

BELIEVE IT'S WITHIN

**HIGH PERFORMANCE FOUNDATION
ANNUAL REPORT 2023-24**



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ABOUT HIGH PERFORMANCE FOUNDATION

We believe people have the power
to determine their own future.
To be brave.
To grow.
To take responsibility.
To be happy.
But for some it's harder than others.
Some need that extra kick start.
That extra push.
That extra spark.
That extra chance.

We believe **High Performance** lives within all of us.
You just have to find it.

The High Performance Foundation is an independent charity affiliated with the High Performance Group, best known for its award winning High Performance podcast which boasts **over 2 million monthly views/listens**.

We have launched the High Performance Foundation to give young people the tools and skills they need to **kick start their journey to a future where they can thrive**.

Harnessing the power of storytelling and our access to inspiring role models through the High Performance links, our mission is to **build young people's resilience today, so they can thrive tomorrow**.



**START A
REVOLUTION**

FOREWORD BY JAKE HUMPHREY

The High Performance Foundation was born from teachers reaching out to us, telling us there is a clear need for our messaging in schools. Teachers were listening to the conversations on The High Performance Podcast about resilience, empathy, consistency, confidence and protecting mental health. There was a clear feeling that this messaging was missing from the classroom.

This year we have created a working group of teachers to come on the journey with us. We know if this is going to be for teachers, it has to be designed by teachers. They have helped us create our classroom resource - Game Plan - which takes the best and most impactful moments from the High Performance podcast, and delivers it to students in an engaging and powerful way.

My passion for this comes directly from the 300+ conversations I have had on High Performance where I see resilience outperforming talent every time. It comes from witnessing the clear advantage that great communicators enjoy in the outside world, and understanding that soft-skills are so often the vital element to achieving success.

The High Performance Foundation is, today, at less than a year old already delivering those lessons and learnings to hundreds of young people across the UK...but our ambition is huge.

We want to get to a place where every young person in school has access to our resources. We want to work hand-in-hand with educators to deliver what is needed, where it's needed. We will relentlessly try to reach the 1.6m children regularly absent from school, and partner with charities to help us connect to children who are homeless and those who are extremely vulnerable. We will work in prisons to help those cut-off from society to re-engage, re-think and thrive upon release.

Backed by the world's greatest High Performers, supported by a global media brand, and delivered by teachers...The High Performance Foundation will not stop until it has changed the lives of millions.



Introduction and highlights from our CEO and Co-Founder

I am thrilled to be introducing our first annual report, with the High Performance Foundation being granted charitable status in June 2023. We dedicated this foundational year to listening, learning and testing so that we can best establish how the High Performance Foundation can most effectively support young people.

We have formed a brilliant partnership with ImpactEd Group who have been supporting both our discovery phase and programme design. This has enabled us to deliver two very successful pilot programmes which helped improve young people's resilience and mental strength through video content that brings inspiring role models into classrooms across the UK.



A major highlight of this year has been securing the backing and support of Aviva who have put their trust in joining us as a Founding Partner of the Foundation and enabled us to kick start our programme delivery.

Through this report we share some of the work we have done to help establish the strategic direction and programme design for Foundation. This is just the beginning for the High Performance Foundation ... we have big plans to scale and ginormous ambition to become a charity that has a major impact on improving the lives of young people across the UK and beyond.



OUR FOUNDATIONAL YEAR

PROGRAMME DEVELOPMENT

The focus of the Foundation's first year has been to more deeply understand the needs of young people and how the Foundation can best support them.

We focused our efforts in 2023-2024 on these key areas:

- Research to better understand the challenges young people are facing and the education context in which we might provide a solution.
- Design a solution which aims to assist in solving/reducing those challenges - this was a schools programme.
- Test and iterate our programme design to allow us to deliver assets that have maximum impact on young people.

A NATIONWIDE SURVEY

We surveyed almost



400 education professionals

to help us better understand the needs of young people in a school setting and how the Foundation might be able to provide a solution to some of the challenges they are facing.

