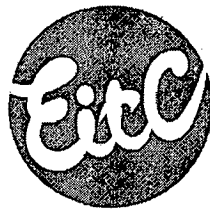


Charity Registration No. 1099366

Company Registration No. 04851552 (England and Wales)

**EVERTON IN THE COMMUNITY**  
**ANNUAL REPORT AND FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 30 JUNE 2020**



**Everton**  
**in the Community**



# **EVERTON IN THE COMMUNITY**

## **LEGAL AND ADMINISTRATIVE INFORMATION**

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<b>Trustees</b>	Sir J F Jones Mr A S McTavish Professor C G Mills Mr Paul Bibby Mr Martin Carey Mrs Susan Russell
<b>Charity number</b>	1099366
<b>Company number</b>	04851552
<b>Registered office</b>	Goodison Park Goodison Road Liverpool Merseyside L4 4EL
<b>Auditor</b>	McLintocks (NW) Limited 2 Hilliards Court Chester Business Park Chester Cheshire CH4 9PX
<b>Bankers</b>	Barclays Bank plc 335-339 Stanley Road Bootle Liverpool Merseyside L20 3EB
<b>Solicitors</b>	Brabners LLP Horton House Exchange Flags Liverpool Merseyside L2 3YL

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# **EVERTON IN THE COMMUNITY**

## **CONTENTS**

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	<b>Page</b>
Trustees' report	1 - 15
Statement of Trustees' responsibilities	16
Independent auditor's report	17 - 19
Statement of financial activities	20
Balance sheet	21
Statement of cash flows	22
Notes to the financial statements	23 - 42

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## **EVERTON IN THE COMMUNITY**

### **TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT AND STRATEGIC REPORT) FOR THE YEAR ENDED 30 JUNE 2020**

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The Trustees present their report and financial statements for the year ended 30 June 2020.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the charity's governing document, the Companies Act 2006 and "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)" (as amended for accounting periods commencing from 1 January 2016)

The charity extended the reporting date from 31 May 2018 to 30 June 2019 to fall in line with the reporting date of Everton Football Club. The figures presented in the Financial Statements represent period of 12 months, while the comparative figures for the period ended 30 June 2019 represent 13 months.

#### **Objectives and activities**

The charity was incorporated as a company limited by guarantee on 31 July 2003 and registered as a charity on 10 September 2003. It commenced activities on 1 June 2004.

It is governed by its memorandum and articles of association and its objects are to:-

- Further and assist in the education (on a physical and social basis) of children in Merseyside and surrounding areas through the use of the game of football (including its history and rules) and other sporting activities as educational tools in furtherance of that object to provide in Merseyside and surrounding areas, facilities for training, meetings, lectures and classes.
- Provide facilities for recreational and other leisure time occupation of the people of Merseyside irrespective of ethnic origin, gender or religious belief in the interests of social welfare and with the object of improving the conditions of life of the said persons.

The user groups are local schools, colleges and disability organisations.

The day to day business of the charity is conducted under the control of the Chief Executive Officer, who reports to the Board of Trustees at their regular meetings.

#### **Public benefit**

The Trustees are aware of the Charity Commission's guidance in relation to public benefit. It is the opinion of the Trustees, that this report demonstrates how the charity provides public benefit.

The Trustees have paid due regard to guidance issued by the Charity Commission in deciding what activities the charity should undertake.

#### **Strategic report**

The description under the headings "Achievements and performance" and "Financial review" meet the company law requirements for the Trustees to present a strategic report.

## **EVERTON IN THE COMMUNITY**

### **TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT AND STRATEGIC REPORT) (CONTINUED)**

***FOR THE YEAR ENDED 30 JUNE 2020***

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#### **Overview**

The year July 2019 to June 2020 has been another year of growth for Everton in the Community. In line with our five-year growth strategy, we have continued to work hand-in-hand with our fans, neighbours, partners and local community groups, developed new partnerships, grown our workforce and transformed and evolved our delivery to best support our participants and the local community during the coronavirus pandemic.

July 2019 until March 2020 saw our staff and volunteers deliver our 40 social programmes to participants across the Liverpool City Region, tackling a range of issues, including poverty, education, crime and mental health, and working with some of the most vulnerable people across the region.

Our life-changing, and life-saving, work even caught the attention of HRH The Duke of Cambridge in January when he requested a visit to The People's Hub to find out more about our innovative mental-health programmes and the impact they have on the local community.

The People's Place, our proposed purpose-built mental health facility in the heart of Liverpool 4, moved a step closer to becoming a reality when the charity was awarded planning permission by Liverpool City Council in Spring 2020, and the fundraising total was given a generous boost when The People's Place was named as a beneficiary of profits from the acclaimed Howard's Way film.

And, in March 2020, Everton in the Community transformed and evolved its delivery to best meet the needs of the city of Liverpool when the coronavirus pandemic hit the UK and the charity launched its Blue Family initiative to provide increased outreach support to its participants, as well as vital aid and assistance to some of the most vulnerable, socially isolated and at-risk members of the community.

With overwhelming support from fans, old and new partners and the general public, Blue Family has been able to provide emergency food parcels, essential household equipment, mental health support and welfare calls to thousands of participants and Liverpool City Region residents, with Everton in the Community committed to delivering the initiative for as long as the need is there.

2019/20 has seen Everton in the Community achieve its highest revenue to date for the second successive year, with its societal value - a formula used to quantify the broad benefits to the society of the charity's work - estimated to be more than £50million over the last 12 months.

We reflect with pride on the continued success of the work undertaken day in and day out by our staff in delivering our 40+ social programmes and thank them for their continued dedication and commitment.

Below are selected highlights from some of the programmes from July 2019 to June 2020.

## **EVERTON IN THE COMMUNITY**

### **TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT AND STRATEGIC REPORT) (CONTINUED)**

***FOR THE YEAR ENDED 30 JUNE 2020***

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#### **Disability**

The past year has seen the Disability Programme secure funding from a number of external sources, enabling the charity to build on its work in delivering a wide range of activities and sessions for people with various disabilities living across Merseyside.

#### **Disability Football Teams**

We currently operate 11 established football teams, allowing people with disabilities to train weekly in preparation for monthly competitions. This has been supported by funding from The Spirit Foundation. In the last year, more than 120 players have actively engaged on the programme on a regular basis, with teams set up for a wide range of disabilities, including Down's Syndrome and amputees, alongside pan disability teams.

#### **Holiday Provision**

After developing a new partnership with Halton Borough Council, the Disability team secured funding to deliver school holiday activities for disabled young people from the Widnes and Runcorn areas. The participants select their own activities, with sessions focused on reducing social isolation and providing social interaction opportunities.

#### **SEN School Provision**

The past year has seen Everton in the Community engage with 10 Special Educational Needs (SEN) schools, reaching more than 350 disabled children from across the Merseyside area and providing high-quality physical activity opportunities.

Weekly coaching sessions are delivered along with a competitive festival at the end of each term to increase fundamental skills and social interaction opportunities, with improvements being made in both physical activity levels and general health literacy.

#### **Alder Hey Children's Hospital**

The charity continues to deliver play therapy sessions for sick and disabled children at Alder Hey Children's Hospital, with the sessions proving a welcome distraction from long-term hospital stays and painful treatments. We have been able to provide this delivery free of charge to Alder Hey for more than 10 years.

Supported by funding from Children in Need, the daily play therapy sessions offer patients vital social interaction opportunities, as well as respite for parents from 24-hour hospital care. At the start of the pandemic, delivery was moved from face-to-face to online sessions to ensure we can continue to provide this important support.

#### **Community Sessions**

The Disability team has secured funding to continue to deliver four high-quality physical activity sessions in local daycare centres for adults with disabilities, with the sessions focused on reducing social isolation and providing competitive footballing opportunities.

## **EVERTON IN THE COMMUNITY**

### **TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT AND STRATEGIC REPORT) (CONTINUED)**

***FOR THE YEAR ENDED 30 JUNE 2020***

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#### **Youth Engagement**

2019/20 saw Everton in the Community's Youth Engagement team expand its Impact model into more areas across Liverpool City Region. Building on the impact from the Home Office Early Intervention Youth Fund and Premier League Community grants, the charity secured further monies from the Merseyside Police Violence Reduction Partnership to prevent serious violence and tackle gang culture across Liverpool.

This additional funding has allowed the team to develop the Impact model within South Sefton, Knowsley, North Liverpool, Speke-Garston and Wirral, with the initiative continuing to work to inspire young people and reduce the number of 'at risk' young people from disengaging in school, becoming NEET (Not in Education, Employment or Training) or engaging in criminal culture.

The strategy behind the Impact model centres around four interlocking themes that play an important role in the work Everton in the Community does within communities and schools; Community, Education, Support and Pathways.

#### **Community**

A community and multi-sport programme is attached to each of our partner schools with a view to engaging young people in the evening and weekend and, more importantly, during holiday periods when the risk is elevated. Students are also able to access further community sessions that are delivered within two miles of their school to ensure their involvement in these positive activities continues after school hours.

2019/20 saw the charity's Community Sports team engage 2,255 young people through football, dance and multi-sports from 42 locations across Liverpool City Region, with crime being reduced by 78-82% in the area during the time of delivery.

The last year also saw Everton in the Community's PL Kicks team deliver a prevention tournament called 'Road to Finch Farm'. The competition targeted high schools in South Liverpool, with over 1500 young people taking part. Supported by Tom Davies and Ian Snodin, 'Road to Finch Farm' engaged participants through workshops and physical activity.

As a result of the tournament, 92% of students said that they would discourage a friend from carrying a knife, 97% understand the consequences of carrying a knife and 96% would be less likely to carry a knife.

#### **Education**

Everton in the Community's work with primary and secondary schools means the charity can not only deliver its own awareness educational programmes, but it can also build relationships with young people through their education journey to provide a more in-depth level of support, advice and mentoring. This includes an enterprise programme, sports activities, vocational pathways and bespoke educational projects that includes PHSE activities.

