



**HIGH PERFORMANCE
FOUNDATION**

IT'S WITHIN.

**HIGH PERFORMANCE FOUNDATION
ANNUAL REPORT 2024-25**



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ABOUT THE HIGH PERFORMANCE FOUNDATION.

Our vision is to build the Mental Strength of every young person in the UK.

We believe that every young person—regardless of their background—deserves the tools to thrive.

We use the power of role models and storytelling to support young people to build the mindsets they need to improve their wellbeing and develop employability skills to thrive in life.

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 150 million downloads.

The High Performance Podcast has interviewed the world's top performers. From hundreds of interviews, a pattern emerged; six pillars of mental strength. Now, we're sharing them with young people, to help them shape their own story and believe it's within.

Mental Strength is the ability to manage your thoughts, emotions, and behaviours in a way that helps you face life's challenges with confidence and resilience.

Our vision is to build the Mental Strength of every young person in the UK.





**KICKSTART
AN
EVOLUTION**

FOREWORD BY CO-FOUNDER, JAKE HUMPHREY.



This year, we have truly seen the power of podcasting and its potential to create life-changing impact far beyond the headphones of those who download it. The conversations we have on The High Performance Podcast reach millions of listeners, but through the High Performance Foundation, we have been able to take those stories, insights and role models directly into classrooms, where they can support young people at a pivotal moment in their lives.

What has been especially powerful is seeing how these conversations translate into a carefully designed, evidence-led programme that helps young people build the mental strength, confidence and resilience they need to succeed.

Through Game Plan, inspiring role models are no longer just voices on a podcast; they become part of a structured learning experience that supports wellbeing and develops the crucial skills young people need for the future.

Knowing that the conversations we record — often deeply personal, honest and reflective — can have this kind of ripple effect is incredibly inspiring. To see them supporting teachers and positively shaping the lives of young people is something I am immensely proud to be a part of, and a legacy I am deeply motivated to continue building.

The progress made this year reinforces why the Foundation exists. When powerful stories are combined with thoughtful programme design and delivered by educators in the classroom, the impact can be extraordinary. This is only the beginning, and I am excited about what lies ahead as we continue to grow our reach and deepen our impact for young people across the UK and beyond.





INTRODUCTION BY CO-FOUNDER & CEO, CHLOE DANNATT.



I am proud to introduce our second annual report, which marks a year of significant growth and momentum for the High Performance Foundation. Building on our first year of learning, testing and partnership development, this year has been about scaling what works and laying strong foundations for the future.

In just our second year of operations, we grew our income from £41,000 to £514,000 and strengthened our organisational capacity by appointing a small but highly skilled team. Enabling us to expand our reach and impact at pace.

This year we focused on scaling our flagship programme, Game Plan. We have supported over 7,000 pupils to build their mental strength, improve their wellbeing and develop key employability skills through inspiring, classroom-based content.

A major milestone was the commissioning of an independent evaluation of Game Plan. The findings provide encouraging evidence of the programme's effectiveness, most notably demonstrating a statistically significant improvement in pupil wellbeing. This independent insight strengthens our confidence in the model and will guide our continued improvement as we scale further.

While we are proud of what has been achieved, we remain clear that this is only the beginning. Our ambition is undiminished, and we are excited about the opportunity ahead to reach many more young people across the UK and beyond.

OUR IMPACT

In 2023/24, we successfully piloted Game Plan, a classroom-based programme designed to strengthen young people's resilience, confidence and wellbeing.

Building on the success of this pilot, our focus in 2024/25 has been to scale Game Plan so that it can reach as many young people as possible, while commissioning an independent evaluation to deepen our understanding of the programme's impact and effectiveness.



1

Game Plan At Scale

We met our strategic objective of scaling Game Plan and over the year we were able to support 7766 pupils to improve their mental strength leading to improved wellbeing and employability skills.



= Game Plan has been implemented into one of more schools in the area.