Key findings:

Only 1% of respondents felt schools were adequately supporting young people to develop their confidence, resilience and wellbeing.



The primary reasons identified were:

There isn't enough time in their school day (62%)

72% would like training to support teachers to deliver this work in classrooms

Teachers don't feel equipped to support their students in these areas (48%)

80% respondents would like to see more resources available to use in the classroom

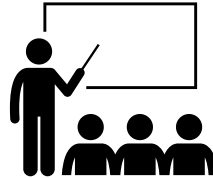
Lack of teaching resources (39% respondents)

Existing resources not engaging young people (42%)

EDUCATION WORKING GROUP

The Foundation is committed to ensuring its programme design is fit for purpose and has built an expert working group of education professionals to inform the design process.

24 teachers and education professionals



from across the UK have participated in focus groups and interviews to support the development of our programmes.

Through the working group, we have been able to speak to and capture the input of

673 students across the country.



Key findings and takeaways from this research:

- Using role models and story sharing is good way to engage young people
- When creating video or audio resources, the length and style needs careful consideration to hold young people's attention
- Classroom resources should be visual; audio alone is unlikely to hold children's attention
- Young people want tangible tools and ways to help them with their life skills.



Areas that students felt they would like more support on in school:

PERSEVERANCE/EFFORT

You can't get everything right, how to do the best you can with what you've got.

FUTURE

Unsure of future and worried what lies ahead.

FAILURE

How to cope with failure, and how to turn it into success.

SUCCESS

Recognise and be aware of success and what it look like for you.

MOTIVATION

Understanding motivation.

MENTAL HEALTH

Mental wellbeing in the face of pressures such as social media and exams.

PREPARATION/PROCESS

Understanding how to be prepared and processes to help this.

CHARACTER/MINDSET

Stress and panic under pressure of exams, expectations from teachers, fear of failure



RAPID TESTING

Research suggests that the Foundation is in a unique position to create and distribute powerful learning resources for young people as a route to supporting them to build their emotional and social skills.



We created a pilot series of videos to share the learnings and advice of well-known personalities to children in their classrooms. The videos featured; musician, AJ Tracy; entrepreneur, Ben Francis; Paralympian, Stef Reid; and former footballer/fashion designer, Reece Wabara.

Through our Education Working Group we were able to test these videos with 12 schools and 421 students. The feedback from students and teachers was incredibly positive and has informed the next iteration of our programme design.

PILOT PROGRAMME WITH THE COMMUNITY SPORTS FOUNDATION



COMMUNITY
SPORTS
FOUNDATION

In partnership with the Norwich City Community Sports Foundation we created a pilot programme that was delivered over 16 weeks to 60 young people in three education settings.

This programme combined video clips from a range of inspiring role models alongside lesson plans delivered by class teachers or Community Sports Foundation coaches. Students who participated reported improved confidence and mental strength.

A special thank you to the following schools for participating in the pilot:

- Pakefield High School
- City of Norwich School
- Stalham High School

The feedback and learning from this pilot has been used to further iterate and inform our future programme design.

PILOT PROGRAMME TO BUILD AND TEST GAME PLAN; A PUPIL-FOCUSED CURRICULUM FOR IMPROVING RESILIENCE

Building on our extensive research and earlier pilots, working with ImpactEd Consulting, we created and tested Game Plan; a pupil-focused curriculum for improving resilience in young people. Game Plan brings stories and learnings from the world's highest performers into secondary schools, delivered through video content and lesson plans. The curriculum is designed to build young people's resilience, confidence and wellbeing.

Our first set of modules, Employability and Transitions, are designed for years 11 and 13. The Transitions module was designed to prepare students for GCSEs and to consider post-16 options as well as the transition into employment, training or higher education. The Employability module supported students to develop key employability skills and help students to consider their own motivations. The resources also allow schools to achieve Gatsby Benchmarks 1,3,4 and 5 through the sequenced employment modules.

The two Game Plan modules were tested with 15 teachers across five schools and 281 pupils.

