

Optimise Foundation

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Trustees Annual Report
&
Statement of Financial Activity
for the period
24th June 2024 to 1st July 2025

Completed 26/09/2025
Charity No: 1208831

Section A: Reference and administration details

Charity name: Optimise Foundation

Other names charity is known by: N/A

Registered charity number: 1208831

Charity's principal address: 4 Ernest Close, Lower Bourne, Farnham, GU10 3NL

Names of the charity trustees who manage the charity:

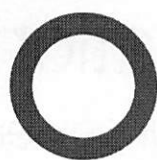
Trustee name	Office (if any)	Dates acted if not for whole year
Joanna Chisholm	Chair	
Daniel Reynolds	Treasurer	Appointed 01/04/2025
Sarah McCulloch	Safeguarding Lead	
Samantha Gold	Communications and Fundraising Lead	Appointed 09/10/2024
Philippa Barr		24/06/2024 - 09/02/2025

Names of Advisors and Type of Advisor:

Dr Rebecca Bell	Medical Doctor (specialising in general practice)
Dr Nicky Keay	Medical Doctor (specializing in exercise endocrinology)
Rachel Morris	Paralympian – (disability and inclusivity)
Lou Granell	Personal Trainer (exercise and female physiology)
Shivani Ranjit	Strength and Conditioning Coach (reducing injury, tailored rehabilitation and return to play)
Monique Collman	Natural Body Builder (lived experience – body confidence and disordered eating)
Polly Reynolds	Public Health Specialist
Lucy Harper	Head of PE at Weydon School and former professional footballer
Tammy Gaw	Strategy and resource development
Eleen Craig	Branding and Communications

Name of Chief Executive or names of senior Staff Members

Leza Milligan	Founder and Chief Executive
Anna Frey	Head of Operations
Emma Butcher	Head of Programmes
Chloe Duncan	Head of Communications and Engagement



Section B: Structure, governance and management

Description of the charity's trusts	
Type of governing document:	Constitution
How the charity is constituted:	Optimise Foundation is constituted as a Charitable Incorporated Organisation registered with the Charity Commission on 26th June 2024 under registration number 1208831.
Trustee selection methods:	Existing trustees are responsible for recruiting new trustees. In selecting individuals for appointment as charity trustees, the charity trustees must have regard to the skills, knowledge and experience needed for the effective administration of Optimise Foundation. Potential trustees are invited to attend trustees' meetings as observers and are given more details of the charity's aims and activities and, if all agree, they are then proposed as new trustees at the subsequent trustees' meeting. Any appointment must be made at a meeting held according to the ordinary practice of the Board of Trustees as outlined in the Constitution. Each appointment is for a term of three years.

Additional governance issues (Optional information)

The Board of Trustees – which currently has four members – administers Optimise Foundation. The trustees receive no financial remuneration for their involvement. The board meets on a quarterly basis. All trustees are independent of each other. We welcome and encourage applicants from all backgrounds and do not discriminate based on age, disability (physical or learning), LGBTQI+ or relationship status, pregnancy and maternity, race, religion and belief, gender or social class. All trustees attend safeguarding training within 3 months of appointment.

To enable him/her/they/them to hit the ground running, new trustees are provided with

- Optimise Constitution and full set of policies held by the charity
- An up-to-date budget and the most recent management accounts;
- Copies of the last three Board minutes, agenda for the next Board meeting (and calendarized invite to four future meeting dates);
- A Code of Conduct and all relevant Board Policies in existence;

- Details of any Conflicts of Interest requirements.
- The essential trustee: what you need to know, what you need to do (CC3)

A Chief Executive Officer is appointed by the trustees in a voluntary capacity to manage the day-to-day operations of the charity. To facilitate effective operations, the Chief Executive Officer has delegated authority, within terms of delegation approved by the trustees, for operational matters including, finance, employment, and all programme activities.

