



Annual Review

2024/25

for the year ended 31 March 2025



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Message from the Chair

I write this from Johannesburg Airport after another visit to Livingstone to see our projects. This trip was extra special, as I travelled with my 84 year old mother, who returned to her teaching roots by leading a Play it Forward literacy session and reading to classes at Katubya School and Nakawa Pre School.

Every visit to Zambia reminds me how inspiring our local team of 22 staff are. Together they deliver life changing programmes to more than 3,000 young people each year. They provide daily nutritious meals, teach literacy, mentor young people, support girls to reclaim their rights, and develop talented footballers through skilful and dedicated coaching.

Football is the thread that runs through much of our work. While it may appear simple, the outcomes it enables are profound. A sexual health lesson delivered through football drills is often far more effective than one taught in a classroom. Young people engaged in Play it Forward’s community football programmes are mentored, supported to build essential life skills including resilience, healthy decision making and awareness of substance misuse, provided with daily literacy classes, and given a nutritious meal each day. Many go on to represent Play it Forward FC and become leaders in their communities, including four young women from our programmes who now represent the Zambian women’s national team.

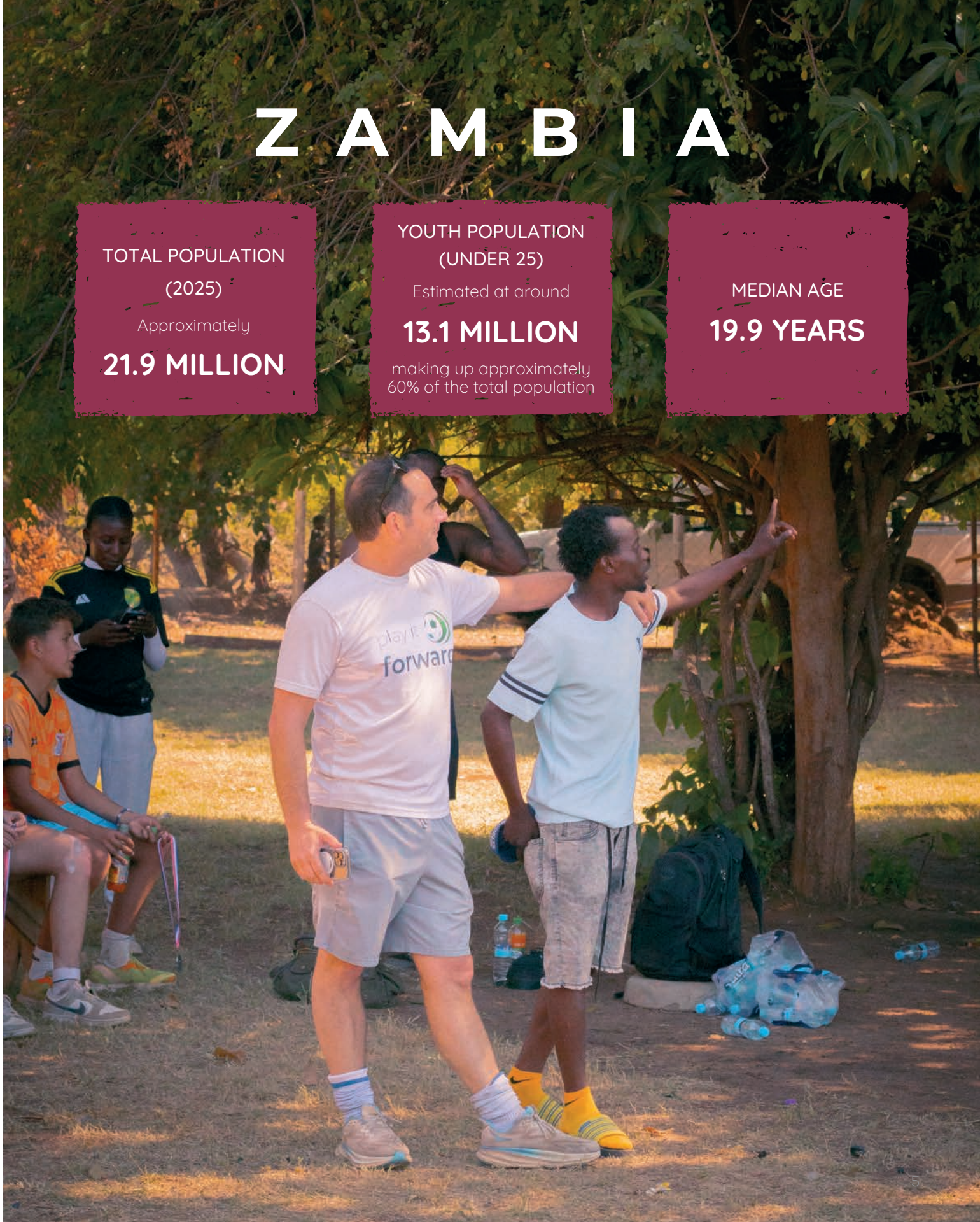
Looking ahead, we have taken an important step by purchasing land and securing planning permission to develop safe changing facilities for girls, quality pitches, classrooms, a community centre and, in time, a stadium for the people of Livingstone. This project will also create employment and develop valuable skills for local people, including former participants in our programmes.