#### **Primary School Delivery**

Our primary school team has continued to grow as demand for their services increases year on year. The team now have a diverse skill sector ranging from primary school teachers and sports and dance coaches to entrepreneur role models.

2019/20 saw the Premier League Primary Stars project deliver 303 sessions across 34 schools, engaging more than 1300 young people. As many as 33 teachers have been supported in developing their knowledge and skills in Physical Education delivery, and seven groups and schools have taken part in social action projects across the city. A total of 61 teachers have attended CPD events delivered by the charity's Education team to upskill their own knowledge in a variety of issues facing young people.

## **EVERTON IN THE COMMUNITY**

### **TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT AND STRATEGIC REPORT) (CONTINUED)**

**FOR THE YEAR ENDED 30 JUNE 2020**

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#### Secondary School Delivery

##### **PL Inspires Project**

The students associated with the PL Inspires programme have various external, environmental, and personal risk factors that prevent them from achieving their full potential. The overall aim of the programme is to engage and support these students through bespoke holistic programmes, with the objective of re-engaging them back into education, raising their aspirations and preventing criminal exploitation.

Our Impact model helps with the transition to secondary school and supports the student's journey right through the Key Stages and Post-16, using mentoring as a key engagement tool when working with targeted young people with complex needs.

PL Inspires also delivers unique programmes such as the Trainee Detective programme in partnership with Merseyside Police. To date, Everton in the Community has supported three cohorts of 15 students into the programme, where they were 'sworn into the police service' and tasked with solving a knife crime incident and making an arrest. The educational value and impact this has on the students and the community is invaluable. The past year has seen a total of 2295 young people access 655 PL Inspires sessions, with the charity completing 46 cohorts of intense mentoring, with young people attending a minimum of 20 hours. Young people from each school took part in social action projects and 475 young people were engaged in real-life learning opportunities.

##### **New Futures Programme**

2019/20 saw Everton in the Community launch a new programme called 'New Futures' that supports young people aged 15+ who are classed as being NEET and/or those individuals who leave school with no progression and are now formally NEET.

The main aim of the programme is to support re-engagement in school for 'at risk' NEETs. The initiative will encourage involvement in the charity's Pathways programme and introduce vocational qualifications, such as customer services and Sport Leaders. The programme also helps young people to identify progression opportunities into further education, apprenticeships or the world of work.

Predominantly the 'at-risk' NEETs are often in Year 11 and are referred to us via their schools and/or our internal programmes such as PL Inspires and PL Kicks. This cross-collaboration between programmes results in the best possible support for our young participants. Since the launch of New Futures we have worked with 58 young people, delivering 78 sessions.

##### **National Citizen Service**

The charity's NCS programme had another successful summer of delivery, with more than 600 young people taking part in the programme and more than 1,200 individuals celebrating their achievements at the autumn NCS graduation event. The young people raised more than £15,000 for local charities, as well as delivering 36,000 hours of social action to support those most in need across the city. Everton in the Community's delivery was ranked top of the North West performance table in terms of delivery and outcomes, and sixth nationally, which is a fantastic achievement.

Our autumn programme saw us work with 120 young people to support their transition into college and Sixth Form, while 10 NCS graduates took part in an international volunteering trip to Kenya for 10 days. During their stay they built a library and funded a water well to improve the lives of the children, as well as providing mattresses and windows for the school. It was so successful that Kenya 2020 was planned but was unfortunately postponed until 2021 due to the coronavirus pandemic.



## **EVERTON IN THE COMMUNITY**

### **TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT AND STRATEGIC REPORT) (CONTINUED)**

**FOR THE YEAR ENDED 30 JUNE 2020**

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#### **Pathways**

The charity's Pathways programme is designed to help young people build skills for the future within the construction, sports, media, education and hospitality sectors and engages with 'disengaged' young people between the ages of 12 and 24 years of age.

The past year has seen Pathways provide more than 500 students with an exclusive insight into the world of work and a chance to interact directly with potential employers across a variety of sectors. Our mass participation events during collapsed curriculum days has seen the charity's staff engage with full year groups, delivering workshops on mental health, careers and wellbeing.

#### **Support**

Everton in the Community's Support team works to provide targeted support for young people who are displaying key risk factors within the models. Schools will identify persistently absent students and/or those who have been displaying risky behaviours and/or those who have witnessed domestic violence and/or those who have known family/peer links to serious organised crime and the charity's staff will work with these young people in small cohorts to ensure that quality work is completed with maximum impact.

#### Home Is Where The Heart Is

The charity's four-bedroomed house offering semi-independent living to young people facing homelessness is now in full operation, with four full-time residents. The house celebrated its first full year of service in spring 2020.

#### 41 Goodison

Our 41 Goodison programme offers males and females, aged 8-19, from Merseyside, the opportunity to make significant and lasting life changes. The programme underwent a restructure during summer 2019 to enhance the quality of our delivery and streamline our programme offer and we have since implemented three distinct programmes of support, from Education (Impact 41) through to Community (Footsteps 41) and prisons (Safe Hands). Through the restructure, the Support team were able to recruit three new support workers and a support mentor.

The past 12 months has seen Everton in the Community work with more than 500 young people through its three 41 Goodison offerings. Of these 500 individuals, 109 achieved at least one qualification and within our Safe Hands programme we have a 96% non-reoffending rate against a national average of 34%.

#### Everton Apprenticeships

Everton in the Community's new Apprenticeship Manager has been in post since November 2019 and has worked to restructure the team, adding a new Level 5 Tutor and a new Quality Officer. We are now working with City and Guilds, ILM and TQUK as end point assessment organisations to expand our delivery offer.

There are currently 68 apprentices enrolled on our programme from Liverpool & Aintree NHS Trust and Liverpool Heart and Chest Hospital NHS Trust, with the first cohort of Level 3 Business Administration and Level 5 Management apprenticeships completing the programme with a 100% pass rate. As many as 87% of Business Administration apprentices achieved distinction, with 90% of Management apprentices also securing a distinction.

We have worked to redesign our curriculum and delivery to best adapt to changes enforced by the pandemic and have introduced a 'roll on, roll off' curriculum to be best suited for employers. New qualifications are also now in design stage, including a Level 3 apprenticeship in Mentoring and a Level 5 apprenticeship in Learning and Skills Teacher.

All delivery and assessments are now remote on Microsoft Teams, with all apprentices receiving full training and support from Everton in the Community staff, including cyber awareness training.

## **EVERTON IN THE COMMUNITY**

### **TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT AND STRATEGIC REPORT) (CONTINUED)**

***FOR THE YEAR ENDED 30 JUNE 2020***

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#### **Health and Wellbeing**

As a result of a number of new developments and funding acquisitions, the charity's Health and Wellbeing arm has ensured that Everton in the Community is performing a key role in supporting the health and wellbeing needs of the local community, tackling health inequalities and making the charity a key player not only across the Liverpool City Region, but increasingly on a national scale. This was demonstrated in January, when HRH The Duke of Cambridge requested to visit the charity to witness first-hand the impactful work of its mental health programmes, with significant media coverage being secured.

The final third of 2019/20 was a challenging time for the Health and Wellbeing programme due to the impact of coronavirus. The pandemic has affected participants in different ways, with risk factors for poor health - in particular, poor mental health - being amplified. This has resulted in the department having to react quickly in order to best support its participants.

There has been an efficient transition of delivery from face-to-face to virtual, coupled with regular welfare phone calls and items such as activity booklets being distributed to ensure all participants remain connected. Unfortunately, the pandemic coincided with key funding for the core mental health provision being discontinued but, despite these challenges, the Health and Wellbeing department has shown great resilience in continuing to provide high-quality support for its vulnerable and isolated participants, as well as continuing to press forward in developing new initiatives and secure additional funding.

2019/20 has seen the Health and Wellbeing programme secure a £43,670 contract from CHAMPS (Public Health Network) to deliver a suicide prevention programme across Cheshire and Merseyside, specifically focusing on middle-aged men. The programme is being delivered in partnership with Edge Hill University and State of Mind.

Additional funding was also secured to extend the services of our own in-house GP Dr. Chris Pritchard, who is situated in The People's Hub one day a week. This is complemented with the services of a Health Trainer one day a week, along with a Wellness Kiosk, which is readily available for anyone in the local community wanting to undertake a health check. These combined services saw The People's Hub quickly become recognised as a centre for health.

Further new developments for the Health and Wellbeing arm include a cancer rehabilitation physical activity programme being successfully piloted in Sefton and a targeted gambling education and awareness programme being launched with 'The Big Step' and the NHS Northern Gambling Service.

In addition to the new funding that has been secured, the past year has also seen the charity's existing programmes cement significant funding to enable further development and ensure that a greater number of people can benefit from its evidence-based provision. A total of £275,000 has been secured from the Big Lottery Fund to expand Everton Veterans' Hub across Merseyside and secure delivery for the next five years. This has been coupled with additional funding from the Armed Forces Covenant to launch a new veterans social connection project to support isolated veterans during the coronavirus pandemic.

Everton in the Community's Health and Wellbeing programme has also gained £527,000 in funding from the Office for Students and Research England for its Tackling the Blues programme, delivered in partnership with Edge Hill University and new delivery partner, TATE Liverpool. The new funding will see the programme scaled up across Merseyside and Lancashire, supporting children and young people with various mental health illnesses.

Continuation funding has also been secured from the Premier League, ensuring that the charity's Stand Together programme is able to continue providing vital wellbeing support to socially isolated older people.

## **EVERTON IN THE COMMUNITY**

### **TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT AND STRATEGIC REPORT) (CONTINUED)**

#### **FOR THE YEAR ENDED 30 JUNE 2020**

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##### **Neighbourhood**

The past 12 months has seen the Neighbourhood programme continue its excellent work in supporting local residents and businesses in the Blue Mile surrounding Goodison Park.

