

HEAD IN THE GAME

England & Wales · Charity number 1204792

Details

Other names HEAD IN THE GAME CIC

Status Registered

Legal form CIO

Registered 2023-09-19

Register [View on the Charity Commission register](#)

Contact

Address Unit 12
Sparrow Way
Lakesview Business Park
Canterbury
Kent
CT3 4AL

Phone 07507268045

Email info@headinthegame.co.uk

Website <https://headinthegame.co.uk/>

Activities

Objects: THE PRESERVATION AND PROTECTION OF GOOD PHYSICAL AND MENTAL HEALTH FOR THE PUBLIC BENEFIT IN PARTICULAR BY PROVIDING SPORTS BASED MENTAL HEALTH PROGRAMMES

Activities: The preservation and protection of good physical and mental health for the public benefit in particular by providing sports based mental health programmes

Classification

- **How:** Provides Services, Provides Advocacy/advice/information
- **What:** General Charitable Purposes, Amateur Sport, Other Charitable Purposes
- **Who:** Children/young People, The General Public/mankind

Geography

- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2025-05-31	£114,228	£100,576	-	-
2024-05-31	£122,416	£111,666	-	-

Trustees

Name	Role	Appointed
Hannah Barnett		2025-08-08
Jeremy Lief		2026-07-13
Jo Dawes		2024-01-19
Jonathan Lloyd		2023-09-19
KIMBERLEY JANE FOULKES		2023-09-19
Wendy Hawk		2024-02-20

HEAD IN THE GAME

England & Wales - Charity number 1204792

Accounts

CHARITY REGISTRATION NUMBER: 1204792

Head in the Game CIO
Unaudited Financial Statements
31 May 2025

BURGESS HODGSON LIMITED

Chartered accountants
Camburgh House
27 New Dover Road
Canterbury
Kent
CT1 3DN

Head in the Game CIO

Financial Statements

Year ended 31 May 2025

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Head in the Game CIO

Trustees' Annual Report

Year ended 31 May 2025

The trustees present their report and the unaudited financial statements of the charity for the year ended 31 May 2025.

Reference and administrative details

Registered charity name Head in the Game CIO

Charity registration number 1204792

Principal office Unit 12
Sparrow Way
Lakesview Business Park
Canterbury
Kent

The trustees

Jo Dawes
Jonathan Lloyd
Wendy Hawk
Declan O'Callaghan
Kimberley Jane Foulkes
Michael Anthony Barclay (Resigned 9 June 2025)

Independent examiner Alun Edwards FCA DChA MAAT
42 Westgate Close
Canterbury
Kent
CT2 8JH

Head in the Game CIO

Trustees' Annual Report *(continued)*

Year ended 31 May 2025

Structure, governance and management

Foreword from the Trustees

The past year has been one of growth, learning, and deepened impact for Head In The Game. Since our inception in 2021, we have supported nearly 2,000 people through our programmes, and in 2024-25 alone hundreds more engaged with us through football, netball, racquet sports, and new initiatives such as Community Hour.

Our mission remains clear and urgent: to prevent suicide and improve mental health through sport. What has changed is the way we deliver that mission. Over the past year, we have refocused our geographical priorities, expanded into new sports and age groups, and invested in long-term interventions that respond directly to participant feedback. We have also strengthened our governance, built new partnerships, and placed a stronger emphasis on corporate fundraising to secure our future.

We remain grateful to our staff, trustees, volunteers, funders, and most importantly our participants, who remind us every day why this work matters.

Structure, Governance and Management

Head In The Game CIO is a registered charity (number 1204792), set up by foundation on 19 September 2023 and governed as a charitable incorporated organisation. The charity is overseen by a Board of Trustees, supported by a management team, who together provide strategic leadership and operational oversight. Trustees are appointed through open recruitment, with a focus on diversifying skills and experiences to strengthen the charity's governance.

In 2024-25, we welcomed new trustees who bring expertise in governance, fundraising, sport, and mental health. Induction and training processes ensure that trustees are well prepared to support the charity's mission.

Head in the Game CIO

Trustees' Annual Report *(continued)*

Year ended 31 May 2025

Objectives and activities

Head In The Game is a mental health charity committed to preventing suicide and improving mental health and mental fitness through sport. Our purpose is rooted in personal experience of loss and recovery, and our work continues to be shaped by the belief that sport is a powerful tool for building resilience, reducing stigma, and creating community.

Our objectives are:

- To provide accessible, community-based programmes that improve mental fitness.
- To reduce suicide risk by intervening early through sport.
- To tackle stigma by normalising conversations about mental health.
- To ensure support reaches underserved and overlooked communities.

Expansion into Youth Programmes

This year marked a significant step forward with the launch of targeted programmes for 14-18 year olds, including our Bexley & Welling MindFuel MultiSport sessions. These programmes respond to the unique pressures faced by adolescents and offer both physical activity and safe conversations about wellbeing. For many young people, our sessions provide a much-needed outlet and a supportive community at a critical stage in their lives.

Broadening our Sporting Offer

While football remains central to our identity, in 2024-25 we expanded into netball and table tennis. Our new women's netball sessions in Welling and Bexley and community netball sessions in Maidstone and Malling have given women and women a space to engage in sport and mental fitness on their own terms. Table tennis, with its accessibility and focus on concentration, has also become a valued option for participants who prefer lower-impact activity.

By offering a wider range of sports, we are ensuring that more people can access mental fitness support in ways that work for them.

Community Hour: A Year-Long Intervention

One of the most important developments this year has been the creation of Community Hour. Born out of extensive participant feedback, Community Hour addresses the need for continuity and long-term engagement. Unlike our 12-week programmes, these are year-long, weekly sessions that provide consistency, stability, and an ongoing sense of belonging.

Community Hour is not a one-size-fits-all model. Each session is tailored to the needs of the local community, with participants shaping whether football, netball, or racquet sports are at the heart of the programme. Crucially, the model is also financially sustainable: local donations and sponsorships directly fund local sessions, creating a sense of ownership and investment within each community.

Feedback so far has been overwhelmingly positive, with participants describing Community Hour as a vital anchor in their week and, for some, a life-line during difficult times. By embedding this model

Head in the Game CIO

Trustees' Annual Report *(continued)*

Year ended 31 May 2025

across Kent and South London, HITG is making long-term, sustainable support a reality for more people than ever before.

No Substitute For Support

Our No Substitute For Support membership scheme has continued to grow, with three new corporate partners joining in 2024-25. They join an existing network that includes Brentford FC Community Sports Trust, West Ham United Foundation, Chelsea FC Foundation, Charlton Athletic Community Trust, Millwall Community Trust, Maidstone United's Stones Community Trust, Margate FC, Herne Bay FC, Tonbridge Angels, Dartford FC, and Wealdstone FC. These are Ebbsfleet Green School, Herne Bay Locks and Wantsum Self Storage.