7766 PUPILS.
39 SCHOOLS.

Locations include Barnsley, Birmingham, Bournemouth, Driffield (Yorkshire), Ellesmere Port, Grantham, Grimsby, Hull, Ipswich, London, Middlesbrough, Norfolk, Norwich, Nottingham, Plymouth, Reading, Rochester (Kent), Rugby, Ruislip (London), Sheffield, Somerset, South Wales, Southend, Stockton-on-Tees, Warwickshire, Weaverham, Wrexham, Poole, Sunderland

Key factors for success:



- Continued funding from Aviva allowed us to take our pilot work to scale.
- We have cultivated an education community of senior leaders in schools across the UK who share our passion for building young people's mental strength. In particular, partnerships with Outwood Grange Academies Trust and E-ACT have been instrumental to the development and roll out of Game Plan.

Spotlight - Outwood Grange Academies Trust (OGAT)

As part of OGAT's personal development curriculum review, the High Performance Foundation has been working alongside their team to co-create a programme that puts Game Plan at the centre. Bringing the world's most inspiring role models into OGAT classrooms through a structured curriculum that tracks pupils progress.



Game Plan being delivered in OGAT classrooms.



Outwood Grange Trust Student Voice Personal Development day.



Interviewing Lee Wilson, CEO of OGAT about the impact HPF is having on the students across the Trust



As part of our partnership with OGAT, High Performance Foundation Co-Founder and Chair, Jake Humphrey, presents to 6000 staff at the OGAT conference.



2

Measuring Impact

A key strategic priority this year has been to establish the effectiveness of Game Plan. To support this, the High Performance Foundation partnered with ImpactEd Evaluation to assess the programme's early impact following 6-12 weeks of delivery in schools.

The evaluation explored how Game Plan is being implemented, its early impact on pupil outcomes, and the successes and challenges experienced by schools. Its purpose was to identify what is working well, where improvements can be made, and how the programme can be strengthened as it continues to scale.

The findings are based on surveys from 1,897 students and teachers across ten schools in the East of England, London, the South East, and Yorkshire and the Humber.

Key findings and excerpts from this report:



Game Plan was found to address a real gap in school provision.



Game Plan increases pupil wellbeing - Pupil wellbeing scores increased by 6% across the two timepoints (Warwick Edinburgh Scale / Grit Scale).



Game Plan increases pupils ambition, resilience and self reflection.

Staff generally had a positive perception of Game Plan, with all areas receiving average ratings of above **4 out of 5**. Staff were asked to give scores on the following themes; variety of role models in the content, length of the sessions, variety to choose from, planning resources available (i.e. worksheets). The variety of role models for students in the videos was rated as the most effective area of Game Plan, receiving an average score of **4.5 out of 5**.

“Focus group feedback highlighted increased ambition, resilience and self-reflection among pupils, with some showing greater willingness to explore diverse career opportunities.”

“Game Plan was found to address a real gap in school provision to support pupils beyond academic preparation”

“Game Plan increases pupils ambition, resilience and self reflection”

The evaluation also gave us key areas to consider improving to make the provision even stronger

- » **Adapting content to better meet the needs of older students, including more academic and career-oriented materials.**
- » **Providing additional training and structured resources for teachers to facilitate discussions with confidence.**
- » **Enhancing flexibility in lesson delivery, ensuring bitesize sessions fit within tutor times while expanding full-length lesson options.**
- » **Exploring external input, including guest speakers and industry professionals, to further enrich student experience with the programme.**



3

Expanding the offer - new modules

We have begun the creation of a new module to further enhance the offering of Game Plan to schools. The new 'Mindset' module will expand the programme to offer all secondary age children lessons from year 7 to year 13.

This module will include 42 new lesson videos and resources suitable for tutor time and PSHE, plus additional assembly content.

Featured role models include;

- **Alex Scott MBE** - Former footballer & broadcaster
- **Aitch** - British rapper
- **Usain Bolt** - World-record sprinter
- **Will.i.am** - Musician, producer, and entrepreneur
- **KSI** - YouTuber and musician
- **Jill Scott** - Former England and Manchester City footballer, TV personality
- **Gareth Southgate** - England national football team manager and former player
- **Gary Barlow** - Singer, songwriter, Take That frontman and broadcaster
- **Scott McTominay** - Professional footballer
- **Gordon Ramsay** - Celebrity chef & entrepreneur
- **Sara Davies** - Entrepreneur & TV dragon (from Dragons' Den)

The Mindset module will be available for the new school year in Sept 2025.