The programme has continued to deliver 13 projects supporting individuals across the entire life-course from 'Stay and Play' toddler groups to 'Sit and Knit' sessions, with a focus on reducing social isolation and providing a platform for meaningful friendships to be developed.

The Neighbourhood programme has been at the core of Blue Family delivery and has provided further support with the launch of its Blue Buddy initiative, a phone line service offering a friendly voice and conversation for lonely residents experiencing uncertainty and fear associated with the pandemic.

To further support with the effects of the pandemic in local care homes, the Neighbourhood team created an intergenerational project with young people in the area and local care homes. The scheme has since been expanded to link into the Reading Buddies programme, with virtual reading sessions taking place between care homes and schools.

The Neighbourhood programme has continued to provide housing support for local neighbours through its Riverside drop-in service, supporting up to 10 residents per week. This service links in with Barclays and its money management support service.

Through the development of new relationships with local organisations, the Neighbourhood programme has secured significant in-kind donations to support the Blue Family campaign, including a projected £30,000 in healthy food from Relish, £10,000 in hygiene products from Alpha Taxis and £25,000 in food parcels from Community Shop. The Neighbourhood team has maintained its relationship with Farmfoods, enabling us to collect weekly food donations from all North Liverpool stores to support the local community.

A new relationship has also been developed with feminine hygiene brand Lil-Lets to fund 12 months of knitting equipment for the charity's 'Sit and Knit' group, as well as the provision of maternity pads for the Liverpool Women's Hospital. The sale of hats and cardigans knitted by the 'Sit and Knit' group has so far generated £26,000 for the neonatal ward at the hospital.

And further partnerships have been developed, with funding secured for a holiday activity programme and a loan shark prevention programme to be rolled out across Liverpool 4.

##### **Soccer Schools**

The past year has seen the charity's Soccer School programme appoint a full-time International Coordinator and a UK Coordinator, who both work to maximise existing partnerships while developing new ones. The programme was projected to reach a greater number of children globally during 2019/20 and offer a high-quality Everton football coaching experience but, unfortunately, the pandemic curtailed these plans, with all provision being cancelled from March 2020 onwards.

Fortunately, due to increased income secured between July 2019 to February 2020, the financial loss was mitigated, with efforts quickly being shifted to returning to delivery as soon as it was permissible in line with Government restrictions. From March onwards, regular communication was maintained with all Soccer School partnerships to ensure strong relationships were maintained.

The past 12 months has also seen the Soccer Schools programme develop a partnership with the English Language School, which would see students attend the language school and also take part in a Soccer School as part of their overall experience. This new partnership will enable Everton in the Community to reach a greater number of people across Europe, while additional income will allow the charity to expand its Soccer School programme.

## **EVERTON IN THE COMMUNITY**

### **TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT AND STRATEGIC REPORT) (CONTINUED)**

***FOR THE YEAR ENDED 30 JUNE 2020***

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#### **The People's Place**

There has been significant interest in The People's Place over the past year, which has resulted in increased awareness, donations and funding. The charity's plans for its proposed purpose-built mental health facility has attracted attention from former world heavyweight champion boxer Frank Bruno, former Premier League footballer Clarke Carlisle and, of course, HRH The Duke of Cambridge.

Funding has been secured from a number of sources, including various fundraising challenges and support from First-Team players including Jordan Pickford and Andre Gomes.

Unfortunately, the pandemic has resulted in a number of fundraising events being cancelled, including a second Gala Dinner, but adaptations have been made to ensure activities can continue where possible. These have included a virtual 'If You Know Your History' 5km run.

Staying with the pandemic, the risk factors for poor mental health and suicide have been amplified since March 2020, meaning the need for The People's Place is greater than ever before.

Everton in the Community secured planning permission for The People's Place in spring 2020 and hopes to start construction on the Spellow Lane site in early 2021.

#### **Blue Family**

On Friday 13 March, Everton Football Club became the first Premier League Club to close all Club sites and its charity temporarily postponed most community programme delivery due to the impending threat of the coronavirus pandemic.

Everton's immediate response – made possible by strategic planning undertaken in January – was followed by the planning of 'Blue Family', a campaign to provide vital support and assistance to the Liverpool City Region. Blue Family was officially launched on Thursday 19 March, five days prior to the UK Government implementing a national lockdown, ensuring Everton became the first Premier League club to devise an outreach initiative that not only supported their fans but members of its local community.

Delivered collaboratively between Everton Football Club and Everton in the Community, Blue Family is a coordinated outreach and engagement campaign to provide essential aid to some of the most vulnerable, socially isolated and at-risk members of the community in the wake of the pandemic.

Club and community staff were reallocated to ensure the effective delivery of the campaign and outreach activities, including:

- Participants, fans and members of the community in greatest need contacted by Everton in the Community staff to deliver tailored and focused support, assistance and guidance, including:
  - o Essential food parcel distribution
  - o Financial assistance for prescription purchases and delivery
  - o Mobile phone credit for those living alone and with limited support networks
  - o Support with gas and/or electricity vouchers for those facing increased fuel bills
  - o Mental health support and advice
- A referral service for access to Everton in the Community's support provision
- Calls from the Everton Fan Centre to thousands of fans to maintain contact and provide a friendly voice to talk to, prioritising the elderly and isolated
- Increased communication through the Club's email, social media and web platforms to share important public information and deliver engaging content for those in isolation
- Exercise and mindfulness videos provided by trained staff from the Club and charity

A dedicated Blue Family webpage was introduced, providing more information on the campaign, its referral scheme, donation facility and volunteer sign-up scheme in addition to housing educational and working from home resources, activity packs and weekly challenges for all the family to get involved with.

Kick-started with a £50,000 donation from Everton Football Club and with donations also received from thousands of generous Everton Season Ticket Members, Hospitality Lounge Members, local partners and Everton Majority Shareholder Farhad Moshiri and Chairman Bill Kenwright, Blue Family has provided a vital lifeline to the Liverpool City Region during ongoing challenging and difficult times.

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## **EVERTON IN THE COMMUNITY**

### **TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT AND STRATEGIC REPORT) (CONTINUED)**

***FOR THE YEAR ENDED 30 JUNE 2020***

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#### **Volunteering**

Volunteers sit at the heart of everything at Everton in the Community and are the lifeblood of the charity. Despite all volunteering activity being halted in March 2020 due to COVID-19, during the 2019/20 season our 250 active volunteers still contributed 6,145 hours of volunteering time towards the Club's charitable arm.

The latest research on volunteering, published by NCVO, shows that volunteering opportunities must be inclusive, flexible, balanced, meaningful, impactful and enjoyable. With this in mind, Everton in the Community's Volunteer programme provides members of the community with the opportunity to get involved with a wide range of meaningful programmes and events, whether this be opting to support weekly sessions for one of the charity's 40+ social programmes or assisting at some of its many fundraising and community events.

Everton in the Community's Volunteer team works to ensure that every volunteer is provided with an enjoyable and impactful role that meets their commitments, needs and expectations. In addition, the friendly team are always on hand to support each volunteer throughout their journey with the charity.

Christmas 2020 saw the charity's Volunteer and Health and Wellbeing teams collaborate with Barnardo's to support its Young Carers project. There is compelling evidence demonstrating that the number of young carers in the UK is rising and the pressure of being a young carer presents a number of financial, educational and social challenges for these young people, making them one of the most disadvantaged groups in our society today. The unique project saw more than 20 young carers, along with their families, welcomed into the charity's Blue Base facility for a Christmas celebration where they were treated to a two-course meal, enjoyed a range of fun and educational activities and took in an exclusive stadium tour of Goodison Park.

The charity's volunteer-led Reading Buddies scheme, in partnership with Gwladys Street Primary School, continues to make great progress and currently has nine Reading Buddy volunteers situated within the school providing extra reading support to pupils on a weekly basis.

Significant achievements for Everton in the Community's Volunteer Programme during the 2019/20 season include six volunteers achieving the charity's top volunteering award and raising more than £5,000 to build permanent classrooms for two schools in Kenya. Unfortunately, due to COVID-19, this project has been postponed until further notice, with the charity's volunteers opting to use a percentage of the funds raised to fund more than 100 emergency food parcels for the most vulnerable families living in Nakuru, Kenya.

Since March 2020, Everton in the Community's volunteers have been integral to the success of the charity's Blue Family initiative by completing and delivering essential food shops and utility top-ups for local families who are struggling due to the pandemic. Meanwhile, in partnership with Docobo, our volunteers have delivered 400+ Covid testing kits to families across Merseyside, covering 1,146 miles.

Another key achievement for the Volunteer programme during 2019/20 has been developing its relationship with Liverpool Hope University and supporting 20 Sport & Exercise Science students into volunteering positions with the charity.

#### **The Blue Base**

2019/20 has seen The Blue Base continue to offer programmes which support our elderly participants who are living with dementia and/or suffering from social isolation. Prior to the suspension of all football fixtures, the venue also continued to host disabled Season Ticket Members ahead of all home games, allowing them to escape the hustle and bustle of the surrounding streets around Goodison Park. Although suspended at present, The Blue Base is also available for private hire, with all profits generated going back into Everton in the Community.

## **EVERTON IN THE COMMUNITY**

### **TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT AND STRATEGIC REPORT) (CONTINUED)**

#### ***FOR THE YEAR ENDED 30 JUNE 2020***

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##### **Development**

The 2019/20 season saw the introduction of a new Director of Development role at Everton in the Community. The new appointment saw the Development arm of the charity primarily focus on supporting and delivering the strategic aims of Everton in the Community across income generation (Fundraising, Lotteries, Corporate Partnerships and funding bids), increased and enhanced profile building (Communications, PR, social media, website and collaborations) and focus on global initiatives such as UN Sustainable Development Goals.