These partnerships extend our impact into football clubs and local business's at all levels, embedding mental health awareness into their community outreach and providing training and resources to support players, staff, families, and fans.

Corporate and Cultural Collaborations

This year also saw the strengthening of our work with businesses and cultural organisations. Our collaboration with Kimberly-Clark has enabled us to deliver Community Hour football sessions in Gravesend, alongside in-house staff workshops, while our partnership with the Royal Opera House demonstrates how our model can be adapted to performance-based environments where pressures on wellbeing are high.

To support this work, we have appointed a new corporate fundraiser, who will lead the development of stronger corporate partnerships, workplace wellbeing programmes, and new income streams. Corporate fundraising is now a central part of our financial strategy, ensuring that we can sustain and expand our programmes.

Public Benefit

Throughout the year, the trustees of the charity acted with due regard to the Charity Commissions guidance on acting in the interest of public benefit

Head in the Game CIO

Trustees' Annual Report *(continued)*

Year ended 31 May 2025

Achievements and performance

Outcomes and Impact

Since 2021, nearly 2,000 people have engaged with Head In The Game programmes. In 2024-25, hundreds of individuals took part in 12-week programmes, Community Hour sessions, youth initiatives, and workplace workshops.

- 1,987 people have now engaged with HITG programmes since our inception in 2021, with over 500 supported in 2024-25 alone.
- 93% of participants completing a 12-week programme reported feeling mentally stronger and better able to cope with stress.
- 87% reported improved mood and reduced symptoms of anxiety or low mood after attending HITG sessions.
- 81% reported increased confidence and self-esteem, saying they felt more able to try new things and engage socially.
- 78% of participants said they had made new social connections or friendships through HITG programmes, reducing feelings of loneliness and isolation.

Participants consistently report improvements in wellbeing, resilience, and confidence. Many highlight reductions in feelings of isolation and increased willingness to talk about mental health. For some, HITG sessions have provided the first opportunity to discuss their struggles in a safe environment.

Importantly, our work has reached communities that are often underserved. In rural areas such as West Kingsdown and New Ash Green, supported through our partnership with Sevenoaks Borough Council, we have delivered regular sessions where access to mental health support is otherwise limited. These interventions not only support individuals but also build stronger, more connected communities.

Head in the Game CIO
Trustees' Annual Report *(continued)*
Year ended 31 May 2025

Financial review

Head In The Game holds reserves to ensure sustainability, enabling us to continue delivering free mental fitness programmes even during periods of financial uncertainty. The Board reviews reserves annually, with a target of maintaining a strong percentage of operating costs.

We continue to receive regular income through donations from our community, our own initiatives, and from a range of supportive funders. This consistent level of funding places the charity in a healthy position to sustain the work we deliver and to grow our programmes in the year ahead. We also maintain appropriate reserves that reflect several months of operating costs which ensures responsible financial management and protects the continuity of our services.

As a Board of Trustees we are currently reviewing the historic reserves policy in light of these growing programmes, to be updated to reflect 5-6 months of operating costs, being a range of £42,000 - £50,000. At the end of the financial year the charity is in a stable and almost comfortable financial position with unrestricted reserves of £37,749, which is broadly in line with this policy

Funding in 2024-25 came from a diverse range of sources, including the National Lottery, councils, charitable trusts, corporate partners, and individual donors. Significant contributions were received from London Borough Of Bexley, Herne Bay PCN, Dartford Council and The Fore, alongside support from businesses and our No Substitute For Support partners.

With the recruitment of a corporate fundraiser, we anticipate further growth in income from corporate sources, which will complement grant funding and ensure a more sustainable financial model.

Head in the Game CIO
Trustees' Annual Report *(continued)*
Year ended 31 May 2025

Plans for future periods

Looking ahead, we are committed to both consolidation and growth.

Expanding Sports: Building on the success of netball and table tennis, we will broaden our sporting offer even further, ensuring that our programmes remain inclusive and attractive to people of all ages and abilities.

Older Adults (55+): We will develop new programmes tailored to those aged 55 and above, recognising the particular risks of isolation and poor mental health in later life. These programmes will combine accessible physical activity with social connection.

Scaling Across the UK: While Kent and South London remain our priority, we are preparing to expand into other regions through a combination of direct delivery and partner-led models, ensuring national reach without losing our community-driven ethos.

Corporate Fundraising: With a dedicated corporate fundraiser now in post, we will grow our relationships with businesses, securing sponsorships, donations, and workplace wellbeing partnerships to ensure long-term sustainability.

Strengthening Community Hour: We will scale Community Hour into new areas, embedding it as a cornerstone of our offer. By listening to participants and adapting sessions to their needs, we will continue to deliver interventions that have both immediate and lasting impact.

Through these priorities, HITG will continue to grow its impact, reaching more people, breaking down stigma, and saving lives.

Conclusion

Head In The Game's achievements in 2024-25 reflect our continued commitment to supporting mental health through sport. From expanding our sporting offer and developing new youth and older adult programmes, to launching Community Hour and strengthening our corporate partnerships, we are building a charity that is sustainable, responsive, and impactful.

With nearly 2,000 people supported since 2021, we know that the need for our work is greater than ever. As we move forward, we will continue to listen to our participants, focus our efforts where they are most needed, and work tirelessly to ensure that everyone has access to the mental fitness support they deserve.

The trustees' annual report was approved on 27 February 2026 and signed on behalf of the board of trustees by:



Kimberley Jane Foulkes
Trustee

Head in the Game CIO

Independent Examiner's Report to the Trustees of Head in the Game CIO

Year ended 31 May 2025

I report to the trustees on my examination of the financial statements of Head in the Game CIO ('the charity') for the year ended 31 May 2025.

Responsibilities and basis of report

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

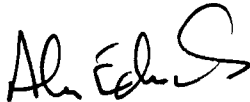
I report in respect of my examination of the charity's financial statements carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

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 giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the charity as required by section 130 of the Act; or
2. the financial statements do not accord with those records; or
3. the financial statements do 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.



