of the CEO & Senior Administrator who are responsible for the daily running of the charity along with the mentoring and football coaching staff.

CHARITY INFORMATION CONTINUED

A FEW KEY AREAS OF RISK:

Goals4Girls has recently completed a management framework, RAG report, designed to identify the major risks that could impact the organisation. The RAG process identified the risks that G4G could face, the likelihood of occurrence, their effects and highlights the mitigating intervention processes that are in place. The RAG report also identifies any actions and resources required to further manage these risks.

Relationship with Goals4Girls's current funders and sponsors, Ascential Media and Adidas, is still on going and the Operational team maintains close ties with its donors to ensure its financial stability. The Board and the Management are looking at Goals4Girls's reserves to ensure that they are sufficient to maintain the core operating costs of the charity and the variability of income. The charity is also considering diversifying its income streams in other areas this year to strengthen its future financial position. Goals4Girls has decided to recruit a fundraising professional in 2024 to secure future its financial sustainability and growth as it is in a pivotal position of expansion.

Another risk that we have identified is the need for a dedicated office to house our growing team, currently we are based at the Royal Docks Academy School in East London. However, this isn't a sustainable solution for the needs of our growing team and our intention is to source another office in the next year depending on funds available.

An additional risk factor is the recruitment of a female led work force within the sports sector as there is a limited pool of FA qualified female coaches. However, by identifying this issue G4G is training and supporting young women to become football coaches of the future thereby proactively increasing the number of potential female coaches and providing a solution and a sustainable employment pathway for our participants.

RECRUITMENT AND RETENTION

The charity has identified the need to recruit and retain qualified staff by ensuring that they are paid appropriate salaries in line with market rates. We've successfully recruited a team of 3 employees so far, with an additional two new vacancies to be appointed this year, including the Fundraiser. Throughout the past year, we have run collaborative strategy sessions with the team to discuss how we embed our core values. This process will continue as the team grows to ensure that these are the principal values which guide Goals4Girls's work and organisational culture.

MANAGEMENT

The Chief Executive Officer (CEO) is appointed by the Trustees to manage Goals4Girls's operations. To facilitate this effectively, our CEO has, within the Delegation of Authority remit approved by the Trustees, authority for operational matters including grants, fundraising and finance. The Operational Team and Trustees meet regularly during the year to update on progress against our objectives and Key Performance Indicators (KPI's) and to identify new opportunities and risks. With the departure of the outgoing chair, Monica Shafaq, Goals4Girls has appointed a rolling chair from the existing board of Trustees until the new chair is appointed.

2024/2025 Goals:

OUR FUNDRAISING PRIORITIES FOR THE NEXT FINANCIAL YEAR INCLUDE:

Develop a comprehensive fundraising strategy, identify and apply for grants, engage in donor outreach, organise fundraising events, and explore corporate sponsorships.

Grow our supporter base nationally with a focus on philanthropic and transformational funding that can help us sustain and scale our operations and impact within the UK.

Continue to build strategic partnership with corporates, trusts and foundations in the UK and internationally.

Goals 4 Girls fundraising activities are primarily carried out by Goals 4 Girls staff with the support of trustees and members. When necessary, the charity works with fundraising consultants on its fundraising strategy and operation. When that is the case consultants required to abide by the charities fundraising policy. The charity monitors the consultants work throughout the lifecycle of the contract.



SUMMARY OF ACHIEVEMENT & PERFORMANCE

Objectives and Activities

The purpose of the charity as set out in its governing document.

The objective of the CIO is to provide opportunities for the advancement in life and relieve the needs of young women and girls through: a.) The provision of recreational and leisure time activities provided in the interest of social welfare, designed to improve their conditions in life; b.) Providing support and activities which develop their skills, capacities and capabilities to enable them to participate in society as mature and responsible individuals.

The main activities undertaken in relation to those purpose.

Goals4Girls supports young women and girls from disadvantaged backgrounds who are passionate about sports but lack self-esteem and self-worth and are disengaged at school to help them finish school with the skills & grades to make a successful transition to adulthood.

Our purpose is to create lasting change for young women and girls in sports and society. We do this by providing longterm, intensive support built around changing their outlook on life, broade ning their horizons and helping them to empower themselves. The G4G Programme is designed to provide models of excellence and empowerment through dynamic mentorship.

The charity provides a school & social prescribing programme as well as running an elite development football training centre in East London. The trustees have agreed to open additional development centres in marginalised areas of London to reach more of the charity's target demographic & to provide an alternative income stream. The Trustees have given due consideration to the Charity Commission's guidance on the public benefit requirement of the proposed expansion plans of the charity. The Trustees have also agreed to the operational team's proposed plans of engaging with the community and providing a bespoke consultancy package to diversify its income stream.