We now need your help to make this vision a reality. You can support us by running the Victoria Falls Marathon in July 2026, donating via the Play it Forward website, supporting the project through naming rights, or leaving a gift to Play it Forward in your will. Every penny raised goes directly to projects supporting gender equality, education, nutrition and sexual health in Zambia, as all overheads are covered by our trustees and our major corporate partner, AttractionTickets.com.

Thank you to all who make our work possible: our donors, partners, staff, ambassadors and supporters around the world.



Oliver Brendon
Chair, Board of Trustees, Play It Forward



ZAMBIA

TOTAL POPULATION
(2025)
Approximately
21.9 MILLION

YOUTH POPULATION
(UNDER 25)
Estimated at around
13.1 MILLION
making up approximately
60% of the total population

MEDIAN AGE
19.9 YEARS

About Us

OUTCOMES



IMPACT

All children and young people in Zambia have the opportunity to reach their full potential, participate fully in society and thrive.

STRATEGIC PRIORITIES

Continuous Improvement through reflection, resilience and equity

Embedding sustainability across programmes, income and environment

Championing holistic wellbeing for youth, staff and communities

Sustainable Development Goals

The Sustainable Development Goals are the blueprint to achieve peace and prosperity for people and the planet, ensuring a better and more sustainable future for all. We align our objectives with these to ensure that our efforts achieve measurable results and contribute to the overall objective of creating a more equitable and just society.



NUTRITION

Ensuring children get a nutritious and balanced diet and that no child goes hungry.



HEALTH & WELLBEING

Enhancing young people's knowledge of how to live healthily, protect themselves from diseases and improve mental health.



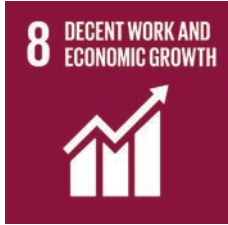
EDUCATION

Improving the quality of educational opportunities and making them more accessible to all children and young people.



GENDER EQUALITY

Promoting equality, empowerment and safety through women and girls' leadership, raising female voices, and ending violence against women and girls.



EMPLOYABILITY

Promoting entrepreneurship, development of vocational skills training and creating pathways to employment.

Our Impact

In the year ending 31 March 2025, we reached thousands of children and young people with play-based programmes that promote their learning and wellbeing.

LAST YEAR WE REACHED



3,182 YOUNG PEOPLE

included in our **health** and **education** projects



62 STUDENTS

regularly attended our **after school learning clubs**



246 LEARNERS

received new **school uniforms, books** and **stationery**



121 ADOLESCENTS

voluntarily accessed pitch-side **HIV testing & counselling**



Impact Highlights 2024/25

WE SUPPORT YOUNG PEOPLE IN ZAMBIA TO REACH THEIR FULL POTENTIAL AND THRIVE

3,182

Young people have participated in our programmes



3,340

Nutritional meals served every month



We worked across
4 DISTRICTS
in the
SOUTHERN PROVINCE
of
ZAMBIA

121

Young people accessed voluntary counselling and testing (VCT)

We organised

5

community football tournaments



1,582

Hours of sexual health and life skills education delivered



93%

Students showed a
93% ATTENDANCE
across all 5 literacy project sites.

FEMALE PARTICIPANTS

53%

MALE PARTICIPANTS

47%

WE RAISED OVER

£287,000

IN THE LAST FINANCIAL YEAR

play it 
forward

PLAY • INSPIRE • EMPOWER

Theory of CHANGE



PROJECTS

PROJECT
FOCUS

Project Cost
£30,000

Location
Livingstone, Zambia

No. of Beneficiaries
1,635

Details:

- Life skills and mentorship
- Community counselling support groups
- Social and Emotional Learning workshops
- Community outreach football tournaments

Funded by
Starlizard & The Bloom Foundation

Project Partners
ReachAll & African Shade

Related SDGs



Kick for Change
Preventing Drug & Alcohol Abuse

In Zambia, substance abuse among young people is fueling risky behaviours, crime, and addiction. The country records some of the highest alcohol consumption rates in Africa, with serious health and social consequences. Our baseline data in Livingstone shows that 48% of adolescents have used illicit substances, while only 32% of parents feel confident discussing drug risks with their children. Rising youth substance use, often tied to unemployment, has further contributed to increasing crime rates.