Alun Edwards FCA DChA MAAT
Independent Examiner

42 Westgate Close
Canterbury
Kent
CT2 8JH

1 March 2026

Head in the Game CIO
Statement of Financial Activities
Year ended 31 May 2025

		Unrestricted funds	2025 Restricted funds	Total funds	2024 Total funds
	Note	£	£	£	£
Income and endowments					
Donations and legacies	4	74,983	—	74,983	117,626
Charitable activities	5	—	38,461	38,461	4,672
Investment income		784	—	784	118
Total income		<u>75,767</u>	<u>38,461</u>	<u>114,228</u>	<u>122,416</u>
Expenditure					
Expenditure on charitable activities	6,7	62,115	38,461	100,576	111,666
Total expenditure		<u>62,115</u>	<u>38,461</u>	<u>100,576</u>	<u>111,666</u>
Net income and net movement in funds		<u>13,652</u>	<u>—</u>	<u>13,652</u>	<u>10,750</u>
Reconciliation of funds					
Total funds brought forward		24,097	—	24,097	13,347
Total funds carried forward		<u>37,749</u>	<u>—</u>	<u>37,749</u>	<u>24,097</u>

The statement of financial activities includes all gains and losses recognised in the year.
All income and expenditure derive from continuing activities.

The notes on pages 11 to 16 form part of these financial statements.

Head in the Game CIO
Statement of Financial Position
31 May 2025

	Note	2025 £	2024 £
Current assets			
Debtors	11	1,014	—
Cash at bank and in hand		126,051	33,547
		<u>127,065</u>	<u>33,547</u>
Creditors: amounts falling due within one year	12	89,316	9,450
Net current assets		<u>37,749</u>	<u>24,097</u>
Total assets less current liabilities		<u>37,749</u>	<u>24,097</u>
Net assets		<u>37,749</u>	<u>24,097</u>
Funds of the charity			
Unrestricted funds		37,749	24,097
Total charity funds	13	<u>37,749</u>	<u>24,097</u>

These financial statements were approved by the board of trustees and authorised for issue on 27 February 2026 and are signed on behalf of the board by:



Kimberley Jane Foulkes
Trustee

The notes on pages 11 to 16 form part of these financial statements.

Head in the Game CIO
Notes to the Financial Statements
Year ended 31 May 2025

1. General information

The charity is a public benefit entity and a registered corporate charity in England and Wales. The address of the principal office is Unit 12, Sparrow Way, Lakesview Business Park, Canterbury, Kent, CT3 4AL

2. Statement of compliance

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

3. Accounting policies

Grant income recognition

The charity recognises grant income on an accrual basis over the period in which the charity satisfies the performance obligations specified by the grant agreement.

Where grant conditions require a specific length of service, income is allocated proportionately to the stage of completion.

Basis of preparation

The financial statements have been prepared on the historical cost basis.

The financial statements are prepared in sterling, which is the functional currency of the entity.

Going concern

There are no material uncertainties about the charity's ability to continue.

Judgements and key sources of estimation uncertainty

Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under circumstances.

There were no judgements, estimates or assumptions that will materially affect the financial statements in the period.

Head in the Game CIO

Notes to the Financial Statements *(continued)*

Year ended 31 May 2025

3. Accounting policies *(continued)*

Fund accounting

Unrestricted funds are available for use at the discretion of the trustees to further any of the charity's purposes.

Designated funds are unrestricted funds earmarked by the trustees for particular future project or commitment.

Restricted funds are subjected to restrictions on their expenditure declared by the donor or through the terms of an appeal, and fall into one of two sub-classes: restricted income funds or endowment funds.

Incoming resources

All incoming resources are included in the statement of financial activities when entitlement has passed to the charity; it is probable that the economic benefits associated with the transaction will flow to the charity and the amount can be reliably measured. The following specific policies are applied to particular categories of income:

- income from donations or grants is recognised when there is evidence of entitlement to the gift, receipt is probable and its amount can be measured reliably.
- legacy income is recognised when receipt is probable and entitlement is established.
- income from donated goods is measured at the fair value of the goods unless this is impractical to measure reliably, in which case the value is derived from the cost to the donor or the estimated resale value. Donated facilities and services are recognised in the accounts when received if the value can be reliably measured. No amounts are included for the contribution of general volunteers.
- income from contracts for the supply of services is recognised with the delivery of the contracted service. This is classified as unrestricted funds unless there is a contractual requirement for it to be spent on a particular purpose and returned if unspent, in which case it may be regarded as restricted.

Head in the Game CIO

Notes to the Financial Statements *(continued)*

Year ended 31 May 2025

3. Accounting policies *(continued)*

Resources expended

Expenditure is recognised on an accruals basis as a liability is incurred. Expenditure includes any VAT which cannot be fully recovered, and is classified under headings of the statement of financial activities to which it relates:

- expenditure on raising funds includes the costs of all fundraising activities, events, non-charitable trading activities, and the sale of donated goods.
- expenditure on charitable activities includes all costs incurred by a charity in undertaking activities that further its charitable aims for the benefit of its beneficiaries, including those support costs and costs relating to the governance of the charity apportioned to charitable activities.
- other expenditure includes all expenditure that is neither related to raising funds for the charity nor part of its expenditure on charitable activities.

All costs are allocated to expenditure categories reflecting the use of the resource. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs are apportioned between the activities they contribute to on a reasonable, justifiable and consistent basis.

4. Donations and legacies

	Unrestricted Funds £	Total Funds 2025 £	Unrestricted Funds £	Total Funds 2024 £
Donations				
Donations and Unrestricted Grants	<u>74,983</u>	<u>74,983</u>	<u>117,626</u>	<u>117,626</u>

5. Charitable activities

	Restricted Funds £	Total Funds 2025 £	Restricted Funds £	Total Funds 2024 £
Restricted Grants	<u>38,461</u>	<u>38,461</u>	<u>4,672</u>	<u>4,672</u>

6. Expenditure on charitable activities by fund type

	Unrestricted Funds £	Restricted Funds £	Total Funds 2025 £
Sports based mental health programmes	<u>62,115</u>	<u>38,461</u>	<u>100,576</u>
	Unrestricted Funds £	Restricted Funds £	Total Funds 2024 £
Sports based mental health programmes	<u>106,994</u>	<u>4,672</u>	<u>111,666</u>

Head in the Game CIO

Notes to the Financial Statements *(continued)*

Year ended 31 May 2025

7. Expenditure on charitable activities by activity type

	Activities undertaken directly £	Total funds 2025 £	Total fund 2024 £
Sports based mental health programmes	<u>100,576</u>	<u>100,576</u>	<u>111,666</u>

8. Independent examination fees

	2025 £	2024 £
Fees payable to the independent examiner for: Independent examination of the financial statements	<u>—</u>	<u>1,100</u>

The independent examination has been completed as a gift for the charity on a pro bono basis.

9. Staff costs

The total staff costs and employee benefits for the reporting period are analysed as follows:

	2025 £	2024 £
Wages and salaries	64,764	71,901
Social security costs	1,485	—
Other employee benefits	286	281
	<u>66,535</u>	<u>72,182</u>

The average head count of employees during the year was 3 (2024: 5).

