

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').

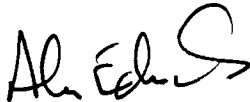
I report in respect of my examination of the charity's financial statements carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

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>