The response to the pilot was overwhelmingly positive with participants scoring an average of 8/10 across the following areas:

- Student engagement in resources
- Relatability for students
- Clear learning outcomes for students
- Ease of use for teachers

In relation to safeguarding and suitability for teachers to deliver this content in an appropriate and safe way, the pilot scored 10/10 by all participants.

"These resources are essential, especially for pupils who are disadvantaged... Pupil Premium pupils don't lack aspiration they often lack the understanding, information and support. Using these lessons would provide support and challenge for them in a positive way." Deputy Head, Secondary (tested with Year 7 and 9).

"To a person [Y13 class], they all said this clip and discussion with me was better than any of the 12 Ted Talks they've watched this year." Year 13 teacher

WITH THANKS TO AVIVA.

The Game Plan pilot was made possible thanks to the generous support of Aviva.

Aviva have joined the High Performance Foundation as a Founding Partner and have been instrumental in supporting us to establish Game Plan and create a robust and high impact programme to build the resilience, confidence and wellbeing of young people.

We are looking forward to continuing our work with Aviva to grow Game Plan beyond the initial pilot phase and expand the resources to support thousands of young people with key skills that will set them up to thrive beyond life in the classroom and support them into employment.







GROWING OUR COMMUNITY

High Performance Foundation is passionate about growing a community of supporters who share our passion for supporting young people and who want to be a part of something big and ambitious.

As 2023-2024 marks the charity's foundational year we have worked hard to implement the building blocks to set up a charity that will go on to be a household name.

COMMUNITY & FUNDRAISING HIGHLIGHTS

BRAND CREATION

All service marketing and brand agency, DEPT, delivered an incredible pro bono project to create the Foundation's brand identity. They Juggled the challenge of creating an independent identity for the Foundation whilst aligning with the wider High Performance business.



SARINA WEIGMAN LIVE PODCAST & RECEPTION TO INTRODUCE THE HIGH PERFORMANCE FOUNDATION

In November 2023, we hosted a reception for invited guests to learn more about the High Performance Foundation and experience a live podcast recording with the England Lioness Manager, Sarina Weigman.



HIGH PERFORMANCE LONDON HALF

In March 2024, High Performance partnered with RunThrough, bringing 5000 runners to the Olympic Park in London to take part in the High Performance London Half. The event provided the Foundation with an excellent platform to raise brand awareness as well as crucial funds for the Foundation.



FOUNDING PATRON PROGRAMME

In 2024, we launched the opportunity to become a Founding Patron of the High Performance Foundation. Companies and individuals have the chance to get more deeply involved in the work of the Foundation and provide crucial investment to support our ambitious growth. We are looking forward to growing this area of support in 2024-2025.





WITH THANKS

A SPECIAL THANK YOU TO THE FOLLOWING PARTNERS, SUPPORTERS AND COLLABORATORS FOR WORKING WITH US IN 2023 -2024:

HIGH PERFORMANCE

AVIVA

MCLAREN

DEPT

FOUNTAIN PARTNERSHIP

BRANDEX

BIRKETTS

COMMUNITY SPORTS FOUNDATION

HIGH PERFORMANCE EDUCATION WORKING GROUP

IMPACTED CONSULTING

RUN THROUGH

GOVERNANCE

KEY RISKS

The High Performance Foundation trustees are aware of the need to assess the risks faced by the charity and the need to minimise those risks. They have a risk register in place to score the likelihood and impact of the risks posed to the organisation.

PUBLIC BENEFIT

The charity's aims were carried out for public benefit. This was achieved through fundraising and impactful delivery of programmes to support young people to build their resilience, wellbeing and confidence.

LOOKING AHEAD

This foundational year has allowed us to refine our strategic direction based on research and testing and we are incredibly excited to deliver this in the future. In particular for 2024/25, we will be focusing on the following areas:

Fundraising and Community Engagement:

- Growing our community of followers and donors
- Delivering a flagship launch event at the McLaren Technology Centre to generate income and awareness
- Our ambition for 2024/2025 is to generate £500,000.

