



End of Year Report 2024

Registered Charity Number: 1204995

Principal Address:

98 Burns Road

London

NW10 4DX

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Black Girls Do Run UK Impact Report 2024–2025

Introduction and Welcome

Welcome to the 2024–2025 Black Girls Do Run UK Impact Report - our very first and one we hope does justice to the energy, love and purpose that fuel this incredible community.

Black Girls Do Run UK is an England Athletics affiliated running group and family dedicated to creating a safe, supportive, and empowering space for Black women and girls to embrace the joy of running.

Our mission is simple yet powerful: to increase representation, challenge stereotypes, and inspire more women to lace up their trainers and reclaim streets, parks and trails as their own.

We run for health. We run for joy. We run for well-being. We run for belonging.
We run to see ourselves and to ensure others see us too.

By championing inclusivity and amplifying diverse voices, we break down barriers and make running a space where every woman feels seen, valued and celebrated just as she is.

This report captures what we've achieved together over the past year and offers a glimpse into the bright future still ahead.

Our Structure

In October 2023, Black Girls Do Run UK became an official charity, evolving from a grassroots community into a registered organisation with a clear mission, a solid structure and an unwavering purpose.

Our foundation is built on community, inclusivity and empowerment.
We are led by a small but passionate team of trustees and volunteers who are committed to making running more inclusive, more visible and more joyful for Black and Brown women.

As a charity, we are guided by three core principles:

- **Transparency** - being open about our decisions, processes, and the impact we aim to have
- **Accountability** - ensuring we deliver on our promises and use resources responsibly
- **Community-first leadership** - listening to and learning from the very people we serve

While our structure continues to grow and evolve, one thing will never change:
We are built by community, for community.

Our Vision and Values

Our Vision

To inspire and empower Black women to lead healthier lives through running, fostering a community where everyone feels welcome, represented and celebrated.

Where It All Began

Black Girls Do Run UK started in 2019 with a single Instagram page, created to spark change and shift the narrative about who belongs in running spaces.

Our mission then is still our mission today:

To encourage, motivate and inspire Black and Brown women, especially at grassroots level to run.

We exist to create space.

To build confidence.

To remind every woman who laces up her trainers that she belongs here.

Our Core Values

Everything we do is grounded in five key values that shape our movement and guide our decisions:

1. **Representation Matters**
We challenge the lack of visibility by showing up proudly, joyfully and unapologetically - in spaces where we have long been underrepresented, building confidence and resilience among our members.
2. **Community First**
We are more than runners, we are a sisterhood. We celebrate each other's wins, support one another through challenges, and believe no one should run alone.
3. **Grassroots Power**
We know change often begins on pavements, in parks and at parkrun start lines. We believe in the ripple effect of community-led movement and its contribution to societal well-being.
4. **Joy Over Speed**
We centre joy, not pace. Whether you're running, walking, or cheering, you belong here.
5. **Inclusive and Intentional**
We hold space with care. Our events, language and leadership are shaped by and for Black and Brown women, grounded in our lived experiences.

Respect: We treat every individual with dignity and consideration.

Together, these values fuel a movement where no one is left behind, every story matters and every mile makes a difference.

Financial Overview

Black Girls Do Run UK completed its first full financial year as a registered charity on 31 October 2024, marking a significant milestone in our mission to create space, visibility, and community for Black women in running. Guided by a dedicated board of five volunteer trustees, we operated without paid staff or office costs, ensuring that all funds were directed towards our charitable work. Over the year, we received £17,438 primarily from donations, with additional income from community-led activities and spent £3,985 on charitable initiatives. No funds were used for fundraising costs or salaries. At the end of the period, we held £13,453 in unrestricted reserves, positioning us well for future growth. This first year as a registered charity reflects our deep commitment to purpose-driven work, good governance, and meaningful community impact.

Our full accounts are included in the Appendix.

Key Achievements: 2024–2025

From awards to cultural celebrations, new partnerships to expanding participation, this year has been one of deep community impact, visibility and progress.