GROWING OUR COMMUNITY.



At the High Performance Foundation, we are building a movement — one that brings people together to create real change. By investing in young people's Mental Strength, resilience and confidence, we are helping them unlock their potential and shape their futures.

We know this change can only happen through collective action. That's why we are building a movement people are proud to join and excited to support. This year, we laid the foundations — and we are just getting started.

High Performance Foundation Gala Dinner - June 2024

In June we held the launch of the High Performance Foundation at the McLaren Technology Centre.

The event was a big focus for the first part of the year and a huge highlight for the Foundation. It played a key role in introducing the foundation to prospective future supporters, raising vital funds and establishing the presence of the High Performance Foundation.

We were incredibly proud to partner with McLaren to deliver this event and for guests to have the opportunity to meet with Lando Norris and watch Tom Grennan as part of the experience.

Huge thanks to the event sponsors, guest speakers and those who bought tickets, donated prizes and bid in the auction.



KEY PARTNERSHIPS.



Throughout the year, we cultivated strategic partnerships that expanded our reach and enabled us to further our mission through collaborative action.

Aviva - continued partnership with Aviva has enabled us to scale the pilot we began with them and support more than 7,000 pupils this year.



Ruffer - we are incredibly proud to be working with Investment Management firm, Ruffer, in a partnership to support the expansion of Game Plan.



Tile Media - selected as charity partner of the year for Tile Media, we have been able to benefit from their fantastic content creation and video expertise.



Founding Patrons

This year, we launched our Founding Patron programme, inviting pioneering companies and individuals who share our belief in giving young people the opportunity to thrive to join us.

Founding Patrons are invited to play a pivotal role in the early growth of the High Performance Foundation, they provide the seed funding needed to act as a catalyst for scale and long-term impact.

We would like to thank the companies who joined us as Founding Patrons:

- **Matter**
- **Access Planit**
- **Pivotal**

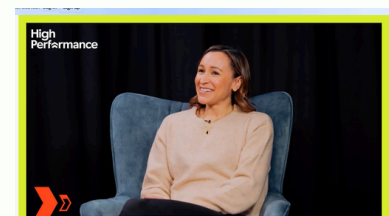
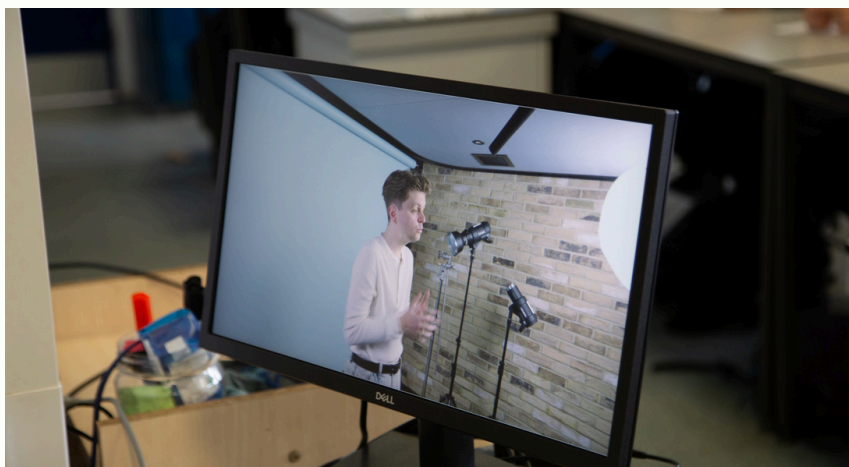
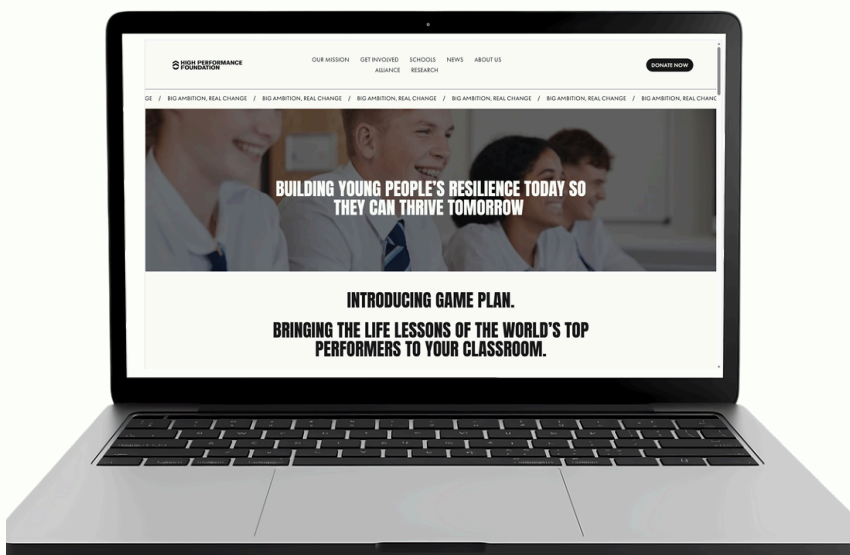