While COVID-19 severely impacted many areas of income generation in both the fundraising and lottery departments, there were many positive collaborations forged with individuals and corporate supporters that provided funding and support for the charity.

The past season has seen the Development team recruit a Communications Officer, who is focused on driving the growth of the charity's social channels and the development of a new website, as well as a new Partnerships Relations Manager who will help create and deliver the corporate and philanthropic strategies.

Everton in the Community's Director of Development has helped to secure significant funding during the 2019/20 season, including grants from Steve Morgan Foundation, Sporttech, Charities Trust and Causeway.

Many corporate organisations have pledged their support to the charity during the pandemic time, with all of these companies expressing their desire to continue their work with Everton in the Community moving forwards.

With focus on profile building, the Development team engaged with Urban Zoo to review and build a new web platform, bringing with it the ability to donate regularly, a platform to provide a suite of case studies on our award-winning programmes as well as better highlight our corporate partnership opportunities.

##### **Everton Lotteries**

The past 12 months has seen Everton Lotteries pay out £52,000 in winnings from its Lotto Superdraw, as well as celebrate its first People's Lottery winner of £25,000.

2019/20 has been a year of challenge and change for Everton Lotteries, with the coronavirus pandemic having a significant impact on traditional lottery delivery. And, due to complexities around the Gambling Commission key personnel, Everton Lotteries were unable to trade from October until almost Christmas.

From November 2019, the Lotteries team adapted to new working practices and, while new goals were set, before the team were able to implement any strategic changes this was interrupted by COVID-19 and a change to everyday life for the whole country.

No longer able to work from its Goodison Road office, the Everton Lotteries team was able to operate remotely with no interruption to the weekly draws. Due to the Government restrictions and the national lockdown, we were unable to utilise our team of cash collectors but were able to meet the Gambling Commission regulations by having enough members paying by standing order or Direct Debit to comply.

And, while the Lotteries team has been unable to carry out its traditional forms of engagement with existing players, fans and potential lottery members, this time has been used effectively to look at new opportunities to develop its products and offers.

Everton Lotteries also raised more than £50,000 for its affiliate partners, such as Freshfields and Tranmere Rovers, during 2019/20 and positive conversations are already taking place with other local organisations for them to join the affiliate programme in 2020/21.

## **EVERTON IN THE COMMUNITY**

### **TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT AND STRATEGIC REPORT) (CONTINUED)**

#### **FOR THE YEAR ENDED 30 JUNE 2020**

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##### **Fundraising**

The 2019/20 season saw the charity's Fundraising team continue to offer rewarding and inspiring opportunities for fans and the general public to engage with Everton in the Community. The main focus of the team during this time was to generate funds for The People's Place project and, through a wide array of innovative activities and generous contributions, significant funds have been raised for our proposed purpose-built mental health facility.

Key fundraising highlights for the charity during the 2019/20 season include:

- 10-year-old Evertonian Alfie was described as "truly inspiring" after his quest to set up a mental health initiative targeted specifically at children - a campaign which also saw him named the Blues' Fan of the Year. The Wavertree schoolboy lost his father to suicide two years ago and, following his death, Alfie wanted to work with the charity to develop a support programme for other children affected by suicide. His campaign has since raised more than £12,000.
- October saw the charity host its first ever Everton-themed 'If You Know Your History' 5K event, in collaboration with local race organisers BTR Liverpool. The fun run was made accessible for all and saw more than 400 supporters of all ages, run, walk or crawl their way through 141 years of Everton Football Club's history. The event was deemed to be a huge success, raising more than £14,000 for The People's Place.
- In November, the Club and charity hosted an exclusive screening of the new film 'Everton - Howard's Way', which saw players from Everton's 1984/85 league and European Cup Winners' Cup-winning side come together at a premiere to celebrate the life and career of Howard Kendall, the Club's most successful ever manager. Selling out in 48 hours, more than 500 supporters joined the special event, raising almost £30,000.
- Everton First-Team stars including Seamus Coleman, Yerry Mina and Dominic Calvert-Lewin joined Director of Football Marcel Brands and Blues Giant Duncan Ferguson in being photographed in their finest black-tie attire for the charity's 2020 calendar, 'Suited Not Booted', in support of The People's Place.
- In May, supporters were given the opportunity to become a permanent part of The People's Place through the charity's 'Spellow Brick Lane' campaign. Evertonians were able to purchase an engraved brick to be laid in the commemorative walkway outside the planned purpose-built mental health facility.

In addition to the activity outlined above, Everton in the Community's fundraising team has continued to generate vital funds for the charity through a wide range of traditional fundraising methods, offering opportunities for supporters of all ages to engage in activities such as community bag packs, online auctions, lounge raffles, mascot packages, community fun runs, skydives and sponsored walks. In total, these activities have raised more than £120,000 for the charity.

The coronavirus pandemic meant a number of high-profile fundraising events for the charity – involving names such as Carlo Ancelotti and Andre Gomes – unfortunately needed to be cancelled. The impact of the lockdown and its restrictions created significant challenges for our traditional fundraising activities.

## **EVERTON IN THE COMMUNITY**

### **TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT AND STRATEGIC REPORT) (CONTINUED)**

#### **FOR THE YEAR ENDED 30 JUNE 2020**

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##### **Media & PR**

The 2019/20 season has been a busy yet rewarding time for Everton in the Community's Communications team, with a wide variety of coverage secured across local, regional, national and international outlets, the recruitment of a new Communications Officer, healthy growth across all charity social media channels, and the build of a new website due to launch in late 2020.

Coverage views and viewing figures continue to be strong on a month-by-month basis, with much-improved forward planning and general output. Media and PR highlights for Everton in the Community during 2019/20 include:

- An Everton in the Community cohort took part in the Trainee Detective programme with Merseyside Police, attracting interest from the Guardian, Liverpool Echo and Radio Merseyside.
- Five community coaches from the charity flew out to Nairobi in advance of the First Team playing Kariobangi Sharks and delivered a variety of sessions and activities to the local community. This was picked up both in Kenya, regionally in the North West, and also ran on Goal Africa.
- The charity's Imagine Your Goals programme received coverage on BBC Five Live, BBC Sport, BBC Radio Merseyside and BBC Match of the Day's social channels following an interview with a participant about the impact the programme has had on his life.
- Following on from a visit to Everton Free School and Football College, Education Secretary Gavin Williamson wrote about the positive impact of Everton Free School in his Red Box column in The Times.
- The charity hosted its annual Disability Awards at the Isla Gladstone, with Leighton Baines and Yerry Mina in attendance to present players with medals. The visit was covered by PL Today, ESPN, Professional Liverpool and the Liverpool Echo.
- Former Everton star Michael Branch spoke to Paul Joyce from The Times about his rehabilitation from life in prison and how, with the support of Everton in the Community, he has turned his life around and is now employed by the charity.
- Young Evertonian Alfie was recognised as 'Young Fundraiser of the Year' at the Pride of Sport Awards for his work with Alfie's Squad in support of The People's Place. Coverage was received in the Daily Mirror, Mail Online, the Liverpool Echo and Granada Reports.
- HRH The Duke of Cambridge visited Everton in the Community in January as part of the 'Heads Up' campaign and to find out more about how the charity is leading the way in mental health provision. The visit was covered by a Royal Rota including PEOPLE Magazine, Granada Reports, the Liverpool Echo and Press Association and was covered both in the UK print media, on UK news channels and by many international media outlets.
- February saw the charity celebrate its 32nd birthday and, in advance of its designated birthday fixture against Crystal Palace, USM Finch Farm played host to our annual showcase event, with manager Carlo Ancelotti and his full First-Team squad pledging their ongoing support to raising awareness of Everton in the Community. The event was covered by a wide array of media outlets, including BT Sport, BBC Northwest Tonight, Granada Reports, the Liverpool Echo and Daily Mail.
- Everton in the Community's increased community outreach support in the wake of the coronavirus pandemic and its subsequent Blue Family campaign continued to go from strength-to-strength as the Club and charity's efforts were recognised regionally, nationally and internationally in a large number of media outlets.
- It was announced that Phil Brown, Evertonian and co-investor in Howard's Way, would be donating his share of profits from the film to Everton in the Community, to be channeled towards The People's Place. This announcement generated a series of articles in the Liverpool Echo, as well as receiving coverage on Radio Merseyside and fan sites.
- The charity received planning permission for The People's Place and this was covered both locally and in trade media, such as Charity Today and Business Insider.
- Everton in the Community helped its oldest participant, 103-year-old Tom Beevers, celebrate VE Day with a doorstep visit from Everton Veterans' Hub Manager Dave Curtis and a personal letter of gratitude from Chairman Bill Kenwright. The visit was covered by ITV Granada Reports and also pushed out by Press Association and picked up by regional online titles throughout the UK.
- The Club's announcement that Season Ticket Members had donated £400,000 to the Blue Family campaign – a total then matched by Majority Shareholder Farhad Moshiri and Chairman Bill Kenwright – was reported on widely in the media to much acclaim, including in both The Times and Daily Mail.



## **EVERTON IN THE COMMUNITY**

### **TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT AND STRATEGIC REPORT) (CONTINUED)**

**FOR THE YEAR ENDED 30 JUNE 2020**

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The combined readership and viewing figures of secured media for Everton in the Community during the 2019/20 season across online, broadcast and print media totals approximately 569 million.

#### **Financial review**

Incoming resources for the year amounted to £5,841,023 (2019 13 months £5,178,840). Overall income exceeded expenditure by £1,207,454 (2019 £1,011,367), including capital grants received of £Nil (2019 £23,452). Unexpended grants and restricted donations and legacies amounted to £3,048,685 (2019 £2,186,660) and general reserves amounted to £2,854,423 (2019 £2,508,994). Of the general reserves £1,749,851 (2019 £1,551,984) had been designated for specific purposes. Unrestricted free reserves amounted to £1,169,552 (2019 £785,964).