No employee received employee benefits of more than £60,000 during the year (2024: Nil).

Key Management Personnel

During the year, the charity remunerated key management personnel a total of £64,569.

10. Trustee remuneration and expenses

During the year, no remuneration or other benefits from employment with the charity were received by the trustees (2024: £nil).

No trustee expenses were reimbursed during the year

11. Debtors

	2025 £	2024 £
Other debtors	<u>1,014</u>	<u>—</u>

Head in the Game CIO

Notes to the Financial Statements *(continued)*

Year ended 31 May 2025

12. Creditors: amounts falling due within one year

	2025	2024
	£	£
Accruals and deferred income	<u>89,316</u>	<u>9,450</u>

Deferred Income Reconciliation

	B/F	Deferred In	Released In	C/F
	£	Year	Year	£
2025	7,500	88,466	(7,500)	88,466
2024	—	7,500	—	7,500

13. Analysis of charitable funds

Unrestricted funds

	At 1 June 2024	Income	Expenditure	At 31 May 2025
	£	£	£	£
General funds	<u>24,097</u>	<u>75,767</u>	<u>(62,115)</u>	<u>37,749</u>

	At 1 June 2023	Income	Expenditure	At 31 May 2024
	£	£	£	£
General funds	<u>13,347</u>	<u>117,744</u>	<u>(106,994)</u>	<u>24,097</u>

Restricted funds

	At 1 June 2024	Income	Expenditure	At 31 May 2025
	£	£	£	£
Restricted Grant Funded Courses	<u>—</u>	<u>38,461</u>	<u>(38,461)</u>	<u>—</u>

	At 1 June 2023	Income	Expenditure	At 31 May 2024
	£	£	£	£
Restricted Grant Funded Courses	<u>—</u>	<u>4,672</u>	<u>(4,672)</u>	<u>—</u>

Head in the Game CIO

Notes to the Financial Statements *(continued)*

Year ended 31 May 2025

14. Analysis of net assets between funds

	Unrestricted Funds £	Restricted Funds £	Total Funds 2025 £
Current assets	38,599	88,466	127,065
Creditors less than 1 year	(850)	(88,466)	(89,316)
Net assets	37,749	–	37,749

	Unrestricted Funds £	Restricted Funds £	Total Funds 2024 £
Current assets	26,047	7,500	33,547
Creditors less than 1 year	(1,950)	(7,500)	(9,450)
Net assets	24,097	–	24,097

15. Operating lease commitments

The total future minimum lease payments under non-cancellable operating leases are as follows:

	2025 £	2024 £
Not later than 1 year	2,365	3,500

During the year, the charity incurred expenses of £8,332 in relation to operating leases.

16. Related parties

No transactions with related parties took place during the year.

Head in the Game CIO
Management Information
Year ended 31 May 2025

The following pages do not form part of the financial statements.

Head in the Game CIO
Detailed Statement of Financial Activities
Year ended 31 May 2025

	2025 £	2024 £
Income and endowments		
Donations and legacies		
Donations and Unrestricted Grants	<u>74,983</u>	<u>117,626</u>
Charitable activities		
Restricted Grants	<u>38,461</u>	<u>4,672</u>
Investment income		
Bank interest	<u>784</u>	<u>118</u>
Total income	<u><u>114,228</u></u>	<u><u>122,416</u></u>
Expenditure		
Expenditure on charitable activities		
Purchases	4,467	4,154
Wages and salaries	64,764	71,901
Employer's NIC	1,485	—
Other post-retirement benefits	286	281
Operating leases	12,774	4,675
Rent	7,908	12,901
Light and heat	219	—
Insurance	362	191
Advertising and Marketing	5,010	9,638
Other motor/travel costs	481	305
Legal and professional fees	1,085	5,307
Telephone	354	715
Other office costs	151	101
Computer software, consumables and maintenance	633	476
Printing, postage and stationery	66	414
Subscriptions	531	607
	<u>100,576</u>	<u>111,666</u>
Total expenditure	<u><u>100,576</u></u>	<u><u>111,666</u></u>
Net income	<u><u>13,652</u></u>	<u><u>10,750</u></u>

HEAD IN THE GAME

England & Wales - Charity number 1204792

Accounts

CHARITY REGISTRATION NUMBER: 1204792

Head in the Game CIO
Unaudited Financial Statements
31 May 2024

BURGESS HODGSON LLP

Chartered accountants
Camburgh House
27 New Dover Road
Canterbury
Kent
CT1 3DN

Head in the Game CIO

Financial Statements

Year ended 31 May 2024

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Head in the Game CIO

Trustees' Annual Report

Year ended 31 May 2024

The trustees present their report and the unaudited financial statements of the charity for the year ended 31 May 2024.

Reference and administrative details

Registered charity name	Head in the Game CIO
Charity registration number	1204792
Principal office	Unit 12 Sparrow Way Lakesview Business Park Canterbury Kent

The trustees

Jo Dawes	(Appointed 19 January 2024)
Jonathan Jonathan	(Appointed 19 September 2023)
Wendy Hawk	(Appointed 20 February 2024)
Danny O'Callaghan	(Appointed 19 November 2023)
Kimberley Jane Foulkes	(Appointed 19 September 2023)
Michael Anthony Barclay	(Appointed 19 September 2023)

Independent examiner	Simon Bailey CTA FCA Camburgh House 27 New Dover Road Canterbury Kent CT1 3DN
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Head in the Game CIO

Trustees' Annual Report *(continued)*

Year ended 31 May 2024

Structure, governance and management

Organisational Structure

The company is registered as a charitable incorporated organisation (CIO) and was set up by a CIO Foundation on 19 September 2023, as amended on 5 December 2024.

HITG is overseen by a board of six trustees and three managers who meet every six to twelve weeks to review strategy, operations, and financial sustainability. We maintain rigorous oversight of our finances and programme effectiveness through regular internal reviews.

The CIO is a registered charity (number 1204792). Operations commenced 19th September 2023.

Trustee selection methods

Trustees are appointed by the Board of Trustees. Following the charity's registration with 3 founding Trustees, the trustees decided to engage a process of open recruitment to appoint three further trustees in late 2023 and 2024 resulting in new appointments to the Board.