This project aims to promote youth health and wellness, prevent substance abuse, cultivate life skills, enhance family and community interactions, reduce youth violence and crime, and establish a stakeholder network addressing wellness, mental health, and harm reduction in Zambia.

What Did We Achieve?

- 16 teachers trained on counselling & substance use.
- 20 peer coaches trained on life skills & social emotional learning.
- Delivered the 'Line Up, Live Up' curriculum developed by the UNODC in 5 schools.
- Held stakeholder meetings with over 20 organisations, community groups and government services.



"I was lost in addiction, but it wasn't until I found the right approach that I found my way out."

Davy Muyuya



IMPACT HIGHLIGHTS

430

A total of 430 (153M, 277F) adolescents took part in weekly sport-based life skills sessions endorsed by the United Nations Office on Drugs and Crime.

5

We had the support of 5 secondary schools in Livingstone who agreed to roll out the Kick for Change project.

PROJECT
FOCUS

Project Cost
£9,399

Location
Livingstone, Zambia

No. of Beneficiaries
84

Details

-  School demonstration farm
-  Free school meals
-  Community savings groups
-  Climate smart agriculture training

Funded by
Be One Foundation &
Hornsby House

Related SDGs



Katubya School
Everyday Nutrition

Poor nutrition in early childhood leads to stunted growth, severe underweight, long-term health issues, and reduced school attendance and achievement. In Zambia, malnutrition affects 40% of children under five and Play it Forward’s target rural communities face even greater challenges due to poverty, limited access to food, orphanhood, drought, and the absence of government feeding programmes in community schools. These conditions leave many children without the nutrition they need to grow, learn, and thrive.



The project aims to improve the health and nutritional status of vulnerable children aged 3–12 at **Katubya School** by providing a free daily lunch. This support reduces the risk of malnutrition, eases the burden on families, and encourages regular school attendance for better educational outcomes.

What Did We Achieve?

- Solar panels, pump and drip irrigation installed on a 50m x 50m school vegetable garden.
- A variety of vegetables planted, including okra, cabbage, maize and spinach.
- Pest and disease management training delivered to 27 community members.
- All 72 students provided with school uniforms, shoes, exercise books and stationery.

“There will be challenges. Maybe it can cause us problems with food, we won’t have enough to eat. People will be starving.”

Chiza, age 14

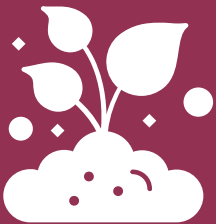


IMPACT HIGHLIGHTS

27

A total of 27 community members from Katubya village attended training on pest and disease management.

50m x 50m irrigated school garden established.



PROJECT
FOCUS

Project Cost
£34,874

Location
Livingstone, Zambia

No. of Beneficiaries
352

- Details
- Safe and reliable transport
 - Access to schools and community projects
 - Transport for the girls football teams

Funded by
Attraction Tickets

Related SDGs



New Bus
Brighter Futures for Girls in Zambia

For many children and young people in Livingstone, limited and unreliable transport has been a major barrier to education and sport. Long walking distances, high transport costs, and safety concerns often prevent students from attending school regularly or participating in football matches and community programmes. Girls and young women face even greater challenges, with lack of safe transport restricting their opportunities to take part in sport and access life-changing opportunities.



The project aims to ensure safe, affordable, and inclusive transport so that all children and young people can access education, football, and community programmes without barriers.

What Did We Achieve?

- Purchased and branded a 30-seater bus dedicated to **Play it Forward** activities.
- Provides safe daily transport for all school and community programmes in Livingstone District.
- Supported participation of youth and women’s teams in league and regional fixtures.



"Now we can travel together as a team, safely and proudly representing Play it Forward."

Grace Phiri, Girl's Team Captain



IMPACT HIGHLIGHTS

352

Over 350 children and young people transported annually to schools, training sessions, matches, and educational activities.

520

A total of 48 girls received 520 hours of additional education support.

Partner Spotlight

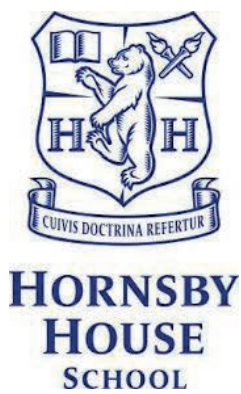


Our partnership with **One World Together (OWT)** has been vital in strengthening Play it Forward’s education and nutrition initiatives. Through their Solidarity Fund, we’ve been able to sustain programmes that currently lack dedicated project funding but remain critical to the wellbeing and future of children in our community.