The cash and bank balances stood at £2,068,427 (2019 £2,073,435).

It is the policy of the charity that unrestricted funds which have not been designated for a specific use should be maintained at a level equivalent to between three and six month's expenditure. The Trustees considers that reserves at this level will ensure that, in the event of a significant drop in funding, they will be able to continue the charity's current activities while consideration is given to ways in which additional funds may be raised. This level of reserves has been maintained throughout the year.

The Trustees have assessed the major risks to which the charity is exposed, and are satisfied that systems are in place to mitigate exposure to the major risks.

#### **Structure, governance and management**

The charity is a company limited by guarantee, incorporated on 31 July 2003 and is therefore governed by a Memorandum and Articles of Association which have been subject to revision and were formally adopted in May 2018.

The Trustees, who are also the directors for the purpose of company law, and who served during the year and up to the date of signature of the financial statements were:

Sir J F Jones

Mr A S McTavish

Professor C G Mills

Mr Paul Bibby

Mr Martin Carey

Mrs Susan Russell

Professor D Barrett-Baxendale

(Resigned 25 September 2019)

Trustees are drawn from Everton Football Club and from the wider community. Most trustees are already familiar with the practical work of the Charity when appointed, but new trustees are invited and encouraged to attend short training sessions to familiarise themselves with the charity and the context within which it operates. The Chief Executive Office ensures that the Board of Trustees is kept up to date with any changes in legislation, rules and regulations which may affect the charity.

None of the Trustees has any beneficial interest in the company. All of the Trustees are members of the company and guarantee to contribute £10 in the event of a winding up.

## **EVERTON IN THE COMMUNITY**

### **TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT AND STRATEGIC REPORT) (CONTINUED)**

**FOR THE YEAR ENDED 30 JUNE 2020**

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The day to day management of the charity is delegated to the Senior Management Team which comprise:

- Richard Kenyon - Chief Executive Officer
- Sue Gregory - Director of Youth Engagement, Employability and Sports Development
- Mike Salla - Director of Health and Sport
- Linda McMullen - Director of Finance Resources and Operations
- Lesley Beattie - Director of Development

The Board of Trustees meet on a regular basis and are provided with monthly status reports to enable them to monitor the performance of the charity.

The Trustees induction procedure includes training in relation to governance, the role of a Trustee and their responsibilities and any other matters that support their role.

The remuneration of Everton in the Community employees is set by the Board of Trustees, having taken advice from Everton FC HR department and benchmarked against similar roles in the charity sector.

All Trustees give of their time freely and no Trustee remuneration or expenses were paid in the year.

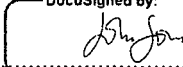
#### **Auditor**

In accordance with the company's articles, a resolution proposing that McLintocks (NW) Limited be reappointed as auditor of the company will be put at a General Meeting.

#### **Disclosure of information to auditor**

Each of the Trustees has confirmed that there is no information of which they are aware which is relevant to the audit, but of which the auditor is unaware. They have further confirmed that they have taken appropriate steps to identify such relevant information and to establish that the auditor is aware of such information.

The Trustees' report, including the strategic report, was approved by the Board of Trustees.

DocuSigned by:  
  
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**Sir J F Jones**

Trustee

Dated: .....

## **EVERTON IN THE COMMUNITY**

### **STATEMENT OF TRUSTEES' RESPONSIBILITIES**

***FOR THE YEAR ENDED 30 JUNE 2020***

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The Trustees, who are also the directors of Everton In The Community for the purpose of company law, are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company Law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that year.

In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
  - observe the methods and principles in the Charities SORP;
  - make judgements and estimates that are reasonable and prudent;
  - state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- 
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

# **EVERTON IN THE COMMUNITY**

## **INDEPENDENT AUDITOR'S REPORT**

### **TO THE MEMBERS OF EVERTON IN THE COMMUNITY**

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#### **Opinion**

We have audited the financial statements of Everton In The Community (the 'charity') for the year ended 30 June 2020 which comprise the statement of financial activities, the balance sheet, the statement of cash flows and the notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 30 June 2020 and of its incoming resources and application of resources, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

#### **Basis for opinion**

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

#### **Conclusions relating to going concern**

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the Trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the charity's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

#### **Other information**

The Trustees are responsible for the other information. The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

## **EVERTON IN THE COMMUNITY**

### **INDEPENDENT AUDITOR'S REPORT (CONTINUED) TO THE MEMBERS OF EVERTON IN THE COMMUNITY**

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#### **Use of our report**

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.



**Michael Caputo FCA (Senior Statutory Auditor)**  
for and on behalf of McLintocks (NW) Limited

26/1/21

**Chartered Accountants**  
**Statutory Auditor**

2 Hilliards Court  
Chester Business Park  
Chester  
Cheshire  
CH4 9PX

## **EVERTON IN THE COMMUNITY**

### **INDEPENDENT AUDITOR'S REPORT (CONTINUED)**

#### **TO THE MEMBERS OF EVERTON IN THE COMMUNITY**

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##### **Opinions on other matters prescribed by the Companies Act 2006**

In our opinion, based on the work undertaken in the course of our audit:

- the information given in the Trustees' Report, which includes the directors' report and the strategic report prepared for the purposes of company law, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the strategic report and the directors' report included within the Trustees' report have been prepared in accordance with applicable legal requirements.

##### **Matters on which we are required to report by exception**

In the light of the knowledge and understanding of the charity and its environment obtained in the course of the audit, we have not identified material misstatements in the strategic report or the directors' report included within the Trustees' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of Trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

##### **Responsibilities of Trustees**

As explained more fully in the statement of Trustees' responsibilities, the Trustees, who are also the directors of the charity for the purpose of company law, are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

##### **Auditor's responsibilities for the audit of the financial statements**

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: <http://www.frc.org.uk/auditorsresponsibilities>. This description forms part of our auditor's report.

# **EVERTON IN THE COMMUNITY**

## **STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT**

**FOR THE YEAR ENDED 30 JUNE 2020**

		Unrestricted funds 2020 £	Restricted funds 2020 £	Total 2020 £	Unrestricted funds 2019 £	Restricted funds 2019 £	Total 2019 £
Notes							
<b>Income from:</b>							
Donations and legacies	3	1,144,996	1,323,316	2,468,312	1,353,966	442,900	1,796,866
<b>Charitable activities</b>							
Employ	4	130,996	253,745	384,741	211,242	262,382	473,624
Health	4	50,651	338,274	388,925	228,159	410,116	638,275
Sport	4	135,973	483,442	619,415	203,884	499,557	703,441
Youth	4	626,493	993,275	1,619,768	449,859	655,215	1,105,074
Other trading activities	5	357,404	-	357,404	461,060	-	461,060
Investments	6	2,458	-	2,458	500	-	500
<b>Total income</b>		<b>2,448,971</b>	<b>3,392,052</b>	<b>5,841,023</b>	<b>2,908,670</b>	<b>2,270,170</b>	<b>5,178,840</b>
<b>Expenditure on:</b>							
Raising funds	7	521,701	-	521,701	565,768	-	565,768
Charitable activities	8	1,610,563	2,500,629	4,111,192	1,684,008	1,917,697	3,601,705
<b>Total resources expended</b>		<b>2,132,264</b>	<b>2,500,629</b>	<b>4,632,893</b>	<b>2,249,776</b>	<b>1,917,697</b>	<b>4,167,473</b>
Net gains/(losses) on investments	12	(676)	-	(676)	-	-	-
<b>Net incoming resources before transfers</b>		<b>316,031</b>	<b>891,423</b>	<b>1,207,454</b>	<b>658,894</b>	<b>352,473</b>	<b>1,011,367</b>
Gross transfers between funds		29,398	(29,398)	-	(11,342)	11,342	-
<b>Net movement in funds</b>		<b>345,429</b>	<b>862,025</b>	<b>1,207,454</b>	<b>647,552</b>	<b>363,815</b>	<b>1,011,367</b>
Fund balances at 1 July 2019		2,508,994	2,186,660	4,695,654	1,861,442	1,822,845	3,684,287
<b>Fund balances at 30 June 2020</b>		<b>2,854,423</b>	<b>3,048,685</b>	<b>5,903,108</b>	<b>2,508,994</b>	<b>2,186,660</b>	<b>4,695,654</b>

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

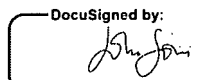
All income and expenditure derive from continuing activities.

The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006.

**EVERTON IN THE COMMUNITY****BALANCE SHEET****AS AT 30 JUNE 2020**

	Notes	2020 £	£	2019 £	£
<b>Fixed assets</b>					
Tangible assets	13	2,720,236		2,775,919	
Investments	14	499,334		-	
		<u>3,219,570</u>		<u>2,775,919</u>	
<b>Current assets</b>					
Stocks	15	2,970		5,192	
Debtors	16	1,170,881		323,178	
Cash at bank and in hand		2,068,427		2,073,435	
		<u>3,242,278</u>		<u>2,401,805</u>	
<b>Creditors: amounts falling due within one year</b>	17	(558,740)		(482,070)	
Net current assets			2,683,538		1,919,735
<b>Total assets less current liabilities</b>			<u>5,903,108</u>		<u>4,695,654</u>
<b>Income funds</b>					
Restricted funds	20	3,048,685		2,186,660	
<u>Unrestricted funds</u>					
Designated funds	21	1,749,851		1,551,984	
General unrestricted funds		1,104,572		957,010	
		<u>2,854,423</u>		<u>2,508,994</u>	
		<u>5,903,108</u>		<u>4,695,654</u>	

The financial statements were approved by the Trustees on .....