Programme Delivery:

- Expanding our work with Aviva to deliver a bigger role out of resources for schools
- Game Plan to benefit at least 5,000 pupils
- Delivery of a independent evaluation of Game Plan to demonstrate its impact.

Operational Delivery:

- Hire key staff to support delivery of this work
- Build the foundations required to scale Game Plan and other programmes so that by 2025/2026 at least 50,000 pupils are benefiting from our work.

FINANCIAL REPORTING

Independent examiner report on the accounts

Report to the trustees	High Performance Foundation
On accounts for the year ended	31st March 2024
Charity No.	1203677

Responsibilities and basis of report:

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended 31.03.2024.

As the charity's trustees, 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 Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement:

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

- the accounting records were not kept in accordance with section 130 of the Charities Act; or
- the accounts did not accord with the accounting records; or
- the accounts did not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 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.

FINANCIAL REPORTING

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 accounts to be reached.

Signed: *PDixon*

Date: 27/01/25

Name: Paul Dixon

Relevant professional
qualification(s) or body (if
any): FCCA

21st Oct 2018

Address: c/o Azoth Solutions Ltd

Jonathan Scott Hall, Thorpe Road,
Norwich, NR1 1UH

FINANCIAL REPORTING

Financial Activities

Period start date: 01/08/2023 - 31/03/2024

Consolidated Statement of Financial Activities (incorporating an income and expenditure account)

For the year ended 31 March 2024

	Unrestricted funds £	Restricted income funds £	Total funds £
Income from:			
Donations and legacies	7,811	22,000	29,811
Charitable activities	11,407	-	11,407
Total income	19,218	22,000	41,218
Expenditure on:			
Raising funds	-	-	-
Charitable activities	774	19,399	20,173
Other	12,495	-	12,495
Total Expenditure	13,269	19,399	32,668
Net income/(expenditure) before tax for the reporting period	5,949	2,601	8,550
Net income/(expenditure) after tax before investment gains/(losses)	-	-	-
Net income/(expenditure)	5,949	2,601	8,550
Extraordinary items	-	-	-
Transfers between funds	-	-	-
Other recognised gains/(losses):	-	-	-
Net movement in funds	5,949	2,601	8,550
Total funds carried forward	5,949	2,601	8,550

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above.

FINANCIAL REPORTING

Balance Sheet

High Performance Foundation

Balance Sheet

	Unrestricted funds £	Restricted income funds £	Total this year £
Fixed assets			
Current assets			
Debtors	1,171	-	1,171
Cash at bank and in hand	42,848	2,601	45,449
Total current assets	44,019	2,601	46,619
Creditors: amounts falling due within one year	38,070	-	38,070
Net current assets/(liabilities)	5,949	2,601	8,550
Total assets less current liabilities	5,949	2,601	8,550
Creditors: amounts falling due after one year	-	-	-
Provisions for liabilities	-	-	-
Total net assets or liabilities	5,949	2,601	8,550
Funds of the Charity			
Restricted income funds		2,601	2,601
Unrestricted funds	5,949		5,949
Total funds	5,949	2,601	8,550

These accounts have been prepared in accordance with the provisions applicable to small companies subject to the small companies regime and in accordance with FRS102 SORP.

Signed by Chair of Trustees on behalf of all the trustees

Jake Humphrey - Chair of Trustees



1st January 2025

FINANCIAL REPORTING

Notes to the Financial Statements

For the year ended 31st March 2024

1. Accounting Policies

Charity information High Performance Foundation is a charitable company limited by guarantee incorporated in England and Wales. The registered office is 21 Low Road, Keswick, NR46TZ

2 Basis of Preparation

These financial statements are prepared on a going concern basis, under the historical cost convention, as modified by the revaluation of investments being measured at fair value through income and expenditure within the Statement of Financial Activities. The financial statements have been prepared in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102). The Charitable Company and its subsidiaries is a public benefit group for the purposes of FRS 102 and therefore the Charity also prepared its financial statements in accordance with the 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 (The FRS 102 Charities SORP), the Companies Act 2006 under the provision of the Large and Medium-sized Companies and Groups (Accounts and Reports) Regulations 2008 (SI 2008/410), and the Charities Act 2011. The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest one pound. The principal accounting policies adopted in the preparation of the financial statements are set out below.