23 children with disabilities included in after school football sessions.

4.5 kWh of energy produced by 3 donated solar panels at our office that enable our staff in Zambia to continue working.



Our partnership with **Hornsby House School** included fantastic fundraising events like a non-uniform day, sports day, and sports kit donations. Their support has helped Katubya School in Zambia establish a vegetable garden and provide school meals and uniforms for learners, improving nutrition and attendance.



42 school uniforms provided for learners at Katubya Community School.

6 varieties of vegetables grown at the school gardens including spinach, eggplant, maize, cabbage and red peppers.

Our Commitment

Our trustees generously cover all of Play it Forward's core running costs — from staff salaries to monitoring visits with our partners in Zambia.

This means that 100% of every donation goes directly to our projects, ensuring your support has the greatest possible impact where it's needed most.



Volunteers



Volunteers remain the heartbeat of **Play it Forward**, generously giving their time, skills, and enthusiasm to strengthen our mission. This year, their contributions have been felt in so many ways - from supporting fundraising events and championing awareness to mentoring young people and amplifying our community outreach. We are incredibly thankful for their dedication, which continues to inspire lasting change. The following pages celebrate and recognise the remarkable individuals who made a difference with us this year.

Athena Darling - completed a 1 month volunteer placement in Zambia.

Caroline Leon - raised money through event ticket sales.

Dave Courtley - cooked a 3-course dinner as an auction prize.

Emi Webber - designed this annual review.

Isabella Leonard - completed a 1 month volunteer placement in Zambia.

Jason Morton - ran the London Marathon 2025 to raise funds.

Leo Humphries - gave his time as quiz master.

Neil Smith - donated hundreds of pairs of football boots through his charity.

Nicole Nymoen - donated football kits and boots.

Pedro Conceição - ran the Lisbon half marathon to raise funds.

Sarah Winkelstein - ran the London Marathon 2025 to raise funds.

Sebastian Schyberg - donated a golf day auction prize.

Suzy & Alex Robarts - visited Zambia and volunteered at Nakawa Pre-School.

Trevor Smallbone - Accounting for International Development volunteer.



Fundraising Highlights



In the face of challenges both in the UK and globally, we remain deeply grateful to our loyal supporters, ambassadors, trusts and foundations, and our corporate partners whose commitment continues to drive our mission forward. 2024/25 was a busy fundraising year, as generous supporters tackled a range of challenge events – including The London and Lisbon Marathons.

QUIZ NIGHT & AUCTION

In **February**, we celebrated our fifth annual **Pub Quiz & Auction** at The Bedford Pub, London. Attendees at our hugely popular event, sponsored by our partners Attraction Tickets and Far & Wild Travel, rose to the challenge to help us raise over **£8,457** to support children in Zambia.

LONDON MARATHON

In **April**, **Play it Forward** was proudly represented at the London Marathon by **Jason Morton** and **Sarah Winkelstein**. They each ran 26.2 miles and together raised an incredible **£3,557** in support of our work. Battling 23°C heat on the day, their determination and commitment made the achievement even more inspiring!

ROUNDERS GAME

A huge thank you to all the competitors from Attraction Tickets and **Universal** who came to our annual event at Tooting Common in **September**. Together we raised **£1,110**.



Our Supporters & Partners

Play It Forward extends heartfelt thanks to our institutional donors and partners for their outstanding commitment throughout 2024/2025. Your generous support empowers us to transform lives in Zambia helping children and young people access quality education, life skills, and vital health information and services.



Corporate Donors, Trusts & Foundations



- Absa Bank
- Accounting for International Development (AfID)
- Attraction Tickets
- Be One Percent
- The Big Give Trust & Coles Medlock Foundation
- Brian Murtagh Charitable Trust
- CB & HH Taylor 1984 Trust
- Common Goal
- Dorfred Charitable Trust
- Eleanor Rathbone Charitable Trust
- Far & Wild Travel
- The FIFA Foundation
- Hornsby House School
- Lennox Hannay Charitable Trust
- Mercury Phoenix Trust
- One World Together
- Starlizard and The Bloom Foundation
- Thriplow Charitable Trust
- Tiro Partners
- USAID