Recognition & Awards

- **England Athletics Community Project of the Year** — A proud milestone acknowledging our mission to make running more inclusive, joyful and unapologetic.
 - **BBC London** – We featured on BBC London show The Scene with award winning presenter Jacqueline Shepherd. Discussing all things running – from breaking barriers to the joy of movement.
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Partnerships That Matter

- **Sweaty Betty:** From Blue Monday community runs to the Royal Parks Half, we brought representation to high streets, race routes, and beyond
 - **Motiv Sports:** Partnering on Hackney Moves, Oxford Half, Blenheim Palace Triathlon, and more, showcasing the power of community-led movement
 - **London Landmarks Half Marathon:** Gifted race entries helped six members experience their first half marathon
 - **London Marathon Events:** ongoing involvement with LME, which include providing community race places and community hub at the London Marathon Expo.
 - **Threshold Sports:** Now in year three of partnership, encouraging more women into ultra marathons, proving endurance has many faces and every pace belongs.
 - **Sports Direct & ASICS:** Represented Black women runners, our sisterhood and community, on an international stage at the Vienna Women's Run.
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Campaigns & Cultural Celebrations

- **Red January, Her Spirit Push-Up Challenge, Che's Advent Challenge:** From festive motivation to rising every day in January, these campaigns kept us motivated, connected and resilient.

- **Black History Month** – Celebrating Our Sisters: A powerful portrait exhibition at Fulham Palace, spotlighting portraits by Simon R Roberts - honouring the brilliance and legacy of black women in sport and beyond.
 - **Peloton Studios x BGDRUK**: A heritage run with Peloton Studios passing through Black historic landmarks, followed by a post run reception. This event was a wonderful celebration of culture and connection.
 - **Lordship Recreation Ground parkrun Takeover**: For International Women's Day we took over the volunteer roles at parkrun, celebrating empowerment and equality for all women and girls.
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Platform Growth & Storytelling

- **New Website** - we launched a beautiful new website designed by Katie Di Felicianantonio (Made by Katie), which reflects the heart of our mission, our movement and our members.
 - **Monthly Blog Spot** – we introduced a monthly community blog to share authentic voices and stories written by our members.
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Run Programme Expansion

- Added two new run sessions at Sweaty Betty Kings Cross and Westfield White City – made possible through our partnership.
- Now hosting:
 - 1 weekly session (North West London)
 - 4 bi-weekly sessions (East London, South London, Kings Cross, Westfield White City)

These sessions continue to grow, offering consistency, confidence, and connection to women across the capital.

Milestones & Movement

- Celebrated our 6th birthday: a powerful reminder of where we started and how far we've come.
 - Reaching 9k followers on Instagram
-

Growth & Community Engagement

- Expanded our Heylo and Strava communities
- Improved onboarding with a new database, ensuring our space remains inclusive and intentional.
- Significant rise in participation and storytelling from women of all paces and backgrounds.
- Introduction of BGDRUK Support fund. A scheme to help our members overcome financial barriers in running.
- The creation of a Run Kit Library to make running accessories more accessible for our community by borrowing essential items.

Community Impact: Listening to Our Members

In March–April 2025, we launched our first-ever Annual Community Survey. With 33 thoughtful responses, we gained valuable insights:

Connection & Belonging

- Average connection score: 4.27 / 5
- Members valued representation, sisterhood, and pride

“It’s so lovely to feel part of the majority.”

“Encouragement, joy, pride – it’s all here”

Communication

- Average satisfaction score: 4.67 / 5
- Suggestions included: clearer subgroup categories, pinned updates, simplified race info.

Events & Meet-ups

- Most loved: parkruns, social runs, and training
- Members asked for:
 - More local events beyond London
 - Family-friendly activities
 - Walking options

Future Priorities

Our members showed strong interest in:

- Regional expansion (North London, Essex, Manchester)
 - Race training support and mentorship
 - Wellness and advocacy around issues affecting Black women
 - Uplifting quieter voices, especially back-of-the-pack runners
- “A mentorship programme for different ages would be brilliant.”
“Please don’t forget the quiet ones – we’re here too.”