ORGANISATIONAL DEVELOPMENT.



This year, we appointed two permanent staff members to lead fundraising and communications, and programme delivery, working alongside the CEO. These appointments have increased our capacity and positioned the organisation for sustainable growth.

With the pro bono support of Pivotal we have developed a new website and launched our social media channels to build brand awareness and deepen engagement. Together, these developments represent essential building blocks for our ambitious future growth.



LOOKING AHEAD.



Strategic priorities for 2025/2026

- Our goal next year is to scale Game Plan and support 50,000 young people to build their Mental Strength
- We will launch the first ever research project into Mental Strength and collaborate with sector experts to create a tool that enables the measurement of mental strength
- Grow our community of supporters and donors than underpin this vital work



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.



FINANCIAL REPORTING.

Independent examiner report on the accounts

Report to the trustees	High Performance Foundation
On accounts for the year ended	31st March 2025
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 31/03/2025.

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:

The charity's gross income exceeded £250,000 and I am qualified to undertake the examination by being a qualified member of FCCA.

I have completed my examination.

FINANCIAL REPORTING.

I confirm that no material matters have come to my attention in connection with the examination (other than that disclosed below *) 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.

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: 15/01/26

Name: Paul Dixon

Relevant professional
qualification(s) or body (if
any): FCCA - 21st Oct 2018

Address: c/o Azoth Solutions Ltd, 13 The Close, Norwich. NR1 4DS

FINANCIAL REPORTING.

Financial Activities

Recommended categories by activity	Unrestricted funds £	Restricted income funds £	Total funds £
Income and endowments from:			
Donations and legacies	363,570	150,000	513,570
Charitable activities	-	-	-
Total	363,570	150,000	513,570
Expenditure on:			
Raising funds	135,797	-	135,797
Charitable activities	18,297	152,601	170,898
Other	41,332	-	41,332
Total	195,426	152,601	348,027
Net income/(expenditure) before tax for the reporting period	168,144	-	2,601
Tax payable	-	-	-
Net income/(expenditure) after tax before investment gains/(losses)	168,144	-	2,601
Net income/(expenditure)	168,144	-	2,601
Net movement in funds	168,144	-	2,601
Total funds brought forward	5,949	2,601	8,550
Total funds carried forward	174,093	0	174,093

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

	Unrestricted funds £	Total this year £	Total last year £
Current assets			
Debtors	-	-	1,171
Cash at bank and in hand	181,355	181,355	45,449
Total current assets	181,355	181,355	46,619
Creditors: Amounts falling due within one year	7,262	7,262	38,070
Net current assets/(liabilities)	174,093	174,093	8,550
Total assets less current liabilities	174,093	174,093	8,550
Total net assets or liabilities	174,093	174,093	8,550
Funds of the Charity			
Restricted income funds		-	2,601
Unrestricted funds	174,093	174,093	5,949
Total funds	174,093	174,093	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 Trustees:

Jake Humphrey - Chair of Trustees



15/01/2026

FINANCIAL REPORTING.

Notes to the Financial Statements

For the year ended 31st March 2025

1. Accounting Policies

Charity information High Performance Foundation is a charitable company limited by guarantee incorporated in England and Wales. The registered office is 10a Castle Meadow, Norwich. NR1 3DE.

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.

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.