

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)

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

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

KEY STAFF

Francesca Brown (CEO)
Atikah Chowdhury (Senior Administrator)

WEBSITE WWW.GOALS4GIRLS.CO.UK

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)



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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 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**



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.

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

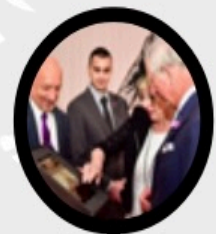
Act today, win tomorrow.

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



2011

- Partnered with the Prince's trust Enterprise programme



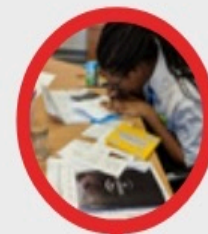
2012

- 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.



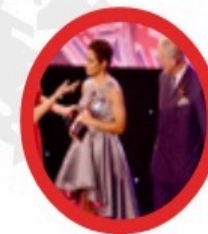
2014

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



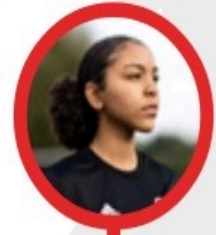
2015

- 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.



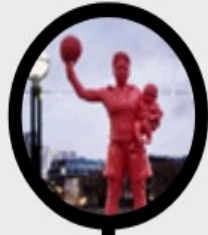
2016

- 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.



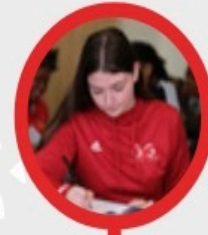
2023

- 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.



**“GOALS 4 GIRLS ALLOWED
ME TO TALK TO PEOPLE
AND GET MY EMOTIONS
OUT IN A POSITIVE WAY.
IN A LOT OF WAYS
FOOTBALL AND
MENTORING SAVED ME.”**

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.



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**

***bBaseline 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.

hello@goals4girls.co.uk



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.

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

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.

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 achievements.

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.

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”**



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.

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.

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.