The Play It Forward Staff Team

Jake Criswick Chief Executive Officer

O'brian Ntebeka Head of Finance & Ops

Rabecca Banda Head of Programmes

Pule Chishimba M&E Coordinator

Mwenya Kombe Bookkeeper

Blessing Njamba Media Officer

Choolwe Ngosa Academy Manager

Bracious Mukuka Project Officer

Florence Tembo Project Officer

Joseph Knausu Project Officer

Selina Mashewa Project Coordinator & Coach

Starford Manda Project Coordinator & Coach

Webster Mweemba Project Coordinator & Coach

Bwalya Mutale Project Coordinator & Coach

Mercy Mukubo Project Coordinator & Coach

Brighton Chinyama Coach

Moonze Mwinga Accountant

Caristo Maambo Tutor

Jacqueline Hakaloba Cook

Kapenda Kapenzi Cook

Andrew Imbuwa Driver

Mercy Miselo Driver

Our Board of Trustees

Oliver Brendon Chairman

Oliver is a Co-founder of Play It Forward and has been the vision and energy behind its mission. He is also the founder & CEO of the successful e-commerce company Attraction Tickets Ltd.

Joe Thompson Treasurer

Joe qualified as a chartered accountant with KPMG before a 20+ year corporate finance career with a number of leading investment banks and UK PLC's. He is now an independent consultant advising companies on capital raising and strategy.

Sasha Brendon Trustee

Sasha has over 20 years' experience in the travel industry as a product manager. She is involved with school PTA's and fundraising for children's charities.

Chibwe Henry Trustee

Chibwe is a seasoned NGO professional with a 20-year history of working for local, national and international charities. Currently, Chibwe is a Teaching Fellow and Academic Tutor in the School of Business and Management at Queen Mary University, and is a Co-founder and Chief Steward of One World Together.

Pete Edwards Trustee

Pete has worked in the media and marketing industry for more than 25 years. Currently, Pete is a non-exec director for B2B business services group Crimtan and a consultant at the French advertising and media network, Publicis.

Jane Caujolle Trustee

Jane founded Townhouse Concierge, where she now heads up a team of 13 handpicked experts, offering the very best in private client services to an international ultra-high net worth clientele. She has experience advising and guiding her clients in a range of not-for-profit projects.

Becky Harding Trustee

Becky, a qualified social worker, has worked in the health, social care and charity sector for more than 15 years. After some years in front line work and previously steering safeguarding within an NHS trust, she now is the Safeguarding Lead at Comic Relief.

Mara Michelo Trustee

Mara is the Founder & Country Director at Jacaranda Hub, an organization that aims at developing young people through the provision of collective services, infrastructure and specialized tools and equipment for common use among aspiring MSMEs.

Antony Ranjan Treasurer

Antony, Managing Partner at PKF Zambia, has 30+ years' experience in audit, taxation, accountancy, and management consulting, advising private, public, and NGO organisations.

Justin Palmer Trustee

Justin, Group CEO of Bolabet, leads operations in Zambia, Zimbabwe, and Malawi. He is also President of BiGA Zambia and formerly Director of Football at City of Lusaka FC, a club in Zambia's National First Division.

Maureen Stickel Trustee

Maureen Stickel is the Director of International Program Development at the World Poultry Foundation. In this role, Maureen is part of the WPF Executive Team, overseeing the growth and development of WPF's global program portfolio.

Yande Kalengo Trustee

Yande is a feminist lawyer and activist with 9 years' experience in gender equality, women's rights, and youth programming. As Power Shifting Director at Restless Development, she leads initiatives empowering youth and marginalized communities in Zambia.

Sombwa Musunsa Trustee

Sombwa, CEO of the National Sports Council of Zambia, is an experienced sports administrator with leadership roles across African sport bodies. His career includes positions at the African Union Sports Council, and Zambia's Ministry of Youth, Sport and Child Development.



PLAY IT FORWARD
INDEPENDENT EXAMINER’S REPORT

Independent Examiner’s Report to the Board of Trustees of PLAY IT FORWARD

I report on the accounts of the charity for the period ended 31 March 2025 which comprise the Statement of Financial Activities, the Balance Sheet and the related notes.

Respective responsibilities of trustees and examiner

The charity’s trustees are responsible for the preparation of the accounts. The charity’s trustees consider that an audit is not required for this year under section 144 of the Charities Act 2011 (the Charities Act) and that an independent examination is needed. It is my responsibility to:

- examine the accounts under section 145 of the Charities Act,
- to follow the procedures laid down in the General Directions given by the Charity Commission (under section 145(5)(b) of the Charities Act), and
- to state whether particular matters have come to my attention.

Basis of independent examiners’ statement

My examination was carried out in accordance with General Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from the trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a ‘true and fair’ view and the report is limited to those matters set out in the statement below.