Optimise has both a register to consider major risks and a system and procedures to manage them. We have benefited from pro bono support from Slaughter and May LLP who have advised on legal compliance and helped us to develop all our policies. Mulberry Accountants in Farnham have helped us to develop our financial policy. The following policies and systems are now in place to support the efficient, accountable and professional running of the charity:

- Financial policy
- Risk management policy
- Risk register
- Data protection policy
- Equal opportunities and equality at work policy
- Adult at risk safeguarding policy
- Child safeguarding policy
- Online safety policy
- Volunteer policy
- Complaints Policy and Procedures
- Privacy policy
- Conflicts of interest register
- Conflicts of Interest Policy
- Trustee code of conduct
- Trustee expenses policy

Section C: Objectives and activities

Charitable objectives:

The objectives of Optimise Foundation for the year ending 1st July 2025 were

- the advancement of education for the public benefit in female physiology and its impact in sports training and physical activity for girls and women of all ages and stages of life including by the publication and dissemination of research.



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- the promotion and protection of the health of women and girls for the public benefit by providing information and support to empower more women and girls at all stages of life, to engage and participate in amateur sports so that they enjoy better mental and physical health outcomes.

Summary of the main activities undertaken for the public benefit in relation to these objects

All trustees confirm that they have had due regard to the Charity Commission's guidance on public benefit when reviewing the charity's aims and objectives and in planning future activities. In particular, the trustees have considered how the planned activities will contribute to the charity's aims and benefit the public.

In line with our charitable objectives and in consideration of the public benefit, our mission is to improve conditions and understanding for female athletes in grassroots sports through:

Consultation: We ask female athletes, coaches, parents, teachers and local sports clubs representatives what would help them increase awareness and normalise conversations around female physiology in sport.

Education: We produce what they need – evidenced-based educational workshops, infographics, downloadable resources, 'how to' guides and 'conversation plans' to increase understanding and trigger conversations around female health and performance in grassroots sport.

Dissemination: We deliver in person workshops, expert presentations and support to athletes, grassroots coaches, teachers and parents on all aspects of female physiology in sport from menstrual cycle tracking to injury prevention. We use online means to provide local clubs, schools and academies throughout the UK with the educational materials and resources to improve conditions, enhance understanding and normalise conversations around female health and performance in their own communities.

We work across all sports and offer this education to promote female health and performance outcomes, reduce the gender gap and empower female athletes to thrive.

Section D: Achievements and performance

Summary of the main achievements of the charity during the year

Over the past year, we've really focused on creating and delivering person centred education that addresses taboo head on and normalises conversations about health and wellbeing of women and girls in our local community. We have delivered workshops to local schools and sports clubs on how the hormone fluctuations of the menstrual cycle can affect exercise and wellbeing, the importance of proper breast support in sport, tailored training and exercise in

the post-menopausal body, nutrition tips and fuelling strategies for teenage athletes and specialised education on injury prevention for teenage swimmers. Delivering education in person allows us to consult, test and refine our curricula and resources so that they always respond to the needs of our community and the challenges they face. In person delivery enables us to build partnerships, inspire behaviour change and monitor impact.

Being designed and created specifically for and by our community is crucial to its successful rollout to other communities, grassroots clubs and schools throughout the UK in future.

Before our education:	After our education:
13% of surveyed participants received information about the menstrual cycle solely from social media, 55% had never learned about the covered topic before 50% were uncomfortable talking about their bodies 43% were 'unlikely' to tell a sports coach if they were in pain and 10% would 'never tell' anyone, friend or coach.	97% said they would track their cycle and change their behaviour 80% stated they would 'definitely' tell others and encourage them to participate 95% stated 'this education will help me in life as well as in sport' 100% stated our programming provided 'new learning and understanding on how hormones can affect my body in sport and life'.

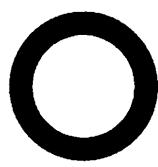
We have translated latest academic research into actionable guidance and specialist curricula on the 'Menstrual Cycle in Sport' – a standalone online toolkit of resources—including PowerPoint, speaker notes, greater depth evidence base, practical handouts/infographics and participant survey – which we will provide via our website to schools, clubs, academies and youth groups throughout the UK to access independently and roll out in their own communities.