The charity provides mentoring and social development activities through the medium of football, G4G does this through several streams: school programme, development centre and a bespoke consultancy service. The school programme provides a joint football & mentoring programme in schools located in disadvantaged communities in London thereby meeting the primary objectives of the charity. The development centre is also located within a marginalised community in East London and the participants come from a wider geographical area in London.

The main aim of the development centre is to provide high-quality football training to bridge the gap between professional and grass roots football to create more sustainable pathways for young women in football. The charity also provides its participants with extracurricular opportunities such as attending football matches, residential trips, opportunities through its partner Adidas, kit and career development advice. These opportunities wouldn’t otherwise be available to girls from these communities and the charity is determined to breaking barriers and providing access to alternative career pathways and lifestyle choices for its participants.

FINANCIAL REVIEW

A review of the charity's financial position at the year end June 2022 to June 2023.
The Statement of Financial Activities, Balance Sheet and the notes to account can be found on pages 1 – 12 of the June 22/23 independently examined accounts

The Charity's reserves has been noted as £1,000. The balance sheet shows total of unrestricted £68,940 net assets. Cash in bank is £89,104.12, as at year end.

The charities monies have either been raised from external donors/sponsors/corporates, and their use as to whether they are unrestricted or designated, are subject to project term and conditions.

Full details of these unrestricted and designated funds can be found in note 3-8 to the accounts together with a full annual analysis.

Policy on reserves

The organisation's current reserve levels are currently at £1,000. The Trustees are aware that this falls below the target reserve level of three months of operational costs. Due to the uncertainty over short to medium term funding from external sources and the current economic climate along with the proposed expansion of our programme, the Trustees have recognised that these reserves are appropriate in the short term however these will need to significantly increase to act as a financial buffer.

The Board are looking at Goals4Girls's reserves to ensure that they are sufficient to maintain the core operating costs of the charity and the variability of income. The charity is also considering diversifying its income streams in other areas this year to strengthen its future financial position. Goals4Girls has decided to recruit a fundraising professional in 2024 to secure its future financial sustainability and growth as it is in a pivotal position of expansion. Once the uncertainty created by the current economic & political climates (2024/25 is regarded as a general election year & the UK government has entered a Period of Sensitivity before the local elections on 2 May) have been reduced.

Explanations of the nature of any uncertainties about the charity's ability to continue as a going concern. Goals4Girls has recently completed a management framework, RAG report, designed to identify the major risks that could impact the organisation. The RAG process identified the risks that G4G could face, the likelihood of occurrence, their effects and highlights the mitigating intervention processes that are in place. The RAG report also identifies any actions and resources required to further manage these risks.

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STRUCTURE, GOVERNANCE AND MANAGEMENT

GOVERNING DOCUMENT

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GOVERNANCE STRUCTURE

Goals4Girls is governed by a Board of Trustees who have been chosen for their expertise in their respective fields; the Board of Trustees meets online or in person at least on a quarterly basis and has an Annual General Meeting. The charity trustees board structure has adopted a Chair and a Trustee to oversee the key governance & compliance responsibilities of the board. However, both roles are currently vacant, and it is anticipated that replacement trustees will be in place by the start of the academic year in 2024. Currently, Daniel Hulme is the interim Chair of Trustees for the purpose of the AGM.

The nature of the governing document and how the charity is constituted:

The CIO has power to do anything which is calculated to further its objects or is conducive or incidental to doing so. In particular, the CIO has power to:

(1) borrow money and to charge the whole or any part of its property as security for the repayment of the money borrowed. The CIO must comply as appropriate with sections 124 and 125 of the Charities Act 2011, if it wishes to mortgage land;

(2) buy, take on lease or in exchange, hire or otherwise acquire any property and to maintain and equip it for use;

(3) sell, lease or otherwise dispose of all or any part of the property belonging to the CIO. In exercising this power, the CIO must comply as appropriate with sections 117 and 119-123 of the Charities Act 2011;

(4) employ and remunerate such staff as are necessary for carrying out the work of the CIO. The CIO may employ or remunerate a charity trustee only to the extent that it is permitted to do so by clause 6 (Benefits and payments to charity trustees and connected persons) and provided it complies with the conditions of that clause;

(5) Deposit or invest funds, employ a professional fund-manager, and arrange for the investments or other property of the CIO to be held in the name of a nominee, in the same manner and subject to the same conditions as the trustees of a trust are permitted to do by the Trustee Act 2000.