Independent examiner’s statement

In connection with my examination, no matter has come to my attention:

1. which gives me reasonable cause to believe that in, any material respect, the requirements:

- to keep accounting records in accordance with section 130 of the Charities Act; and
- to prepare accounts which accord with the accounting records and comply with the accounting requirements of the Charities Act, have not been met; or

2. to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

M S Caldicott

Mr M S Caldicott ACA FCCA CTA

for and on behalf of White Hart Associates (London) Limited
Chartered Accountants & Statutory Auditors
2nd Floor, Nucleus House
2 Lower Mortlake Road
Richmond
TW9 2JA

DATE: 26/01/26

Statement of Financial Activities for the 12 months ended 31 March 2025

	Notes	Unrestricted Funds £	Restricted Funds¹ £	Total funds 2025 £
Income & endowments from:				
Donations and fundraising activities	3	140,002	147,491	287,493
Total income		140,002	147,491	287,493
Expenditure on:				
Charitable grants	4	(154,848)	(40,787)	(195,635)
Support costs	5	-	(74,173)	(74,173)
Total expenditure		(154,848)	(114,960)	(269,808)
Net income/(expenditure) before transfers		(14,846)	32,531	17,685
Gross transfers between funds		-	-	-
Net movement in funds		(14,846)	32,531	17,685
Reconciliation of fund:				
Total funds brought forward		39,232	28,596	67,828
Total funds carried forward	11	24,386	61,127	85,513

Statement of Financial Activities for the 12 months ended 31 March 2024

	Notes	Unrestricted Funds £	Restricted Funds¹ £	Total funds 2024 £
Income & endowments from:				
Donations and fundraising activities	3	119,043	94,813	213,856
Total income		119,043	94,813	213,856
Expenditure on:				
Charitable grants	4	(116,330)	(16,264)	(132,594)
Support costs	5	-	(70,711)	(70,711)
Total expenditure		(116,330)	(86,975)	(203,305)
Net income/(expenditure) before transfers		2,713	7,838	10,551
Gross transfers between funds		-	-	-
Net movement in funds		2,713	7,838	10,551
Reconciliation of fund:				
Total funds brought forward		36,519	20,758	57,277
Total funds carried forward	11	39,232	28,596	67,828

¹Restricted Funds relate to donations made in response to specific projects. This includes the Operational Costs fund which is fully funded each year by the Trustees to cover the operating costs of the Charity, thus ensuring that all other income raised can be used on charitable grants.

Balance Sheet as at 31 March 2025

	Notes	2025 £	2024 £
Current assets:			
Other debtors	9	785	50,208
Cash at bank and in hand		87,913	22,796
Creditors: amounts falling due within one year	10	(3,185)	(5,176)
Net current assets		85,513	67,828
Net assets		85,513	67,828
Funds of the Charity:			
Unrestricted funds	11	24,386	39,232
Restricted income funds	11	61,127	28,596
Total funds		85,513	67,828

The financial statements on pages 9 to 18 were approved by the Trustees, authorised for release on:

26-01-2026

and signed on their behalf by:



Oliver Brendon
Chairman

Financial Statements

Notes to the financial statements for the year ended 31 March 2025

1. Basis of preparation

- The financial statements of the charity have been prepared on the basis of historic cost in accordance with:
- Accounting and Reporting by Charities – Statement of Recommended Practice (SORP 2005);
 - Accounting Standards; and
 - The Charities Act.

There have been no changes to accounting policies, nor changes to the accounts of prior years.

2. Accounting policies

Recognition of Income and endowments

Donations and legacies

These are included in the Statement of Financial Activities (SoFA) when: the charity becomes unconditionally entitled to the income; and the monetary amount can be measured with sufficient reliability.

Investment income

Investment income is recognised on a receivable basis.

Gifts in kind

Gifts in kind for sale or distribution are included in the accounts as gifts only when sold or distributed by the charity.

Tax reclaims on donations and gifts

Gift Aid receivable is included in income, based on the amount recovered at the balance sheet date.

Incoming resources with related expenditure

Where incoming resources have related expenditure (as with fundraising or contract income) the incoming resources and related expenditure are reported gross in the SoFA.

Expenditure and liabilities

Liability recognition

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category.

Charitable grants

Grants payable are payments made to third parties in the furtherance of the charitable objectives of the charity. Single or multi-year grants are accounted for when the recipient has a reasonable expectation that they will receive the grant and the Trustees have agreed to pay the grant without condition and any condition attaching to the grant is outside the control of the charity.