We have developed partnerships with

- Weydon Secondary school – through in person consultations, work experience programme and workshop delivery with students in year 10 taking GCSE PE
- Farnham Swimming Club – through delivery of a series of workshops on menstrual cycle in sport, nutrition and injury prevention for all club members. After one of our workshops, a teenage swimmer said

'I had no idea....I didn't learn this in GCSE biology, but I think its really going to help me in sport and in life – because I won't always be so hard on myself, I might have some more confidence now that I can track my cycle and know a little bit more about what is going on in my body'

- Farnham Runners – through delivery of 8 week adapted training programme (focusing on HIIT, strength building, nutritional guidance) to combat impact of hormone decline, improve health and wellbeing of post-menopausal runners at the club.



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Partnering with us to introduce this programme has made Farnham Runners the first running club in the UK to tailor training specifically towards the physical and mental health benefits of its female runners. While some running clubs have published guidelines on their website, no other grassroots running club throughout the UK has implemented a tailored training programme to support its female runners. It is visionary, innovative and progressive, and we know that project outcomes will continue to resonate with one member telling us

'This really useful programme has given me a lot to think about and changes to make. I don't feel stupid picking up weights now and I can feel the benefits of being stronger, fitter and healthier than I have been in a very very long time'

In November, our official launch event attracted more than hundred guests from local companies, schools and sports clubs. Hannah Owen, Associate Lecturer at St Mary's Twickenham and Premiership rugby player, highlighted the importance of translating academic insight into impact in grassroots sport. Head of PE at Weydon, Lucy Harper spoke about the importance of normalising conversations and educating teenage athletes to prevent them dropping out of sport. Chair of Farnham Runners, Nicola O'Connor, spoke movingly about the positive impact of Optimise Foundation's programme to support postmenopausal runners at the club.

In February 2025, we were recognised with a Farnham Sports Council Award for 'Outstanding Services to Local Sport'.

In April 2025, we were awarded a grant by Community Foundation for Surrey 'Transformation Fund' to build our online learning portal so that we can disseminate our educational toolkits UK-wide for schools, clubs and academies to access independently and roll out in their own communities.

In May 2025, we were awarded a grant to gather and translate sports performance research into actionable guidance to reduce ACL injury in local teenage athletes by Farnham Town Council.

Our membership of the Women Sports Collective, has enabled us to network and build connections with advocates for women in sport throughout the UK and overseas. We plan to build on these connections in 2025/6 to raise awareness of our mission and roll out our educational toolkit to local communities throughout the UK and overseas. Our education is not sport specific or nationality specific. It is for the female body, for normalising conversations around female physiology which for now remain awkward, pushed aside rather embraced for the benefit they can bring.

Looking back, it's been an exciting year. We've built strong educational resources, delivered impactful community programmes, developed a technically robust online portal, and received recognition for our work. With these foundations in place, Optimise Foundation is well positioned to expand its impact, empowering women and girls in sport and continuing to create open, informed conversations about female physiology.

Section E: Financial review

Brief statement of the charity's policy on reserves

Our aim is to hold at least three months of unrestricted funds in reserve to support operations of the organisation. We have a fundraising plan in place to guide us in our efforts to raise the funds needed.

Details of any funds materially in deficit N/A

Further financial review details (Optional information)

Our first financial period lasted just over 12 months and ran from June 24th, 2024, until July 1st, 2025. Hereafter, our financial year will run from July 2nd until July 1st annually. Our accounts are prepared on a receipts and payments basis.

Our gross income for the year was £11,597.22. Our spending was £3,170.87. Our balance at the end of the year (01/01/2025) was £8,426.35. Full details of receipts and payments can be found in the accounts for the year.

Our main funding sources come from grants and individual donations. In 2025/6, we plan to grow our unrestricted income from as diverse income sources as possible and to build long-term funding partnerships with our supporters.

The law applicable to the charities in England and Wales requires Optimise Trustees to prepare financial statements for each financial year which give a true and fair view of the Charity's financial activities during the year and of its financial position at the end of the year.