Key Recommendations

Priority	Action
Regional growth	Develop local meet-ups beyond London

Priority	Action
Diversify activities	Add walking groups, health & lifestyle events
Boost community roles	Invite members to lead on socials and partnerships
Simplify merchandise	Streamline ordering through a central platform
Highlight inclusivity	Showcase diverse paces and stories

Campaigns & Advocacy

Advocacy is not an add-on for us, it's core to our mission.

This year, we:

- Spoke at panels and expos about women's safety, ultra running, inclusion, and leadership
- Featured in *Women's Running* magazine ("Women's Safety Is Not a Seasonal Issue")
- Contributed to *This Girl Can* Phase Four, ensuring Black women's voices were heard
- Led and supported grassroots events and shakeout runs
- Met with race organisers to advocate for truly inclusive events

We show up because we know **change happens when we do**.

Fundraising & Support

This year, voluntary membership contributions and partner sponsorships have made a tangible difference - helping us fund community-led events, mentorship, and advocacy for Black and Brown women in running.

Special thanks to:

- **London Marathon** (athletes fundraising for us)
- **Voluntary membership**
- **Sporting Equals** (collaboration and funding support)

Every donation, no matter the size, keeps our movement moving. We are so grateful to each member, volunteer, partner, and supporter for being part of this journey.

Looking Ahead

In the coming year, we will:

- Expand regional groups to other areas.
- Seek additional funding through grants, sponsorships, and local partnerships
- Deepen collaborations with local councils to deliver community events

- Launch new wellness, mentorship, and youth-led programmes
 - Keep fighting for safer, more inclusive spaces for every runner
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Closing Message

To every woman who has shown up, every volunteer who has led with heart, every donor who has invested in this vision, **we thank you.**

Black Girls Do Run UK deeply appreciates the on-going support of the women who choose to opt in for voluntary membership. Their commitment, financial and otherwise helps sustain the heart of our work: community-led events, mentorship, advocacy and visibility for Black and Brown women in running. Every contribution, no matter the size, plays a part in keeping our movement thriving. We would like to thank all our members, volunteers; leadership team, partners and supporters for helping us achieve our goals and have an impact in the running world.

Together, we will keep creating spaces of joy, belonging and power for Black women in running. We cannot wait to see where the next year takes us and we're so proud to share this journey with you.

One movement. One sisterhood. One mile at a time.

Black Girls Do Run UK

Registered Charity Number: 1204995

Trustees' Report and Financial Statements

for the period to 31 October 2024

Black Girls Do Run UK

Annual Report and Financial Statements For the period ending 31 October 2024

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Black Girls Do Run UK

Registered office: 98 Burns Road, London, NW10 4DX

Administrative details of the charity, the trustees and advisors

The Trustees present their report together with the accounts of the charity for the period ended 31 October 2024.

The following trustees served from 2 October 2023 and up to the date of the approval of the accounts:-

Natasha Thompson (Chair)
Celeste Stevens
Sacha Lumley
Ann-Marie Kennedy
Linda Agyemang

Registered Charity Number 1204995

Principal address 98 Burns Road
London
W10 4DX

Bankers Monzo Bank Limited
Broadwalk House
5 Appold Street
London
EC2A 2AG

Black Girls Do Run UK
Statement of Financial Activities
For the period ending 31 October 2024

	Note	2024 Unrestricted Funds
Income from:		
Donations and legacies		14,890
Grants		-
Charitable Activities		2,548
Investment income		-
Total income		<hr/> 17,438 <hr/>
Expenditure on:		
Fundraising costs		-
Charitable activities		3,985
Total expenditure		<hr/> 3,985 <hr/>
Net movement in funds		13,453
Total funds carried forward at 31 October 2024		<hr/> <hr/> £ 13,453 <hr/> <hr/>

All of the above results are derived from continuing activities.

The statement of financial activities includes all gains and losses recognised in the above periods.