Support costs

Support costs relate to all the costs and expenditure of the charity other than its charitable grants and are recognised as incurred. All Support costs are met out of the Operating Costs Fund, which is fully funded each year by the Trustees to cover the operating costs of the Charity, thus ensuring that all other income raised can be used on charitable grants. Support costs are further analysed in the following categories, with staff costs allocated by time spent:

Grant management costs

Grant management costs are all costs associated with the origination, appraisal and inspection of the charity’s grant giving activities.

Fundraising and publicity

Fundraising and publicity costs are all costs associated with the charity’s fundraising activities and events and related promotional activity.

Finance and governance

Finance and governance costs include costs of the preparation and independent review of the statutory accounts, the costs of trustee meetings and the cost of any legal advice to trustees on governance or constitutional matters.

Office overheads

Office overheads are the charity’s remaining central and support costs.

Taxation

The charity is a registered charity and is therefore exempt from taxation.

Cash and cash equivalents

Cash and cash equivalents comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value.

Trade creditors

Trade creditors are obligations to pay for goods or services that have been acquired or incurred in the ordinary course of business from suppliers. Accounts payable are classified as current liabilities if the charity does not have an unconditional right, at the end of the reporting period, to defer settlement of the creditor for at least twelve months after the reporting date. If there is an unconditional right to defer settlement for at least twelve months after the reporting date, they are presented as non-current liabilities.

Financial Statements

Notes to the financial statements for the year ended 31 March 2025

Foreign Exchange

Assets and liabilities in foreign currencies are translated into sterling at the rates of exchange ruling at the balance sheet date. Transactions in foreign currencies are translated into sterling at the rate of exchange ruling at the date of transaction. Exchange differences are taken into account in arriving at the operating result.

Fund structure

Unrestricted income funds are general funds that are available for use in the provision of charitable grants at the trustees’ discretion in furtherance of the objectives of the charity.

Designated funds are unrestricted funds set aside for specific purposes at the discretion of the trustees.

Restricted income funds are those donated for use in a particular area or for specific purposes, the use of which is restricted to that area or purpose. The Operating Costs Fund is fully funded each year by the Trustees to cover the support costs of the Charity, thus ensuring that all other income raised can be used on charitable grants.

3. Analysis of income & endowments

	Unrestricted Funds £	Restricted Funds¹ £	2025 £	2024 £
Personal donations	108,563	89,956	198,519	157,295
Gift aid reclaimed	21,431	-	21,431	12,117
Fundraising events	10,008	-	10,008	15,040
Grant funding	-	57,535	57,535	29,404
Total income	140,002	147,491	287,493	213,856

¹ Restricted Funds relate to donations made in response to specific projects such as the restricted grant funding which is specifically for Play It Forward Zambia's projects. In addition, Restricted Funds also includes the Operational Costs Fund which is fully funded each year by the Trustees to cover the operating costs of the Charity, thus ensuring that all other income raised can be used on charitable activities.

Financial Statements

Notes to the financial statements for the year ended 31 March 2025

4. Grant-making

Below are details of material grants provided during the period.

			2025 £	2024 £
Name of partner	Description	Purpose for which grants are made		
Play It Forward Zambia	Engages young people in sports and positive health activities	Covers operational and administration costs of the organisation to enable them to deliver their football for good projects	195,635	132,594
Total grants			195,635	132,594
4.1 Grant management costs				
Support costs associated with grantmaking			34,967	30,697

Financial Statements

Notes to the financial statements for the year ended 31 March 2025

5. Analysis of support costs

	2025 £	2024 £
Grant management	34,967	30,697
Fundraising and publicity	19,026	22,857
Finance and governance	12,955	8,849
Office overheads	7,225	8,308
Total support costs	74,173	70,711

6. Trustee and auditor remuneration and expenses

During the year ended 31 March 2025, no Trustees received any remuneration or other benefits in respect of their position as Trustee of the charity.

6.1 Net income for the period is after charging:

	2025 £	2024 £
Independent examiner fees and expenses	720	720

Financial Statements

Notes to the financial statements for the year ended 31 March 2025

7. Paid employees

7.1 Staff costs

	2025 £	2024 £
Gross wages, salaries and benefits in kind	54,798	48,583
Employer’s National Insurance Costs	3,575	3,609
Pension costs	2,392	1,733
Medical insurance	191	149
Training Costs	605	20
Total staff costs	61,561	54,094

7.2 Average number of full-time equivalent employees in the last year

	2025 FTE	2024 FTE
Total	1	1

7.3 Defined contribution pension scheme

The charity provides its full-time employees with access to a defined-contribution pension scheme, the costs of which in the current period are detailed in 7.1 above.