SUMMARY OF ACHIEVEMENT & PERFORMANCE

Objectives and Activities

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

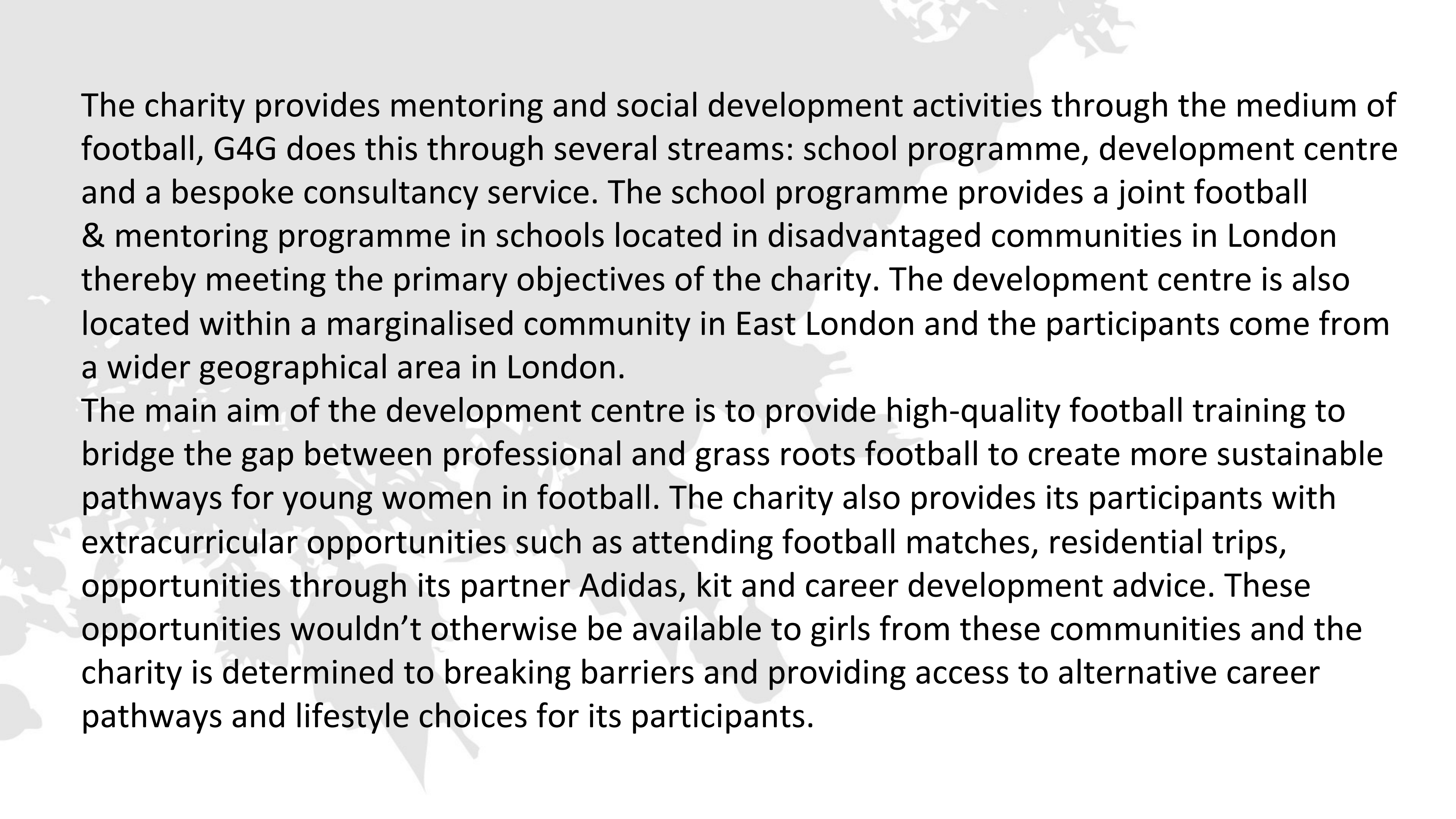
The objective of the CIO is to provide opportunities for the advancement in life and relieve the needs of young women and girls through: a.) The provision of recreational and leisure time activities provided in the interest of social welfare, designed to improve their conditions in life; b.) Providing 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, broadening 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.

A faint, light gray world map is visible in the background, centered behind the text. The map shows the continents of North America, South America, Europe, and Africa, with some internal country borders indicated.

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.

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.

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.

A faint, light gray world map is visible in the background of the slide, centered behind the text.

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

A handwritten signature in black ink, appearing to read 'Beverley Sydney', with a horizontal line extending to the right.

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

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

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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

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.
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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.

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 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
<u>253,864</u>	<u>253,864</u>

3 Income from charitable activities

Unrestricted	Total 2023
£	£
	4,330
<u>4,330</u>	<u>4,330</u>

4 Income from other trading activities

Unrestricted	Total 2023
£	£
9,665	9,665
24,756	24,756
<u>34,421</u>	<u>34,421</u>

5 Expenditure on raising funds

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

6 Expenditure on charitable activities

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

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
	<u>143,509</u>	<u>3,000</u>	<u>146,509</u>

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
	<u>112,287</u>

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	<u>3,922</u>	<u>3,922</u>
Depreciation and impairment		
Depreciation charge for the year	980	980
At 30 June 2023	<u>980</u>	<u>980</u>
Net book values		
At 30 June 2023	<u>2,942</u>	<u>2,942</u>

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
	<u>23,106</u>

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)
<i>Total</i>	<u>-</u>	<u>(3,000)</u>	<u>(3,000)</u>
Unrestricted funds:			
General funds	292,615	(220,675)	71,940
Total funds	<u>292,615</u>	<u>(223,675)</u>	<u>68,940</u>

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
	<u>92,046</u>	<u>(23,106)</u>	<u>68,940</u>

14 Reconciliation of net debt

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

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:	<u>1,236</u>