The methods adopted for the recruitment and appointment of new trustees:

(1) Apart from the first charity trustees, every trustee must be appointed by a resolution passed at a properly convened meeting of the charity trustees.
(2) In selecting individuals for appointment as charity trustees, the charity trustees must have regard to the skills, knowledge and experience needed for the effective administration of the CIO.

Information for new charity trustees

The charity trustees will make available to each new charity trustee, on or before his or her first appointment a copy of the current version:
(a) of this constitution; and
(b) a copy of the CIO's latest Trustees' Annual Report and statement of accounts.



REBECCA HUNT

"My name is Rebecca Hunt. I am 15 years old and live in East London in a place called Custom House where I've lived since I was a toddler.

My Mother passed away when I was two, which affected my Dad massively, so I don't see him often. My Nan and Grandad took me and my four sisters in and I've lived with them ever since.

I currently live with two of my sisters – as two have grown up and moved out - and my Nan, as my Grandad passed away several months ago.

Due to having a big family, I don't often get time for myself so Goals4Girls has enabled me to put my thoughts in order and has given me an outlet to breathe, plus a space to grow and be myself.

I live for and really love the game. I would like to pursue a career in sport and that's because of Goals4Girls. Ideally, I'd like to be a coach to help young women like myself to overcome barriers they may face in the sporting industry; whether that be gender discrimination or obstacles they may face in their personal or sporting life. That would be my dream! Without Goals4Girls, I don't know what I'd be doing.

"I LIVE FOR AND REALLY LOVE THE GAME. I WOULD LIKE TO PURSUE A CAREER IN SPORT, IDEALLY IN COACHING TO HELP YOUNG WOMEN LIKE MYSELF"

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Goals 4 Girls Cio

Charity No. 1199301

Trustees' Report and Unaudited Accounts

30 June 2023

Goals 4 Girls CIO
Independent Examiners Report

Independent Examiner's Report to the trustees of Goals 4 Girls CIO

I have independently examined financial statements of **Goals 4 Girls CIO** ('the charity') for the year ended 30 June 2023 which comprise the Statement of Financial Activities, the Balance Sheet, and notes to the financial statements.

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).

Responsibilities and basis of report

As explained more fully in the trustees' responsibilities statement set out on page 06, the trustees 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.

Having satisfied myself that the financial statements of the Charity are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's financial statements as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5) (b) of the 2011 Act.

Independent examiner's statement

As the charity's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of Association of Accounting Technicians Association, which is one of the listed bodies.

In my opinion the financial statements:

• give a true and fair view of the state of the charity's affairs as of 30 June 2023 and of the charity's 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 Charities Act 2011.

Conclusions relating to going concern;

In examining 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 I have performed, I have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charity'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.

In conclusion, I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the financial statements to be reached.

Beverley Sydney MAAT



Independent Examiner

Sydney Hudson Ltd.

Unit 410 Bedford Heights
Brickhill Drive
Bedford
Bedfordshire
MK41 7PH
26 March 2024

Goals 4 Girls Cio
Statement of Financial Activities
for the period ended 30 June 2023

	Notes	Unrestricted funds 2023 £	Restricted funds 2023 £	Total funds 2023 £
Income and endowments from:				
Donations and legacies	3	253,864	-	253,864
Charitable activities	4	4,330	-	4,330
Other trading activities	5	34,421	-	34,421
Total		292,615	-	292,615
Expenditure on:				
Raising funds	6	15,916	-	15,916
Charitable activities	7	61,250	-	61,250
Other	8	143,509	3,000	146,509
Total		220,675	3,000	223,675
Net gains on investments		-	-	-
Net income	9	71,940	(3,000)	68,940
Transfers between funds		-	-	-
Net income before other gains/(losses)		71,940	(3,000)	68,940
Other gains and losses				
Net movement in funds		71,940	(3,000)	68,940
Reconciliation of funds:				
Total funds carried forward		71,940	(3,000)	68,940

Goals 4 Girls Cio
Balance Sheet

at 30 June 2023

	Notes	2023
		£
Fixed assets		
Tangible assets	10	2,942
		2,942
Current assets		
Cash at bank and in hand		89,104
		89,104
Creditors: Amount falling due within one year	11	(23,106)
Net current assets		65,998
Total assets less current liabilities		68,940
Net assets excluding pension asset or liability		68,940
Total net assets		68,940
The funds of the charity		
Restricted funds	12	
Restricted income funds		(3,000)
		(3,000)
Unrestricted funds	12	
General funds		71,940
		71,940
Reserves	13	
Total funds		68,940

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Approved by the board on 29 April 2024

And signed on its behalf by:

Franklin Asante

Franklin Asante

Trustee
29 April 2024

Goals 4 Girls Cio
Notes to the Accounts

for the period ended 30 June 2023

1 Accounting policies

Basis of preparation

The financial statements have been prepared in accordance with 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 2015) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

Change in basis of accounting or to previous accounts

There has been no change to the accounting policies (valuation rules and method of accounting) since last year and no changes have been made to accounts for previous years.