In preparing financial statements giving a true and fair view, Optimise Trustees should follow best practice and:

- ~ Select suitable accounting policies and then apply them consistently
- ~ Make judgments that are reasonable and prudent
- ~ State whether applicable accounting standards and statements of recommended practice have been followed, subject to any departure disclosed and explained in the financial statements
- ~ Prepare ongoing financial statements

The Trustees are responsible for keeping accounting records which disclose with reasonable accuracy the financial position of the Charity and which enable them to ascertain the financial



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position of the Charity and to ensure that the financial statements comply with the Charities Act 2011, the Charity (Accounts and Report) Regulations and the Provisions of the Trust Deed. The Trustees are responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the prevention of fraud and other irregularities.

Section F: Other optional information

N/A

Section G: Declaration

The trustees declare that they have approved the trustees' report above.

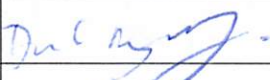
Signed on behalf of the charity's trustees:

Signature (s)		
Full name(s)	Joanna Chisholm	Daniel Reynolds
Position	Chair of Board of Trustees	Treasurer
Date	26/09/2026	26/09/2026

guidance on completing this form	Optimise Foundation		1208831		CC16a
	Receipts and payments accounts				
	For the period from	24/06/2024	To	01/07/2025	

Section A Receipts and payments						
	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £	
A1 Receipts						
Grants	1,250.00	6,545.00	-	7,795.00	-	
Corporate Donations	950.00	750.00	-	1,700.00	-	
Individual Donations	1,753.15	-	-	1,753.15	-	
Other income	349.07	-	-	349.07	-	
	-	-	-	-	-	
	-	-	-	-	-	
	-	-	-	-	-	
Sub total (Gross income for AR)	4,302.22	7,295.00	-	11,597.22	-	
A2 Asset and investment sales, (see table).						
	-	-	-	-	-	
	-	-	-	-	-	
Sub total	-	-	-	-	-	
Total receipts	4,302.22	7,295.00	-	11,597.22	-	
A3 Payments						
IT (operational)	466.56	-	-	466.56	-	
Equipment (Consumables)	-	347.88	-	347.88	-	
Programme Delivery	1,362.18	945.00	-	2,307.18	-	
Post & Stationary	1.55	-	-	1.55	-	
Travel (train)	47.70	-	-	47.70	-	
	-	-	-	-	-	
	-	-	-	-	-	
	-	-	-	-	-	
Sub total	1,877.99	1,292.88	-	3,170.87	-	
A4 Asset and investment purchases, (see table)						
	-	-	-	-	-	
	-	-	-	-	-	
Sub total	-	-	-	-	-	
Total payments	1,877.99	1,292.88	-	3,170.87	-	
Net of receipts/(payments)	2,424.23	6,002.12	-	8,426.35	-	
A5 Transfers between funds	-	-	-	-	-	
A6 Cash funds last year end	-	-	-	-	-	
Cash funds this year end	2,424.23	6,002.12	-	8,426.35	-	

Section B Statement of assets and liabilities at the end of the period					
Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £	
B1 Cash funds	General funds	2,424.23	6,002.12	-	
		-	-	-	
		-	-	-	
	Total cash funds (agree balances with receipts and payments account(s))	2,424.23	6,002.12	-	
		OK Unrestricted funds	OK Restricted funds	OK Endowment funds	

	Details		to nearest £	to nearest £	to nearest £
B2 Other monetary assets			-	-	-
			-	-	-
			-	-	-
			-	-	-
			-	-	-
			-	-	-
	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)	
B3 Investment assets			-	-	
			-	-	
			-	-	
			-	-	
			-	-	
	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)	
B4 Assets retained for the charity's own use			-	-	
			-	-	
			-	-	
			-	-	
			-	-	
			-	-	
			-	-	
			-	-	
			-	-	
	Details	Fund to which liability relates	Amount due (optional)	When due (optional)	
B5 Liabilities			-		
			-		
			-		
			-		
			-		
Signed by one or two trustees on behalf of all the trustees	Signature	Print Name	Date of approval		
		Daniel Reynolds (Treasurer)	22/09/2025		
		Joanna Chisholm	22/09/2025		