The appointment of Declan O'Callaghan, Jo Dawes and Wendy Hawk as a trustee's marks a significant step in strengthening the charity's leadership and strategic direction

Trustees retain the ability to recommend individuals of interest to the Board, but now primarily operate with an open recruitment policy following skills analysis of the Board

Induction and training of trustees

New trustees undergo an initial induction to brief on the role of a trustee, Head In The Game's charitable purpose, strategy and priorities, finances, staffing and operations and any current issues. Thereafter, there is an annual away day and other training is arranged as appropriate

Head in the Game CIO

Trustees' Annual Report *(continued)*

Year ended 31 May 2024

Objectives and activities

Head In The Game is a mental health charity committed to preventing suicide and improving mental health and mental fitness through sport. Our work is driven by personal experience of loss, grief, and mental health struggles, as well as the transformative role football and other sports have played in the lives of those we serve. Our mission is to provide accessible and practical mental health support to individuals of all backgrounds while addressing the stigma that continues to surround mental health.

In 2024/25, we continued to deliver significant public benefit through our programs, projects, and advocacy work, with a core focus on sport as a vehicle for mental fitness.

Key Activities and Impact

12-Week Mental Fitness Programs

Our flagship initiative, free 12-week mental fitness programs, remained at the heart of our service delivery. These programs provide participants with the opportunity to engage in structured physical activity, including football, badminton, and racquet sports, within a safe and supportive environment.

Football Programs

These sessions focused on promoting mental resilience, teamwork, and physical health while fostering an inclusive sense of community.

Badminton and Racquet Sports Programs

Introduced as an expansion to our services, these sports provide low-impact but highly engaging physical activity, catering to individuals who may prefer alternatives to football or seek new ways to build confidence and self-esteem.

Each program integrates mental health education, coping strategies, and group discussions, helping participants not only improve their mental fitness but also gain practical tools for managing stress, anxiety, and low mood.

Community Engagement and Collaboration

In collaboration with local communities, football clubs, and organisations, we expanded our outreach efforts to make mental health support more visible and accessible. One standout event was the launch of Wealdstone FC's Community Foundation during a match against Braintree Town, held in memory of Fred Tickell, who tragically took his own life. The event served as a powerful reminder of the urgent need for suicide prevention and mental health advocacy.

Our work also involved strengthening partnerships with football clubs and community groups to reach individuals who may not have otherwise accessed mental health support. These collaborations allowed us to deliver tailored interventions to specific communities and demographics, widening our impact.

Head in the Game CIO

Trustees' Annual Report *(continued)*

Year ended 31 May 2024

Breaking Down Stigma

A core component of our work is challenging the stigma associated with mental health. We've used sport as a universal language to normalise conversations around mental wellbeing, creating an environment where participants feel safe discussing issues like anxiety, depression, and grief. By embedding mental health education within our programs, we help participants understand their mental fitness and encourage them to seek help when needed.

The Role of Supporters and Ambassadors

Our supporters, including individuals like ex international footballer Steven Reid, have played an instrumental role in amplifying our mission. Steve became an official supporter of the charity, serving as a powerful example of the transformative impact of our work. His advocacy and participation have allowed us to inspire others to prioritise their mental health and have opened new pathways to engage with those who may benefit from our services.

Advocacy and Awareness Campaigns

In addition to our programs, we focused on raising awareness through public events, campaigns, and partnerships. These initiatives aimed to educate the wider public about the importance of mental fitness, the value of early intervention, and the critical need for suicide prevention. By sharing stories of recovery, resilience, and hope, we have continued to foster a culture of openness and understanding.

Overcoming Challenges

While we have made significant progress, we continue to face challenges in funding and the persistent stigma surrounding mental health. Despite these obstacles, we remain determined to provide free programs and ensure no one is turned away due to financial barriers. Our commitment to building partnerships, raising awareness, and fostering a sense of community has been pivotal in overcoming these challenges.

Outcomes And Public Benefit

Our work has directly benefitted individuals at risk of poor mental health by equipping them with tools to manage their well-being, reducing isolation, and fostering a sense of belonging through sport. Participants have reported improvements in mood, confidence, and overall mental health, as well as a greater willingness to engage in conversations about their well-being. By delivering these services at no cost, we have ensured accessibility for all, particularly those in underserved or marginalized communities.

Through our programs and campaigns, Head In The Game continues to create lasting change, providing life-saving support and breaking down barriers to mental health care.

Head in the Game CIO

Trustees' Annual Report *(continued)*

Year ended 31 May 2024

Our Impact

Throughout the year, HITG supported 389 people, offering structured 12-week programmes, workplace mental fitness sessions, and community-based initiatives. Our participants engaged in a variety of activities, including football, badminton, and other racquet sports, helping to build resilience and improve overall wellbeing.

We track all participation and impact data through our CRM database, allowing us to measure the effectiveness of our programmes. This includes recording attendance, engagement levels, and feedback from participants. We also monitor diversity metrics to ensure our programmes are inclusive and accessible to all. Our data collection helps us refine our approach and demonstrate the tangible benefits of our work to funders and stakeholders.

Future Plans

Looking ahead, HITG aims to expand our impact by strengthening partnerships with local councils and launching year-long weekly drop-in sessions. These initiatives will provide continuous support for individuals struggling with their mental health, offering regular access to structured sessions and peer support networks.

Contribution made by volunteers

To date, we are proud to have 18 dedicated volunteers who play an integral role in the success of the charity. Their commitment and hard work have allowed us to expand our services into new geographical areas, ensuring that more people have access to our mental fitness programmes. Additionally, their efforts have been instrumental in developing meaningful legacy projects that leave a lasting positive impact on the communities we serve. Perhaps most importantly, our volunteers bring a wealth of lived experience, which they generously share with participants in our programmes. This fosters a sense of connection, understanding, and inspiration, helping us to create a supportive and inclusive environment for everyone we work with.

Head in the Game CIO

Trustees' Annual Report *(continued)*

Year ended 31 May 2024

Achievements and performance

Head In The Game has made remarkable strides in addressing mental health challenges by creating accessible, innovative, and impactful programs that leverage the power of sport. Through a combination of free mental fitness initiatives, collaborative partnerships, high-profile support, and targeted community engagement, the charity has improved the lives of its beneficiaries while contributing to broader societal benefits.

The charity's flagship 12-week mental fitness programs have been a game-changer for individuals struggling with their mental health. Delivered through football and racquet sports such as badminton, these programs provide participants with a safe and inclusive space to work on their mental and physical well-being. By focusing on fitness, teamwork, and open dialogue, these sessions foster resilience, build confidence, and reduce social isolation.

Feedback from participants highlights the transformative nature of these programs. Many report improved mental clarity, reduced feelings of loneliness, and enhanced coping mechanisms for managing stress. The structured yet flexible approach ensures that individuals at all levels of fitness and mental health can participate and benefit.