3 Going Concern

The Trustees have assessed whether the use of the going concern basis is appropriate and have considered possible events or conditions that might cast significant doubt on the ability of the charity to continue as a going concern. The Trustees have made this assessment for a period of at least one year from the date of approval of the financial statements.

The Trustees are satisfied that the charity has sufficient resources to continue in operational existence for the foreseeable future due to its grant pipeline and fundraising activities scheduled for the remainder of 2024. Annual budgets include prudent figures for both income and expenditure. The Trustees have concluded that with the reserves policy and liquidity requirements of the charity, there are no material uncertainties as to the charity's ability to continue in operational existence for the foreseeable future. The charity therefore continues to adopt the going concern basis in preparing its financial statements.

FINANCIAL REPORTING

Notes to the Financial Statements

4 Income

Income is recognised when the charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received. Cash donations are recognised on receipt.

Grant income is recognised in the period in which it is receivable and becomes entitled to the income, any conditions attached to the grants have been met, the receipt is probable and the amount can be measured with sufficient reliability.

5 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category.

6 Charitable Activities

Charitable activities are for supporting young people to improve their confidence, wellbeing and resilience. We do this by working to support young people's education of soft skills.

7 Legal status of the charity

The charity is a company limited by guarantee and has no share capital. The members of the charity are the trustees listed on page 28. In the event of the charity being wound up, the liability in respect of the guarantee is limited to £1 per member of the charity.

FINANCIAL REPORTING

Notes to the Financial Statements

8. Income from donations and gifts

		Unrestricted funds	Restricted income funds	Total funds	Prior year
				£	£
Donations and Gifts:	Donations and gifts	7,811	-	7,811	-
	General grants provided by government/other charities	-	22,000	22,000	-
	Total	7,811	22,000	29,811	-
Charitable Activities	Challenge Event	11,407	-	11,407	-
	Total	11,407	-	11,407	-
TOTAL		19,218	22,000	41,218	-

9. Expenditure on charitable activities

Consulting	-	16,000	-	16,000
Production Costs	-	3,286	-	3,286
Travel Costs	-	114	-	114
Challenge Event Costs	774	-	-	774
Total expenditure on charitable activities	774	19,399	-	20,173
Other				
Consulting	9,013	-	-	9,013
Salaries	3,335	-	-	3,335
Employer's NI	146	-	-	146
	-	-	-	-
Total other expenditure	12,495	-	-	12,495
TOTAL EXPENDITURE	13,269	19,399	-	32,669

10. Analysis of expenditure on charitable activities.

Analysis of expenditure on charitable activities

		This year		
Activity or programme	Activities undertaken directly	Grant funding of activities	Support Costs	Total this year
	£	£	£	£
Challenge Event	774	-	-	774
Restricted Programme Grant	-	19,399	-	19,399
Other	-	-	-	-
Total	774	19,399	-	20,173

FINANCIAL REPORTING

11. Paid Employees

During this financial period the charity employed one staff member on a fixed term contract.

	This year
	£
Salaries and wages	3,335
Social security costs	146
Pension costs (defined contribution scheme)	
Other employee benefits	-
Total staff costs	<u>3,482</u>

12. Debtors

	This year
Trade debtors	-
Prepayments and accrued income	1,171
Other debtors	-
TOTAL	<u>1,171</u>

13. Creditors and Accruals

Accruals and deferred income	38,000
Taxation and social security	70
Other creditors	-
TOTAL	<u>38,070</u>

14. Deferred Income

Amounts added in current period	38,000
Amounts released to income from previous periods	-
Balance at the end of the reporting period	<u>38,000</u>

FINANCIAL REPORTING

15. Trustees

The Trustees of High Performance Foundation are:

Jake Humphrey
Karl Lokko
Mary Bekhait
Harriet Humphrey
Dan Ross

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