Fund accounting	
Unrestricted funds	These are available for use at the discretion of the trustees in furtherance of the general objects of the charity.
Designated funds	These are unrestricted funds earmarked by the trustees for particular purposes.
Revaluation funds	These are unrestricted funds which include a revaluation reserve representing the restatement of investment assets at their market values.
Restricted funds	These are available for use subject to restrictions imposed by the donor or through terms of an appeal.

Income	
Recognition of income	Income is included in the Statement of Financial Activities (SoFA) when the charity becomes entitled to, and virtually certain to receive, the income and the amount of the income can be measured with sufficient reliability.
Income with related expenditure	Where income has related expenditure the income and related expenditure is reported gross in the SoFA.
Donations and legacies	Voluntary income received by way of grants, donations and gifts is included in the the SoFA when receivable and only when the Charity has unconditional entitlement to the income.
Tax reclaims on donations and gifts	Income from tax reclaims is included in the SoFA at the same time as the gift/donation to which it relates.
Donated services and facilities	These are only included in income (with an equivalent amount in expenditure) where the benefit to the Charity is reasonably quantifiable, measurable and material.
Volunteer help	The value of any volunteer help received is not included in the accounts.
Investment income	This is included in the accounts when receivable.
Gains/(losses) on revaluation of fixed assets	This includes any gain or loss resulting from revaluing investments to market value at the end of the year.
Gains/(losses) on investment assets	This includes any gain or loss on the sale of investments.

Expenditure

Recognition of expenditure	Expenditure is recognised on an accruals basis. Expenditure includes any VAT which cannot be fully recovered, and is reported as part of the expenditure to which it relates.
Expenditure on raising funds	These comprise the costs associated with attracting voluntary income, fundraising trading costs and investment management costs.
Expenditure on charitable activities	These comprise the costs incurred by the Charity in the delivery of its activities and services in the furtherance of its objects, including the making of grants and governance costs.
Grants payable	All grant expenditure is accounted for on an actual paid basis plus an accrual for grants that have been approved by the trustees at the end of the year but not yet paid.
Governance costs	These include those costs associated with meeting the constitutional and statutory requirements of the Charity, including any audit/independent examination fees, costs linked to the strategic management of the Charity, together with a share of other administration costs.
Other expenditure	These are support costs not allocated to a particular activity.

Taxation

The charity is exempt from corporation tax on its charitable activities.

Freehold investment property

Investment properties are measured initially at cost and subsequently at fair value at each balance sheet date and are not depreciated. All gains or losses are taken to the Statement of Financial Activities as they arise.

Stocks

Stock is included at the lower of cost or net realisable value. Donated items of stock are recognised at fair value which is the amount the charity would have been willing to pay for the items on the open market.

Trade and other debtors

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 and cash equivalents

Cash and cash equivalents comprise cash at bank and on hand, demand deposits with banks and other short-term highly liquid investments with original maturities of three months or less and bank overdrafts. In the statement of financial position, bank overdrafts are shown within borrowings or current liabilities. In the Statement of Cash Flows, cash and cash equivalents are shown net of bank overdrafts that are repayable on demand and form an integral part of the company's cash management.

Trade and other creditors

Short term creditors are measured at the transaction price. Other 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.

Research and development

Expenditure on research and development is written off in the year in which it is incurred.

Foreign currencies

Monetary assets and liabilities denominated in currencies other than the functional currency of the charity are translated at the rates of exchange prevailing at the end of the reporting period.
Transactions in currencies other than the functional currency of the charity are recorded at the rate of exchange on the date that the transaction occurred.
All exchange differences are are taken into account in arriving at net income/expenditure.