HITG has successfully forged meaningful relationships with football clubs across different levels of the game, from professional teams like Wealdstone FC to grassroots clubs such as Medway Utd North Under 11's. These partnerships allow the charity to embed its mental health messaging within the football community, using the sport as a platform to reach individuals who may not otherwise engage with mental health support services.

Sponsorship of youth teams like Medway Utd further demonstrates HITG's commitment to fostering mental health awareness at an early age, ensuring that young players grow up understanding the importance of mental fitness alongside physical fitness.

The involvement of high-profile figures such as ex-England international Matt Jarvis and former professional footballer Steven Reid has significantly raised the charity's visibility. Their support not only enhances HITG's credibility but also helps to normalise conversations around mental health within the football community and beyond. These endorsements serve as a powerful reminder that mental health challenges can affect anyone and that seeking help is a sign of strength.

HITG's ability to tailor its approach to different sectors has expanded its reach and relevance. For example, the charity collaborated with the Royal Opera House to deliver mental health workshops for employees in the arts sector. Similarly, HITG supported the construction industry during Mental Health Awareness Week, recognising the high prevalence of mental health challenges in this sector.

These initiatives highlight HITG's adaptability and commitment to addressing mental health challenges across diverse communities and professions. By meeting people where they are-whether in the workplace, the arts, or sports-the charity ensures its impact is both deep and wide-ranging.

HITG has demonstrated innovation in its fundraising efforts, including the Euro 2024 England song initiative and a Legacy 6-a-side tournament. These events not only raise vital funds to sustain the charity's work but also engage the community in fun, memorable, and purpose-driven activities.

Donations from organisations like Kent BNI, which raised £1,500, further underscore the charity's ability to inspire support from a range of stakeholders. The launch of a text donation service also ensures that contributing to the cause is simple and accessible for everyone.

The appointment of Jo Dawes and Wendy Hawk as a trustee's marks a significant step in strengthening the charity's leadership and strategic direction. By expanding its governance team,

Head in the Game CIO

Trustees' Annual Report *(continued)*

Year ended 31 May 2024

HITG ensures that it has the expertise and capacity to sustain its growth and maximise its impact in the years to come.

HITG's public campaigns, including its 2023 Christmas campaign, were designed to raise awareness about mental health while reducing stigma. These campaigns reinforce the message that mental health support is a universal need and that no one should feel ashamed to seek help.

The impact of HITG's work on its beneficiaries is profound and far-reaching. Participants in the charity's programs often come from backgrounds where mental health struggles have gone unaddressed due to stigma, lack of access, or personal barriers. By providing a welcoming and non-judgmental space, HITG empowers individuals to take control of their mental health.

Key outcomes reported by beneficiaries include:

- Improved mental resilience and coping skills.
- A reduction in feelings of loneliness and social isolation.
- Increased confidence and self-esteem.
- Better physical health, which in turn supports mental well-being.

The charity's focus on community and connection helps individuals feel seen, heard, and valued elements that are critical for mental health recovery and growth.

The work of HITG has ripple effects that extend beyond its direct beneficiaries:

Breaking Down Stigma

Through public campaigns, high-profile endorsements, and its presence in traditionally male-dominated spaces like football, HITG is helping to normalize conversations about mental health. This reduction in stigma encourages more people to seek help and fosters a culture of openness and support.

Community Building

By engaging people in group activities and sports, HITG strengthens social bonds and builds a sense of community. These connections are vital for combating loneliness and fostering a collective sense of purpose.

Suicide Prevention

With its roots in a mission to prevent suicide, HITG's work directly addresses one of the most devastating outcomes of untreated mental health issues. By intervening early and providing accessible support, the charity saves lives and reduces the emotional and economic toll of suicide on families and communities.

Head in the Game CIO

Trustees' Annual Report *(continued)*

Year ended 31 May 2024

Economic Impact

Mental health challenges are a leading cause of lost productivity and increased healthcare costs. By helping individuals manage their mental health, HITG contributes to a healthier, more productive workforce and reduces the burden on public health services.

A Model for Other Organisations

HITG's innovative approach to combining sports and mental health serves as a model for other charities and organisations. Its success demonstrates that creative, community-driven solutions can make a tangible difference in addressing complex social issues.

Conclusion

Head In The Game's achievements over the past year reflect its unwavering commitment to improving mental health through sport and community engagement. By offering accessible programs, forming impactful partnerships, and driving public awareness, the charity has transformed the lives of its beneficiaries while contributing to a healthier, more connected society. HITG stands as a beacon of hope for individuals and communities grappling with mental health challenges, proving that sport can be a powerful force for change.

Head in the Game CIO

Trustees' Annual Report *(continued)*

Year ended 31 May 2024

Financial review

Head In The Game holds reserves to ensure the stability and sustainability of our charitable operations, enabling us to fulfil our mission to prevent suicide and improve mental health through sport.

Reserves are a crucial part of our financial planning, providing a safeguard against unforeseen circumstances and financial challenges.

The reserves are maintained to ensure the continuity of our 12-week mental fitness programs and other critical initiatives, even during periods of funding shortfalls. They also provide financial security in case of unforeseen events, such as a sudden drop in donations, increased demand for services, or unexpected expenses.

Additionally, reserves allow us to invest in opportunities that align with our mission, such as expanding our mental health programs or developing partnerships, ensuring long-term impact.

The target level of reserves is reviewed annually by our Board of Trustees, considering operating costs, risks, and strategic priorities.

Typically, we aim to hold reserves equivalent to 25% of operating costs, providing a balance between financial security and the effective use of funds.

Our reserves are managed in line with our financial policies, with regular monitoring and reporting to ensure transparency and accountability. Any decision to utilise or adjust reserves is made collaboratively by the Trustees, prioritising the charity's long-term stability.

By maintaining an appropriate level of reserves, Head In The Game ensures that we can continue to deliver vital mental health support while adapting to challenges and seizing opportunities to expand our impact.

Review of the going concern of the charity

After making appropriate enquiries, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future.

For this reason they continue to adopt the going concern basis in preparing the financial statements. Further details regarding the adoption of the going concern basis can be found in the Accounting Policies.

Funding has been secured from Herne Bay PCN, Bexley Council, and Sevenoaks Borough Council, ensuring the sustainability of our operations throughout 2025.

Principal sources of funds

The principal sources of funding are National Lottery, individuals, companies, charitable trusts and other organisations with an interest in the communities of England/Kent/Medway.

Significant donations were received during the period from a number of charitable trusts, individuals, statutory bodies and corporations including:

Head in the Game CIO

Trustees' Annual Report *(continued)*

Year ended 31 May 2024

- Tunbridge Wells Council (£2,335)
- Sevenoaks Borough Council (£7,475)
- Gravesham Council (£2,500)
- Charity Membership (£2,000)

Principal risks facing the charity

As a charity dedicated to improving mental health and preventing suicide, Head In The Game faces several principal risks. One of the most significant is the possibility of a participant taking their own life, which, despite our best efforts, remains a tragic reality in the field of mental health. Such an event could profoundly impact our staff, volunteers, and wider community.