DocuSigned by:  
  
 .....5B94U237489B4X6.....  
 Sir J F Jones  
 Trustee

Company Registration No. 04851552



**EVERTON IN THE COMMUNITY****STATEMENT OF CASH FLOWS****FOR THE YEAR ENDED 30 JUNE 2020**

	Notes	2020 £	£	2019 £	£
<b>Cash flows from operating activities</b>					
Cash generated from operations	24		547,534		1,257,307
<b>Investing activities</b>					
Purchase of tangible fixed assets		(54,990)		(33,382)	
Purchase of investments		(315,061)		-	
Proceeds on disposal of investments		(184,949)		-	
Interest received		2,458		500	
<b>Net cash used in investing activities</b>			(552,542)		(32,882)
<b>Net cash used in financing activities</b>			-		-
<b>Net (decrease)/increase in cash and cash equivalents</b>			(5,008)		1,224,425
Cash and cash equivalents at beginning of year			2,073,435		849,010
<b>Cash and cash equivalents at end of year</b>			<u>2,068,427</u>		<u>2,073,435</u>

# **EVERTON IN THE COMMUNITY**

## **NOTES TO THE FINANCIAL STATEMENTS**

### **FOR THE YEAR ENDED 30 JUNE 2020**

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#### **1 Accounting policies**

##### **Charity information**

Everton In The Community is a private company limited by guarantee incorporated in England and Wales. The registered office is Goodison Park, Goodison Road, Liverpool, Merseyside, L4 4EL.

In the event of a winding up, the liability in respect of the guarantee is limited to £10 per member.

##### **1.1 Accounting convention**

The financial statements have been prepared in accordance with the Companies Act 2006 and "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)" (as amended for accounting periods commencing from 1 January 2016). The charity is a Public Benefit Entity as defined by FRS 102.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

##### **1.2 Going concern**

The Charity's financial statements have been prepared on a going concern basis which assumes an ability to continue operating for the foreseeable future. The Covid- 19 pandemic was unexpected and it is recognised that it will have an impact on some of the future income and expenditure streams of the Charity. This led to a reassessment of the Charity's budgets, business plan and cash flows. No significant concerns have been noted and the Charity considers it appropriate to continue to prepare the financial statements on a going concern basis.

##### **1.3 Charitable funds**

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of their charitable objectives.

Designated funds comprise funds which have been set aside at the discretion of the Trustees for specific purposes. The purposes and uses of the designated funds are set out in the notes to the financial statements.

Restricted funds are subject to specific conditions by donors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

##### **1.4 Incoming resources**

Income is recognised when the charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Legacies are recognised on receipt or otherwise if the charity has been notified of an impending distribution, the amount is known, and receipt is expected. If the amount is not known, the legacy is treated as a contingent asset.

# **EVERTON IN THE COMMUNITY**

## **NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)**

### **FOR THE YEAR ENDED 30 JUNE 2020**

#### **1 Accounting policies**

**(Continued)**

Donated facilities and donated professional services are recognised in income at their fair value when their economic benefit can be reliably measured and the charity has control over the item. Fair value is determined on the basis of the value of the gift to the charity. A corresponding amount is recognised in expenditure.

Income from capital grants is recognised when the charity has entitlement to the funds, any performance conditions have been met and the amount can be reliably measured.

Income from charitable activities includes income received under contract or where entitlement to the grant funding is subject to performance conditions. Income is recognised in the Statement of Financial Activities when the related services have been provided, income in advance of those services being provided is deferred.

Income from trading activities, includes income from fundraising events and trading activities to raise funds for the charity. Income is recognised when earned and the charity is entitled to the receipt.

#### **1.5 Resources expended**

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, 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 is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

Support costs are those that assist the work of the charity but are not directly attributable to the charitable activities. Support costs include office costs, administrative payroll costs and governance costs which support the charity's activities. Where the support costs cannot be attributable to a direct activity they have been allocated to the costs of raising funds and charitable activities on a pro-rata basis.

Governance costs represent costs associated with meeting the constitutional and statutory requirements of the charity and include the audit fees and costs linked to the strategic management of the charity.

#### **1.6 Tangible fixed assets**

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Freehold land and buildings	2% on cost
Leasehold land and buildings	2% on cost
Fixtures and fittings	25% on cost
Motor vehicles	33.33% on cost

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in net income/(expenditure) for the year.

# **EVERTON IN THE COMMUNITY**

## **NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)**

### **FOR THE YEAR ENDED 30 JUNE 2020**

#### **1 Accounting policies**

**(Continued)**

##### **1.7 Fixed asset investments**

Fixed asset investments are initially measured at transaction price excluding transaction costs, and are subsequently measured at fair value at each reporting date. Changes in fair value are recognised in net income/(expenditure) for the year. Transaction costs are expensed as incurred.

##### **1.8 Impairment of fixed assets**

At each reporting end date, the charity reviews the carrying amounts of its tangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any).

##### **1.9 Stocks**

Stocks are stated at the lower of cost and estimated selling price less costs to complete and sell. Cost comprises direct materials and, where applicable, direct labour costs and those overheads that have been incurred in bringing the stocks to their present location and condition. Items held for distribution at no or nominal consideration are measured the lower of replacement cost and cost.

Net realisable value is the estimated selling price less all estimated costs of completion and costs to be incurred in marketing, selling and distribution.

##### **1.10 Cash and cash equivalents**

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

##### **1.11 Financial instruments**

The charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the charity's balance sheet when the charity becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

##### **Basic financial assets**

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

## **EVERTON IN THE COMMUNITY**

### **NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)**

#### **FOR THE YEAR ENDED 30 JUNE 2020**

---

#### **1 Accounting policies**

**(Continued)**

##### ***Basic financial liabilities***

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

##### ***Derecognition of financial liabilities***

Financial liabilities are derecognised when the charity's contractual obligations expire or are discharged or cancelled.

#### **1.12 Employee benefits**

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

#### **1.13 Retirement benefits**

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

#### **1.14 Leases**

Rentals payable under operating leases, including any lease incentives received, are charged as an expense on a straight line basis over the term of the relevant lease.

#### **2 Critical accounting estimates and judgements**

In the application of the charity's accounting policies, the Trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

# **EVERTON IN THE COMMUNITY**

## **NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)**

### **FOR THE YEAR ENDED 30 JUNE 2020**

#### **3 Donations and legacies**

	Unrestricted funds £	Restricted funds £	Total 2020 £	Total 2019 £
Donations and gifts	628,067	1,323,316	1,951,383	1,399,033
Capital grants receivable	-	-	-	23,452
Donated goods and services from Everton FC	516,929	-	516,929	374,381
	<u>1,144,996</u>	<u>1,323,316</u>	<u>2,468,312</u>	<u>1,796,866</u>
<b>For the 13 months ended 30 June 2019</b>	<u>1,353,966</u>	<u>442,900</u>		<u>1,796,866</u>
<b>Grants receivable</b>				
The Football Foundation	-	-	-	23,452
	<u>-</u>	<u>-</u>	<u>-</u>	<u>23,452</u>

# **EVERTON IN THE COMMUNITY**

## **NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)**

### **FOR THE YEAR ENDED 30 JUNE 2020**

#### **4 Charitable activities**

	Employ	Health	Sport	Youth	Total 2020	Total 2019
	£	£	£	£	£	£
Performance related grants	375,797	354,480	483,442	990,672	2,204,391	2,119,813
National Citizen Service	-	-	-	624,511	624,511	434,209
Soccer Camps	-	-	77,576	-	77,576	96,314
Other income	8,944	34,445	58,397	4,585	106,371	270,078
	<u>384,741</u>	<u>388,925</u>	<u>619,415</u>	<u>1,619,768</u>	<u>3,012,849</u>	<u>2,920,414</u>

Analysis by fund						
Unrestricted funds	130,996	50,651	135,973	626,493	944,113	
Restricted funds	253,745	338,274	483,442	993,275	2,068,736	
	<u>384,741</u>	<u>388,925</u>	<u>619,415</u>	<u>1,619,768</u>	<u>3,012,849</u>	

#### **For the 13 months ended 30 June 2019**

Unrestricted funds	211,242	228,159	203,884	449,859		1,093,144
Restricted funds	262,382	410,116	499,557	655,215		1,827,270
	<u>473,624</u>	<u>638,275</u>	<u>703,441</u>	<u>1,105,074</u>		<u>2,920,414</u>

#### **Performance related grants**

The Premier League	77,184	228,830	252,956	449,955	1,008,925	1,224,713
UEFA Foundation	-	26,058	-	-	26,058	-
MerseyCare NHS Trust	-	-	-	-	-	23,975
Shelter	-	16,364	-	-	16,364	-
Steve Morgan Foundation	-	-	-	154,270	154,270	-
Sport Tech	-	-	24,375	-	24,375	-
Police & Crime Commissioners	176,561	1,500	176,073	386,447	740,581	502,870
The Royal British Legion	-	-	-	-	-	40,473
ECOS	-	16,180	-	-	16,180	-
Vererans Foundation	-	19,968	-	-	19,968	-
Children in Need	-	-	29,379	-	29,379	27,192
Champs Public Health	-	21,334	-	-	21,334	-
Education and Skills Funding Agency	122,052	-	-	-	122,052	198,702
Other	-	24,246	659	-	24,905	101,888
	<u>375,797</u>	<u>354,480</u>	<u>483,442</u>	<u>990,672</u>	<u>2,204,391</u>	<u>2,119,813</u>

# **EVERTON IN THE COMMUNITY**

## **NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)**

**FOR THE YEAR ENDED 30 JUNE 2020**

### **5 Other trading activities**

	<b>Unrestricted funds 2020 £</b>	<b>Unrestricted funds 2019 £</b>
Match day income	31,429	29,105
Fundraising events	47,275	85,420
Cafe and Blue Base income	102,651	147,896
Sponsorships income	176,049	198,639
	<u>          </u>	<u>          </u>
Other trading activities	357,404	461,060
	<u>          </u>	<u>          </u>