8. Taxation

The charity is a registered charity and is therefore exempt from taxation.

Financial Statements

Notes to the financial statements for the year ended 31 March 2025

9. Debtors

	2025 £	Other debtors 2024 £
Donations committed not yet received	-	50,000
Gift Aid accrual	-	208
Other Debtors	785	
Total	785	50,208

10. Creditors and accruals

	Amounts falling due within one year	
	2025 £	2024 £
Other creditors	3,185	5,176
Total	3,185	5,176

11. Funds

11.1 Funds held

Fund name	Type	Purpose and restriction
General Fund	Unrestricted	Unrestricted income funds are general funds that are available for use in the provision of charitable grants at the trustees’ discretion in furtherance of the objectives of the charity.
Operating Costs Fund	Restricted	The Operating Costs Fund, which is fully funded each year by the Trustees, covers the operating costs of the Charity, thus ensuring that all other income raised can be used on charitable grants.
Grant Funds	Restricted	These funds are restricted for use by the project which the grant was awarded for. These include grants from various trusts and foundations as stated in 11.2.

Financial Statements

Notes to the financial statements for the year ended 31 March 2025

11.2 Movements of major funds in 12 months to 31 March 2025

	Balance at 1 April 2024 £	Incoming resources £	Outgoing resources £	Balance at 31 March 2025 £
Unrestricted funds:				
General Fund	39,232	140,002	(154,848)	24,386
Restricted funds:				
Operating Costs Funds	8,299	89,956	(74,173)	24,082
Brian Murtagh Charitable Trust	349	-	(349)	-
Mercury PhoenixTrust	-	16,535	-	16,535
Far & Wild Travel	4,169	10,000	(9,996)	4,173
The Big Give Trust & Coles Medlock	9,199	-	(9,199)	-
Be One Percent	2,219	-	(2,219)	-
Thriplow Charitable Trust	861	-	(861)	-
Lennox Hannay Charitable Trust	2,000	-	(2,000)	-
Dorfred Charitable Trust	1,500	-	(1,500)	-
The Bloom Foundation	-	30,000	(13,663)	16,337
CB & HH Taylor 1984 trust	-	1,000	(1,000)	-
Total Funds	67,828	287,493	(269,808)	85,513

Financial Statements

Notes to the financial statements for the year ended 31 March 2025

11.3 Movements of major funds in 12 months to 31 March 2024

	Balance at 1 April 2023 £	Incoming resources £	Outgoing resources £	Balance at 31 March 2024 £
Unrestricted funds:				
General Fund	36,519	119,043	(116,330)	39,232
Restricted funds:				
Operating Costs Funds	13,601	65,409	(70,711)	8,299
Brian Murtagh Charitable Trust	4,729	-	(4,380)	349
Mercury Phoenix Trust	1,362	-	(1,362)	-
Eleanor Rathbone Charitable Trust	893	-	(893)	-
De La Rue Charitable Trust	173	-	(173)	-
Be One Percent	-	3,705	(1,486)	2,219
Thriplow Charitable Trust	-	3,000	(2,139)	861
Far & Wild Travel	-	10,000	(5,831)	4,169
The Big Give Trust & Coles Medlock Fdn.	-	9,199	-	9,199
Lennox Hannay Charitable Trust	-	2,000	-	2,000
Dorfred Charitable Trust	-	1,500	-	1,500
Total Funds	57,277	213,856	(203,305)	67,828

12. Transactions with related parties

12.1 Operating expenses and loan amounts

Certain operating and support costs of the charity (including all employee costs) are initially met by Attraction Tickets Ltd a company majority owned and controlled by Oliver Brendon, Chairman and Trustee of Play It Forward. Such expenses incurred are fully re-charged to the charity at cost and any amounts owing between the two entities are settled periodically at arm's length. At the year-end no amounts were owed between the parties (March 2024: £Nil).

During the year the charity entered into the following transactions with a related party:

Play It Forward Zambia

The charity has a close working relationship with Play It Forward Zambia which is a registered NGO based in Zambia. Under an agreement with the two entities Play It Forward in the UK is obliged to provide support to Play It Forward Zambia in the development of strategies, projects, targets and budgets, to raise funds and raise the international profile of Play It Forward Zambia, to assist with monitoring and evaluation, and to provide technical support. Under the agreement, Play it Forward Zambia is obliged to work closely with Play It Forward on strategies, projects, targets and budgets, to assist with fundraising applications, to use funds raised by Play It Forward as agreed, and to provide financial and operational reports.

In the year ending 31 March 2025, grant funding of £195,635 (March 2024: £132,594) was transferred to Play It Forward Zambia.



Play It Forward

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