

# The Crown Foundation

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Trustees' Annual Report

For the period ended 15/12/2023 - 05/04/2025

## 1. Reference and Administrative Details

Charity name: The Crown Foundation

Charity number: 1206225

Trustees: Richard Oluwatoyin, Jorge Aka, Jamie Fernandes

Structure: Charitable organisation registered in England and Wales.

## 2. Structure, Governance and Management

The Crown Foundation is governed by its board of trustees, who hold overall legal responsibility for the charity.

The charity was established to support young people from disadvantaged backgrounds by enabling access to extracurricular opportunities that contribute to their personal development and wellbeing.

The founder of the charity leads the development of the charity's programmes, partnerships, and operational planning. Trustees provide oversight of the charity and support its development where appropriate.

During this reporting period the charity remained in an early development stage and therefore formal governance activities were limited.

## 3. Objectives and Activities

The charitable objective of The Crown Foundation is to advance opportunities for young people aged 11–18 from disadvantaged backgrounds in East London by supporting access to extracurricular activities.

These activities may include sports programmes, music and arts education, community activity sessions, and provision of equipment and materials necessary to participate.

The charity aims to sponsor students by covering the cost of activity subscriptions, equipment such as sports clothing, instruments or art materials, and participation in structured programmes delivered by community organisations.

The Crown Foundation intends to work with local schools and small community organisations to curate and deliver sessions that provide enriching experiences for young people who may otherwise face barriers to participation.

#### **4. Achievements and Performance**

During the reporting period, The Crown Foundation did not raise funds and did not undertake charitable activities.

However, the founder used this period to develop the foundation for future operations. This included conducting research into youth access to extracurricular activities in East London, building a database of schools and small community organisations that could partner with the charity, and developing the concept and delivery approach for the charity's sponsorship model.

#### **5. Market Research and Need for the Charity**

Young people aged 11–18 from disadvantaged backgrounds in East London face increasing barriers to extracurricular participation due to the cost-of-living crisis.

Parents spend an average of £237.32 per child per year on extracurricular activities, with 28% reporting financial hardship as a result. Approximately one-third of families have reduced participation due to financial pressures.

Key barriers include the cost of activities, transport costs, and limited local availability. Community organisations are also facing declining participation and reduced financial support from donors and sponsors.

The Crown Foundation aims to address this gap by sponsoring extracurricular participation and providing resources to young people who need them most.

#### **6. Financial Review**

Total income during the reporting period: £0

Total expenditure during the reporting period: £0

The charity did not undertake fundraising activities during the year. Initial planning work was carried out on a voluntary basis.

#### **7. Plans for Future Periods**

The charity intends to begin operational activities once initial funding has been secured.

Initial plans include establishing a website, securing grants and donations, and launching the first sponsorship programme for young people in East London.

An example of planned activity includes partnering with Eastside Basketball, which runs basketball camps for young people. An initial grant of £500 would allow the charity to sponsor two weeks of basketball camp participation.

In the longer term, the charity hopes to expand support to additional extracurricular opportunities, including music lessons, and potentially extend its support beyond East London to the wider London area.