Leased assets

Where the charity enters into a lease which entails taking substantially all the risks and rewards of ownership of an asset, the lease is treated as a finance lease.
Leases which do not transfer substantially all the risks and rewards of ownership to charity are classified as operating leases.
Assets held under finance leases are initially recognised as assets of the charity at their fair value at the inception of the lease or, if lower, at the present value of the minimum lease payments. The corresponding liability to the lessor is included in the balance sheet date as a finance lease obligation.
Lease payments are apportioned between finance expenses and reduction of the lease obligation so as to achieve a constant rate of interest on the remaining balance of the liability. Finance expenses are recognised immediately, unless they are directly attributable to qualifying assets, in which case they are capitalised in accordance with the charity's policy on borrowing costs.
Assets held under finance leases are depreciated in the same way as owned assets.

Operating lease payments are recognised as an expense on a straight-line basis over the lease term.
In the event that lease incentives are received to enter into operating leases, such incentives are recognised as a liability. The aggregate benefit of incentives is recognised as a reduction of rental expense on a straight-line basis.

Pension costs

The charity operates a defined contribution plan for its employees. A defined contribution plan is a pension plan under which the company pays fixed contributions into a separate entity. Once the contributions have been paid the company has no further payments obligations. The contributions are recognised as expenses when they fall due. Amounts not paid are shown in accruals in the balance sheet. The assets of the plan are held separately from the company in independently administered funds.

Receipt of donated goods, facilities and services

All donated goods, facilities and services received are recognised within incoming resources and expenditure at an estimate of the value to the charity.

2 Income from donations and legacies

	Unrestricted	Total
		2023
	£	£
	253,864	253,864
	253,864	253,864

3 Income from charitable activities

	Unrestricted	Total
		2023
	£	£
		4,330
	4,330	4,330

4 Income from other trading activities

	Unrestricted	Total
		2023
	£	£
	9,665	9,665
	24,756	24,756
	34,421	34,421

5 Expenditure on raising funds

	Unrestricted	Total
		2023
	£	£
Costs of generating voluntary income		
	1,107	1,107
Fundraising trading costs		
	7,335	7,335
	7,474	7,474
	15,916	15,916

6 Expenditure on charitable activities

	Unrestricted	Total
		2023
	£	£
Expenditure on charitable activities		
	45,088	45,088
	8,489	8,489
	5,755	5,755
	1,918	1,918
Governance costs		
	61,250	61,250

7 Other expenditure

	Unrestricted	Restricted	Total
			2023
	£	£	£
Employee costs	113,093	3,000	116,093
Motor and travel costs	358	-	358
Premises costs	4,263	-	4,263
Amortisation, depreciation, impairment, profit/loss on disposal of fixed assets	980	-	980
General administrative costs	11,754	-	11,754
Legal and professional costs	13,061	-	13,061
	143,509	3,000	146,509

8 Net income before transfers

	2023
This is stated after charging:	£
Depreciation of owned fixed assets	980

9 Staff costs

	2023
Salaries and wages	107,218
Social security costs	3,833
Pension costs	1,236
	112,287

No employee received emoluments in excess of £60,000.

10 Tangible fixed assets

	£	£
Cost or revaluation		
Additions	3,922	3,922
At 30 June 2023	3,922	3,922
Depreciation and impairment		
Depreciation charge for the year	980	980
At 30 June 2023	980	980
Net book values		
At 30 June 2023	2,942	2,942

11 Creditors:
amounts falling due within one year

	2023
	£
Bank loans and overdrafts	11,311
Trade creditors	3,691
Other taxes and social security	6,904
Accruals	1,200
	23,106

12 Movement in funds

	Incoming resources (including other gains/losses)	Resources expended	At 30 June 2023
	£	£	£
Restricted funds:			
Restricted income funds:			
Adidas	-	(3,000)	(3,000)
Total	-	(3,000)	(3,000)
Unrestricted funds:			
General funds	292,615	(220,675)	71,940
Total funds	292,615	(223,675)	68,940

Purposes and restrictions in relation to the funds:
Restricted funds:
Adidas Breaking Barriers Project

13 Analysis of net assets between funds

	Unrestricted funds	Restricted funds	Total
	£	£	£
Fixed assets	2,942	-	2,942
Net current assets	89,104	(23,106)	65,998
	92,046	(23,106)	68,940

14 Reconciliation of net debt

	Cash flows	At 30 June 2023
	£	£
Cash and cash equivalents	89,104	89,104
	89,104	89,104
Bank loans	(11,311)	(11,311)
	(11,311)	(11,311)
Net debt	77,793	77,793

15 Commitments

Operating lease commitments

Annual commitments under non-cancellable operating leases are as follows:

	2023 Land and buildings	2023 Other
	£	£
Operating leases with expiry date:		

Pension commitments

	2023
	£
The pension cost charge to the company amounted to:	1,236