### **6 Investments**

	<b>Unrestricted funds 2020 £</b>	<b>Unrestricted funds 2019 £</b>
Income from listed investments	95	-
Interest receivable	2,363	500
	<u>          </u>	<u>          </u>
	2,458	500
	<u>          </u>	<u>          </u>



# **EVERTON IN THE COMMUNITY**

## **NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)**

**FOR THE YEAR ENDED 30 JUNE 2020**

### **7 Raising funds**

	Unrestricted funds 2020 £	Unrestricted funds 2019 £
<u>Fundraising and publicity</u>		
Staging fundraising events	69,966	42,028
Other fundraising costs	11,972	15,253
Staff costs	254,044	285,847
	<u>335,982</u>	<u>343,128</u>
<u>Trading costs</u>		
Cafe and Blue Base costs	46,865	84,413
Staff costs	88,215	82,824
Support costs	50,555	55,403
	<u>185,635</u>	<u>222,640</u>
<u>Investment management</u>	84	-
	<u>521,701</u>	<u>565,768</u>

# **EVERTON IN THE COMMUNITY**

## **NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)**

### **FOR THE YEAR ENDED 30 JUNE 2020**

#### **8 Charitable activities**

	Employ	Health	Sport	Youth	Total 2020	Total 2019
	2020	2020	2020	2020		
	£	£	£	£	£	£
Staff costs	331,999	325,019	485,891	1,157,622	2,300,531	1,894,265
Programme costs	15,646	114,350	29,047	239,485	398,528	362,653
Motor and travel	3,619	9,829	12,557	14,365	40,370	77,148
Kit and equipment	25	2,316	1,456	3,595	7,392	15,197
Marketing	1,719	11,084	942	9,452	23,197	37,342
Premises costs	-	-	-	14,136	14,136	-
Training	2,405	1,113	1,105	13,590	18,213	10,446
Sundry costs	10,197	1,419	8,335	21,559	41,510	12,297
	<u>365,610</u>	<u>465,130</u>	<u>539,333</u>	<u>1,473,804</u>	<u>2,843,877</u>	<u>2,409,348</u>
Share of support costs (see note 9)	109,470	354,207	191,236	466,706	1,121,619	1,123,842
Share of governance costs (see note 9)	14,220	46,011	74,995	10,470	145,696	68,515
	<u>489,300</u>	<u>865,348</u>	<u>805,564</u>	<u>1,950,980</u>	<u>4,111,192</u>	<u>3,601,705</u>
<b>Analysis by fund</b>						
Unrestricted funds	208,387	329,885	280,865	791,426	1,610,563	1,684,008
Restricted funds	280,913	535,463	524,699	1,159,554	2,500,629	1,917,697
	<u>489,300</u>	<u>865,348</u>	<u>805,564</u>	<u>1,950,980</u>	<u>4,111,192</u>	<u>3,601,705</u>

#### **For the 13 months ended 30 June 2019**

	Employ	Health	Sport	Youth	Total 2019
	£	£	£	£	£
Staff costs	386,531	291,234	452,888	763,612	1,894,265
Programme costs	26,389	120,563	45,504	170,197	362,653
Motor and travel	3,326	11,509	37,990	24,323	77,148
Kit and equipment	796	5,462	6,672	2,267	15,197
Marketing	1,411	13,698	11,263	10,970	37,342
Training	261	4,500	480	5,205	10,446
Sundry costs	1,907	1,889	1,885	6,616	12,297
	<u>420,621</u>	<u>448,855</u>	<u>556,682</u>	<u>983,190</u>	<u>2,409,348</u>
Share of support costs (see note 9)	155,540	267,292	213,193	487,817	1,123,842
Share of governance costs (see note 9)	9,483	17,026	12,997	29,009	68,515
	<u>585,644</u>	<u>733,173</u>	<u>782,872</u>	<u>1,500,016</u>	<u>3,601,705</u>

# **EVERTON IN THE COMMUNITY**

## **NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)**

**FOR THE YEAR ENDED 30 JUNE 2020**

### **8 Charitable activities**

**(Continued)**

#### **Analysis by fund**

Unrestricted funds	325,625	205,728	304,375	848,280	1,684,008
Restricted funds	260,019	527,445	478,497	651,736	1,917,697
	<u>585,644</u>	<u>733,173</u>	<u>782,872</u>	<u>1,500,016</u>	<u>3,601,705</u>

### **9 Support costs**

	Support costs	Governance costs	2020	Support costs	Governance costs	2019
	£	£	£	£	£	£
Staff costs	266,192	-	266,192	224,835	-	224,835
Depreciation	110,673	-	110,673	122,126	-	122,126
Administration costs	621,676	-	621,677	639,836	-	639,836
Facilities management	173,633	-	173,633	192,448	-	192,448
Audit fees	-	6,500	6,500	-	7,000	7,000
Accountancy	-	22,335	22,335	-	29,225	29,225
Legal and professional	-	116,861	116,860	-	32,290	32,290
	<u>1,172,174</u>	<u>145,696</u>	<u>1,317,870</u>	<u>1,179,245</u>	<u>68,515</u>	<u>1,247,760</u>
Analysed between						
Trading	50,555	-	50,555	55,403	-	55,403
Charitable activities	1,121,619	145,696	1,267,315	1,123,842	68,515	1,192,357
	<u>1,172,174</u>	<u>145,696</u>	<u>1,317,870</u>	<u>1,179,245</u>	<u>68,515</u>	<u>1,247,760</u>

### **10 Trustees**

None of the Trustees (or any persons connected with them) received any remuneration or benefits from the charity during the year.

# **EVERTON IN THE COMMUNITY**

## **NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)**

### **FOR THE YEAR ENDED 30 JUNE 2020**

#### **11 Employees**

##### **Number of employees**

The average monthly number of employees during the year was:

	<b>2020</b>	<b>2019</b>
	<b>Number</b>	<b>Number</b>
Charitable activities	119	112
Fundraising and administration	29	29
	<u>148</u>	<u>141</u>

##### **Employment costs**

	<b>2020</b>	<b>2019</b>
	<b>£</b>	<b>£</b>
Wages and salaries	2,609,869	2,251,004
Social security costs	211,438	176,345
Other pension costs	87,675	60,422
	<u>2,908,982</u>	<u>2,487,771</u>

The number of employees whose annual remuneration was £60,000 or more were:

	<b>2020</b>	<b>2019</b>
	<b>Number</b>	<b>Number</b>
£60,000 - £70,000	<u>1</u>	<u>-</u>

The key management personnel of the charity comprise the Chief Executive officer, the Executive Director, the Director of Health and Sport, the Director of Youth Engagement, Employability and Sports Development, the Director of Finance Resources and Operations and the Director of Development.

The total amount of employee benefits received by key management personnel amounted to £224,088 (2019 £198,648).

#### **12 Net gains/(losses) on investments**

	<b>Unrestricted funds</b>	<b>Total</b>
	<b>2020</b>	<b>2019</b>
	<b>£</b>	<b>£</b>
Revaluation of investments	<u>(676)</u>	<u>-</u>

# **EVERTON IN THE COMMUNITY**

## **NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)**

### **FOR THE YEAR ENDED 30 JUNE 2020**

#### **13 Tangible fixed assets**

	Freehold land and buildings	Leasehold land and buildings	Fixtures and fittings	Motor vehicles	Total
	£	£	£	£	£
<b>Cost</b>					
At 1 July 2019	1,089,788	1,689,156	241,915	100,695	3,121,554
Additions	12,921	31,036	11,033	-	54,990
At 30 June 2020	1,102,709	1,720,192	252,948	100,695	3,176,544
<b>Depreciation and impairment</b>					
At 1 July 2019	37,800	82,737	128,636	96,462	345,635
Depreciation charged in the year	22,041	33,768	50,634	4,230	110,673
At 30 June 2020	59,841	116,505	179,270	100,692	456,308
<b>Carrying amount</b>					
At 30 June 2020	1,042,868	1,603,687	73,678	3	2,720,236
At 30 June 2019	1,051,988	1,606,419	113,279	4,233	2,775,919

#### **14 Fixed asset investments**

	Listed investments £	Cash in portfolio	Total £
<b>Cost or valuation</b>			
At 1 July 2019	-	-	-
Additions	315,061	184,949	500,010
Valuation changes	(676)	-	(676)
At 30 June 2020	314,385	184,949	499,334
<b>Carrying amount</b>			
At 30 June 2020	314,385	184,949	499,334
At 30 June 2019	-	-	-

The historical cost of the investments held at 30 June 2020 was £315,061.

#### **15 Stocks**

	2020 £	2019 £
Goods for resale	2,970	5,192

# **EVERTON IN THE COMMUNITY**

## **NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)** **FOR THE YEAR ENDED 30 JUNE 2020**

### **16 Debtors**

	2020	2019
	£	£
<b>Amounts falling due within one year:</b>		
Trade debtors	88,259	89,603
Other debtors	1,064,685	191,764
Prepayments and accrued income	17,937	41,810
	<u>1,170,881</u>	<u>323,177</u>

### **17 Creditors: amounts falling due within one year**

	2020	2019
	£	£
	<b>Notes</b>	
Other taxation and social security	69,633	80,134
Deferred income	<b>18</b> 362,011	233,034
Trade creditors	79,138	112,950
Other creditors	23,328	14,246
Accruals and deferred income	24,630	41,706
	<u>558,740</u>	<u>482,070</u>

### **18 Deferred income**

	2020	2019
	£	£
Arising from Performance related grants	<u>362,011</u>	<u>233,034</u>

Deferred income is included in the financial statements as follows:

	2020	2019
	£	£
Deferred income at 1 July 2019	233,034	310,963
Additions during the period	2,333,368	2,041,884
Amounts released to income	(2,204,391)	(2,119,813)
Deferred income at 30 June 2020	<u>362,011</u>	<u>233,034</u>

### **19 Retirement benefit schemes**

#### **Defined contribution schemes**

The charity operates a defined contribution pension scheme for all qualifying employees. The assets of the scheme are held separately from those of the charity in an independently administered fund.