Additionally, the risk of participant injury during physical activities is ever-present and requires diligent health and safety protocols to mitigate. Reputational damage is another key concern, as maintaining trust within the community is essential for our work. This risk could arise from external factors or misunderstandings.

Securing adequate funding also remains a critical challenge; without consistent financial support, the sustainability of our programmes is at risk. Furthermore, shifting governmental priorities and policies could divert attention and resources away from mental health initiatives, potentially affecting our ability to deliver services and expand our reach. These risks necessitate robust risk management strategies and a proactive approach to safeguarding our mission.

The trustees' annual report was approved on ^{31/03/2025} and signed on behalf of the board of trustees by:



[Kimberley Foulkes \(Mar 31, 2025 10:39 GMT+1\)](#)

Kimberley Jane Foulkes
Trustee

Charity Secretary

Head in the Game CIO

Independent Examiner's Report to the Trustees of Head in the Game CIO

Year ended 31 May 2024

I report to the trustees on my examination of the financial statements of Head in the Game CIO ('the charity') for the year ended 31 May 2024.

Responsibilities and basis of report

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

I report in respect of my examination of the charity's financial statements 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 giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the charity as required by section 130 of the Act; or
2. the financial statements do not accord with those records; or
3. the financial statements do 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.



Simon Bailey CTA FCA
Independent Examiner

Camburgh House
27 New Dover Road
Canterbury
Kent
CT1 3DN

Head in the Game CIO
Statement of Financial Activities
Year ended 31 May 2024

		Unrestricted funds	2024 Restricted funds	Total funds	2023 Total funds
	Note	£	£	£	£
Income and endowments					
Donations and legacies	4	117,626	4,672	122,298	79,602
Investment income		118	—	118	—
Total income		<u>117,744</u>	<u>4,672</u>	<u>122,416</u>	<u>79,602</u>
Expenditure					
Expenditure on charitable activities	5,6	106,994	4,672	111,666	79,602
Total expenditure		<u>106,994</u>	<u>4,672</u>	<u>111,666</u>	<u>79,602</u>
Net income and net movement in funds		<u>10,750</u>	<u>—</u>	<u>10,750</u>	<u>—</u>
Reconciliation of funds					
Total funds brought forward		13,347	—	13,347	13,347
Total funds carried forward		<u>24,097</u>	<u>—</u>	<u>24,097</u>	<u>13,347</u>

The statement of financial activities includes all gains and losses recognised in the year.
All income and expenditure derive from continuing activities.

The notes on pages 14 to 19 form part of these financial statements.

Head in the Game CIO
Statement of Financial Position
31 May 2024

	Note	2024 £	2023 £
Current assets			
Cash at bank and in hand		33,547	13,753
Creditors: amounts falling due within one year	10	9,450	406
Net current assets		<u>24,097</u>	<u>13,347</u>
Total assets less current liabilities		<u>24,097</u>	<u>13,347</u>
Net assets		<u>24,097</u>	<u>13,347</u>
Funds of the charity			
Unrestricted funds		24,097	13,347
Total charity funds	11	<u>24,097</u>	<u>13,347</u>

These financial statements were approved by the board of trustees and authorised for issue on 31/03/2025, and are signed on behalf of the board by:

Kimberley Foulkes

[Kimberley Foulkes \(Mar 31, 2025 10:39 GMT+1\)](#)

Kimberley Jane Foulkes
Trustee

The notes on pages 14 to 19 form part of these financial statements.

Head in the Game CIO
Notes to the Financial Statements
Year ended 31 May 2024

1. General information

The charity is a public benefit entity and a registered charity in England and Wales and is unincorporated. The address of the principal office is 302 Office 302 Lombard House, Upper Bridge Street, Canterbury, Kent, CT1 2NF.

2. Statement of compliance

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

3. Accounting policies

Basis of preparation

The financial statements have been prepared on the historical cost basis, as modified by the revaluation of certain financial assets and liabilities and investment properties measured at fair value through income or expenditure.

The financial statements are prepared in sterling, which is the functional currency of the entity.

Going concern

There are no material uncertainties about the charity's ability to continue.

Judgements and key sources of estimation uncertainty

Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under circumstances.

There were no judgements, estimates or assumptions that will materially affect the financial statements in the period.

Fund accounting

Unrestricted funds are available for use at the discretion of the trustees to further any of the charity's purposes.

Designated funds are unrestricted funds earmarked by the trustees for particular future project or commitment.

Restricted funds are subjected to restrictions on their expenditure declared by the donor or through the terms of an appeal, and fall into one of two sub-classes: restricted income funds or endowment funds.

Head in the Game CIO

Notes to the Financial Statements *(continued)*

Year ended 31 May 2024

3. Accounting policies *(continued)*

Incoming resources

All incoming resources are included in the statement of financial activities when entitlement has passed to the charity; it is probable that the economic benefits associated with the transaction will flow to the charity and the amount can be reliably measured. The following specific policies are applied to particular categories of income:

- income from donations or grants is recognised when there is evidence of entitlement to the gift, receipt is probable and its amount can be measured reliably.
- legacy income is recognised when receipt is probable and entitlement is established.
- income from donated goods is measured at the fair value of the goods unless this is impractical to measure reliably, in which case the value is derived from the cost to the donor or the estimated resale value. Donated facilities and services are recognised in the accounts when received if the value can be reliably measured. No amounts are included for the contribution of general volunteers.
- income from contracts for the supply of services is recognised with the delivery of the contracted service. This is classified as unrestricted funds unless there is a contractual requirement for it to be spent on a particular purpose and returned if unspent, in which case it may be regarded as restricted.

Resources expended

Expenditure is recognised on an accruals basis as a liability is incurred. Expenditure includes any VAT which cannot be fully recovered, and is classified under headings of the statement of financial activities to which it relates:

- expenditure on raising funds includes the costs of all fundraising activities, events, non-charitable trading activities, and the sale of donated goods.
- expenditure on charitable activities includes all costs incurred by a charity in undertaking activities that further its charitable aims for the benefit of its beneficiaries, including those support costs and costs relating to the governance of the charity apportioned to charitable activities.
- other expenditure includes all expenditure that is neither related to raising funds for the charity nor part of its expenditure on charitable activities.

All costs are allocated to expenditure categories reflecting the use of the resource. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs are apportioned between the activities they contribute to on a reasonable, justifiable and consistent basis.