The attached notes form part of these financial statements.

Black Girls Do Run UK
Balance Sheet

	Note	2024 Unrestricted Funds
Current assets		
Cash at bank and in hand		13,453
Debtors		-
		<hr/>
		13,453
Creditors: amounts falling due within one year		-
		<hr/>
Net current assets		13,453
		<hr/>
Net assets		£ 13,453
		<hr/> <hr/>
Charity Funds:		
Unrestricted funds		13,453
		<hr/>
Total funds		£ 13,453
		<hr/> <hr/>

Approved by the board of Trustees on 2024 and signed on its behalf by:

Natasha Thompson TRUSTEE

The attached notes form part of these financial statements.

Black Girls Do Run UK

Notes to the Financial Statements - 31 October 2024

1 Accounting policies

a) Basis of preparation of financial statements

The financial statements have been prepared to give a 'true and fair' view and have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a 'true and fair' view. This departure has involved following the Charities SORP (FRS 102) published in October 2019 rather than the Accounting and Reporting by Charities: Statement of Recommended Practice effective from 1 April 2005 which has since been withdrawn.

The financial statements have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant notes to these accounts. The financial statements have been prepared in accordance with the Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019), the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Charities Act 2011.

Black Girls Do Run UK constitutes a public benefit entity as defined by FRS 102.

b) Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the trustees in furtherance of the general objectives of the charity and which have not been designated for other purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the charity for particular purposes. The costs of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

c) Income

Donations and gifts are reflected in the financial statements in the period in which they are received.

Income tax recoverable in respect of gift aid donations is brought into account in the same period as the relevant donation.

For legacies, entitlement is taken as the earlier of the date on which either: the charity is aware that probate has been granted, the estate has been finalised and notification has been made by the executor(s) to the charity that a distribution will be made, or when a distribution is received from the estate. Receipt of a legacy, in whole or in part, is only considered probable when the amount can be measured reliably and the charity has been notified, or the charity is aware of the granting of probate, and the criteria for income recognition have not been met, then the legacy is treated as a contingent asset and disclosed if material.

Gifts in kind donated for distribution are included at valuation and recognised as income when they are distributed to the projects.

d) Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement, and the amount of the obligation can be measured reliably.

Expenditure on charitable activities is expenditure incurred on the charity's operations, including support costs and costs relating to the governance of the charity apportioned to charitable activities.

Support costs are those costs incurred directly in support of expenditure on the objects of the charity. Governance costs are those costs incurred in connection with administration of the charity and compliance with constitutional and statutory requirements.

All expenditure is inclusive of irrecoverable VAT.

Black Girls Do Run UK**Notes to the Financial Statements - 31 October 2024****1 Accounting policies (continued)****e) Tangible fixed assets and depreciation**

All assets costing more than £500 are capitalised.

Tangible fixed assets are carried at cost or valuation, net of depreciation and any provision for impairment. Depreciation is not charged on freehold land. Depreciation is provided at rates calculated to write off the cost or valuation of fixed assets, less their estimated residual value, over their expected useful lives.

f) Debtors

Trade and other debtors are recognised at the settlement amount after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

g) Cash at bank

Cash at bank includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

h) Liabilities

Liabilities are recognised when there is an obligation at the balance sheet date as a result of a past event, it is probable that a transfer of economic benefit will be required in settlement, and the amount of the settlement can be estimated reliably. Liabilities are recognised at the amount that the charity anticipates it will pay to settle the debt or the amount it has received as advanced payments for the goods or services it must provide.

i) Financial instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

j) Accounting estimates and areas of judgment

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 the circumstances.

The charity makes estimates and assumptions concerning the future. The resulting accounting estimates and assumptions will, by definition, seldom equal the related actual results.

2 Trustees

Travel and subsistence expenses of £563 were paid to 1 trustee to enable her to attend meetings and generally carry out her governance responsibilities. No trustee received any remuneration or benefits.

3 Analysis of staff costs

No staff were employed by the charity.