Financial instruments

A financial asset or a financial liability is recognised only when the charity becomes a party to the contractual provisions of the instrument.

Basic financial instruments are initially recognised at the amount receivable or payable including any related transaction costs.

Head in the Game CIO

Notes to the Financial Statements *(continued)*

Year ended 31 May 2024

3. Accounting policies *(continued)*

Financial instruments *(continued)*

Current assets and current liabilities are subsequently measured at the cash or other consideration expected to be paid or received and not discounted.

Debt instruments are subsequently measured at amortised cost.

Where investments in shares are publicly traded or their fair value can otherwise be measured reliably, the investment is subsequently measured at fair value with changes in fair value recognised in income and expenditure. All other such investments are subsequently measured at cost less impairment.

Other financial instruments, including derivatives, are initially recognised at fair value, unless payment for an asset is deferred beyond normal business terms or financed at a rate of interest that is not a market rate, in which case the asset is measured at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

Other financial instruments are subsequently measured at fair value, with any changes recognised in the statement of financial activities, with the exception of hedging instruments in a designated hedging relationship.

Financial assets that are measured at cost or amortised cost are reviewed for objective evidence of impairment at the end of each reporting date. If there is objective evidence of impairment, an impairment loss is recognised under the appropriate heading in the statement of financial activities in which the initial gain was recognised.

For all equity instruments regardless of significance, and other financial assets that are individually significant, these are assessed individually for impairment. Other financial assets are either assessed individually or grouped on the basis of similar credit risk characteristics.

Any reversals of impairment are recognised immediately, to the extent that the reversal does not result in a carrying amount of the financial asset that exceeds what the carrying amount would have been had the impairment not previously been recognised.

4. Donations and legacies

	Unrestricted Funds £	Restricted Funds £	Total Funds 2024 £
Donations			
Donations and Grants	<u>117,626</u>	<u>4,672</u>	<u>122,298</u>

	Unrestricted Funds £	Restricted Funds £	Total Funds 2023 £
Donations			
Donations and Grants	<u>79,602</u>	<u>—</u>	<u>79,602</u>

Head in the Game CIO

Notes to the Financial Statements *(continued)*

Year ended 31 May 2024

5. Expenditure on charitable activities by fund type

	Unrestricted Funds £	Restricted Funds £	Total Funds 2024 £
Sports based mental health programmes	<u>106,994</u>	<u>4,672</u>	<u>111,666</u>

	Unrestricted Funds £	Restricted Funds £	Total Funds 2023 £
Sports based mental health programmes	<u>79,602</u>	<u>—</u>	<u>79,602</u>

6. Expenditure on charitable activities by activity type

	Activities undertaken directly £	Total funds 2024 £	Total fund 2023 £
Sports based mental health programmes	<u>111,666</u>	<u>111,666</u>	<u>79,602</u>

7. Independent examination fees

	2024 £	2023 £
Fees payable to the independent examiner for: Independent examination of the financial statements	<u>1,100</u>	<u>—</u>

8. Staff costs

The total staff costs and employee benefits for the reporting period are analysed as follows:

	2024 £	2023 £
Wages and salaries	<u>71,901</u>	<u>52,910</u>
Other employee benefits	<u>281</u>	<u>610</u>
	<u>72,182</u>	<u>53,520</u>

The average head count of employees during the year was 5 (2023: 3).

No employee received employee benefits of more than £60,000 during the year (2023: Nil).

9. Trustee remuneration and expenses

During the year, no remuneration or other benefits from employment with the charity were received by the trustees (2023: £nil).

Head in the Game CIO

Notes to the Financial Statements *(continued)*

Year ended 31 May 2024

10. Creditors: amounts falling due within one year

	2024	2023
	£	£
Trade creditors	—	406
Accruals and deferred income	9,450	—
	<u>9,450</u>	<u>406</u>

11. Analysis of charitable funds

Unrestricted funds

	At 1 June 2023	Income	Expenditure	At 31 May 2024
	£	£	£	£
General funds	13,347	117,744	(106,994)	24,097

	At 1 June 2022	Income	Expenditure	At 31 May 2023
	£	£	£	£
General funds	13,347	79,602	(79,602)	13,347

Restricted funds

	At 1 June 2023	Income	Expenditure	At 31 May 2024
	£	£	£	£
Restricted Funds	—	4,672	(4,672)	—

	At 1 June 2022	Income	Expenditure	At 31 May 2023
	£	£	£	£
Restricted Funds	—	—	—	—

12. Analysis of net assets between funds

	Unrestricted Funds	Restricted Funds	Total Funds 2024
	£	£	£
Current assets	26,047	7,500	33,547
Creditors less than 1 year	(1,950)	(7,500)	(9,450)
Net assets	<u>24,097</u>	<u>—</u>	<u>24,097</u>

	Unrestricted Funds	Restricted Funds	Total Funds 2023
	£	£	£
Current assets	13,753	—	13,753
Creditors less than 1 year	(406)	—	(406)
Net assets	<u>13,347</u>	<u>—</u>	<u>13,347</u>

Head in the Game CIO

Notes to the Financial Statements *(continued)*

Year ended 31 May 2024

13. Operating lease commitments

The total future minimum lease payments under non-cancellable operating leases are as follows:

	2024	2023
	£	£
Not later than 1 year	3,500	—

14. Related parties

No transactions with related parties took place during the year.

Head in the Game CIO
Management Information
Year ended 31 May 2024

The following pages do not form part of the financial statements.

Head in the Game CIO

Detailed Statement of Financial Activities

Year ended 31 May 2024

	2024 £	2023 £
Income and endowments		
Donations and legacies		
Donations and Grants	<u>122,298</u>	<u>79,602</u>
Investment income		
Bank interest	<u>118</u>	<u>—</u>
Total income	<u><u>122,416</u></u>	<u><u>79,602</u></u>
Expenditure		
Expenditure on charitable activities		
Purchases	4,154	808
Wages and salaries	71,901	52,910
Staff Training	281	610
Pitch & Location Hire	4,675	8,253
Rent	12,901	6,800
Repairs and maintenance	—	148
Insurance	191	138
Advertising & Marketing	9,638	2,830
Other motor/travel costs	305	1,184
Legal and professional fees	5,307	3,236
Telephone	715	531
Other office costs	101	283
Computer software, consumables and maintenance	476	1,008
Printing, postage and stationery	414	736
Subscriptions	607	127
	<u>111,666</u>	<u>79,602</u>
Total expenditure	<u><u>111,666</u></u>	<u><u>79,602</u></u>
Net income	<u><u>10,750</u></u>	<u><u>—</u></u>