The charge to profit or loss in respect of defined contribution schemes was £87,675 (2019 - £60,422).

# **EVERTON IN THE COMMUNITY**

## **NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)**

### **FOR THE YEAR ENDED 30 JUNE 2020**

#### **20 Restricted funds**

The income funds of the charity include restricted funds comprising the following unexpended balances of donations and grants held on trust for specific purposes:

	<b>Movement in funds</b>				
	<b>Balance at 1 July 2019</b>	<b>Incoming resources</b>	<b>Resources expended</b>	<b>Transfers</b>	<b>Balance at 30 June 2020</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
Community Properties	1,716,928	280,194	-	(29,398)	1,967,724
Active Blues	-	5,337	(1,508)	-	3,829
Aged Veterans	-	16,664	(16,664)	-	-
41 Goodison	99,429	237,628	(271,158)	-	65,899
Blue Family	-	884,041	(166,520)	-	717,521
Disability	23,029	164,035	(136,894)	-	50,170
Everton Veterans Hub	4,047	45,329	(39,353)	-	10,023
Girls on side	4,862	1,675	(1,425)	-	5,112
Hang up Boots	6,759	52,580	(59,339)	-	-
Health Improvement	-	45,123	(45,123)	-	-
Healthy Blues	3,870	3,349	(7,219)	-	-
Home is Where the Heart Is	278,080	59,154	(187,079)	-	150,155
Imagine Your Goals	-	22,698	(4,354)	-	18,344
Kicks	-	433,460	(433,460)	-	-
Neighbourhood	-	41,864	(41,864)	-	-
Impact	-	334,187	(334,187)	-	-
Inspire	28,131	253,836	(281,967)	-	-
Primary Stars	-	339,407	(339,407)	-	-
Sphere	-	16,180	(2,491)	-	13,689
Stand Together	-	78,420	(78,420)	-	-
Tackling the Blues	21,525	76,891	(52,196)	-	46,220
	<u>2,186,660</u>	<u>3,392,052</u>	<u>(2,500,629)</u>	<u>(29,398)</u>	<u>3,048,685</u>

# **EVERTON IN THE COMMUNITY**

## **NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)**

### **FOR THE YEAR ENDED 30 JUNE 2020**

#### **20 Restricted funds**

**(Continued)**

Comparative information in respect of the preceding period is as follow:

	<b>Movement in funds</b>				
	<b>Balance at 1 July 2018</b>	<b>Incoming resources</b>	<b>Resources expended</b>	<b>Transfers</b>	<b>Balance at 30 June 2019</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
Community Properties	1,409,347	338,085	-	(30,504)	1,716,928
Active Blues	8,070	1,860	(9,930)	-	-
Aged Veterans	7,530	17,612	(25,142)	-	-
41 Goodison	51,840	325,294	(277,705)	-	99,429
Disability	-	177,661	(154,632)	-	23,029
Education & Employability	-	173,292	(173,292)	-	-
Everton Vets	-	54,229	(50,182)	-	4,047
Girls on side	816	6,338	(2,292)	-	4,862
Hang up Boots	-	7,510	(751)	-	6,759
Healthy Blues	17,508	53,078	(66,716)	-	3,870
Home is Where the Heart Is	248,523	72,770	(43,213)	-	278,080
Imagine Your Goals	16,633	59,362	(75,995)	-	-
Kicks	-	325,268	(325,268)	-	-
Neighbourhood	-	34,767	(41,431)	6,664	-
Pass on the Memories	8,584	7,409	(15,993)	-	-
Inspire	21,586	48,750	(42,205)	-	28,131
PL Girls	-	27,083	(27,083)	-	-
PL Works	3,895	40,625	(44,520)	-	-
Primary Stars	-	296,783	(296,783)	-	-
Stand Together	11,369	118,750	(130,119)	-	-
Tackling the Blues	17,144	62,129	(57,748)	-	21,525
Others	-	21,515	(56,697)	35,182	-
	<u>1,822,845</u>	<u>2,270,170</u>	<u>(1,917,697)</u>	<u>11,342</u>	<u>2,186,660</u>



## **EVERTON IN THE COMMUNITY**

### **NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)**

#### ***FOR THE YEAR ENDED 30 JUNE 2020***

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#### **20 Restricted funds**

**(Continued)**

##### **Community Properties**

This fund represents community properties which have been grant funded. The fund will be reduced each year in line with the related depreciation charge.

##### **Active Blues**

Funded through general fundraising and Everton Football Club partners, this project provides football and walking football weekly provision for inactive men aged 35+ who are primarily from North Liverpool.

##### **Aged Veterans**

Shelter fund the Aged Veterans programme which supports individuals aged 65+ who have served in the forces or engaged in National Service.

##### **41 Goodison**

Funded by BT and the Premier League, this programme supports young people who are at risk of being looked after and also those who are at risk of offending or have offended.

##### **Disability**

Funded through the Premier League and Children in Need, this programme includes projects that support children, young people and adults with various disabilities including learning, sensory and physical. Provision includes weekly sessions in schools and community settings alongside football teams that train weekly and compete in various regional, national and international tournaments.

##### **Education and Employability**

Everton PL Works funded by the Premier League Charitable Trust continues to deliver to 16-29 year olds who are not in education, employment or training. The course focuses on employability workshops, sport activity and money skills management awareness culminating in the candidates becoming active 'Community Champions' in the local community.

Working Futures an ESFA funded programme, supports NEETs to progress in to employment, education, traineeships, apprenticeships or further learning

PL Enterprise is new initiative to increase the aspirations and skills of 11 to 18 year olds in full time education who are marginalised and/or at risk of not achieving their full potential.

##### **Girls on Side**

Funded through general fundraising and Everton Football Club partners, this project provides weekly support through sport and non-sport activities to females who have been diagnosed with various types of mental illness who have been referred to us by Mersey Care.

##### **Hang up Our Boots**

Funded by the Premier League, this project supports individuals who are approaching retirement to ensure they have meaningful activities to engage in once they have retired to avoid becoming socially isolated.

## EVERTON IN THE COMMUNITY

### NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

#### FOR THE YEAR ENDED 30 JUNE 2020

#### 20 Restricted funds

(Continued)

##### **Healthy Blues**

This programme is funded through general fundraising and Everton Football Club partners and supports males and females aged 40+ with various mental health conditions referred from Mersey Care. Provision includes weekly sessions delivering in South Liverpool and North Sefton including various sports activities.

##### **Home is Where the Heart Is**

Funded by specific fundraising activities, this programme develops a supported living initiative for homeless young people.

##### **Imagine your Goals**

Funded through general fundraising and Everton Football Club partners, this programme supports males and females aged 18+ with various mental health conditions referred from Mersey Care. Weekly sessions take place across Merseyside including football and fitness sessions alongside providing training, volunteering and employment opportunities for participants.

##### **Kicks**

Funded through the Premier League, this programme aims to reduce anti-social behaviour within the community by engaging young people in a variety of sports.

##### **Knowsley Veterans Hub**

The Royal British Legion funds this project to support men and women at any stage of the transition from military life to civilian life. Ex-forces personnel face various challenges with making this transition and many can find themselves homeless, in prison or battling with addiction.

##### **Neighbourhood**

Funded from specific fundraising and donations, this programme supports local residents and businesses in the Blue Mile surrounding Goodison Park

##### **Pass on the Memories**

This programme is funded from various donations and fundraising activities to support people living with Dementia and memory loss who are referred from Mersey Care.

##### **Inspire**

Funded by the Premier League, this programme aims to deliver targeted support to identified students that need extra support to stay in education or to stop criminal exploitation.

##### **PL Girls**

Funded by the Premier League Charitable Trust, this programme provides women and girls aged 11+ with community time football sessions, competitive opportunities and signposting to female FA Charter Clubs.

##### **Primary Stars**

This is a national curriculum-linked education programme using the appeal of the Premier League and Everton FC to inspire primary school children to learn, be active and develop important skills.

##### **Tackling the Blues**

Funded by the Premier League, this programme supports children and young people with, or at risk of developing, mental illness. It is a sports and education-based programme delivered in school settings.

# **EVERTON IN THE COMMUNITY**

## **NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)**

### **FOR THE YEAR ENDED 30 JUNE 2020**

#### **20 Restricted funds**

**(Continued)**

##### **Sphere**

Funded through Erasmus funding, this project is a European-wide project designed to share learning on mental health projects.

##### **Stand Together**

Funded by the Premier League, this project supports men and women aged 70+ who have been identified as being socially isolated. Participants attend weekly sessions at the Blue Base alongside regular visits to various Merseyside attractions and landmarks.

#### **21 Unrestricted funds**

The income funds of the charity include the following designated funds which have been set aside out of unrestricted funds by the trustees for specific purposes:

	<b>Movement in funds</b>					
	<b>Balance at 1 July 2019</b>	<b>Incoming resources</b>	<b>Resources expended</b>	<b>Transfers</b>	<b>Revaluations, gains and losses</b>	<b>Balance at 30 June 2020</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
Community Properties	1,256,112	-	(26,410)	12,920	-	1,242,622
National Citizen Service	-	624,511	(486,870)	-	-	137,641
Health and Wellbeing Projects	123,901	6,234	(25,904)	-	-	104,231
Youth Engagement Programmes	171,971	-	-	93,386	-	265,357
Apprenticeship Programme	-	122,192	(122,192)	-	-	-
General Unrestricted Funds	957,010	1,696,034	(1,470,888)	(76,908)	(676)	1,104,572
	<u>2,508,994</u>	<u>2,448,971</u>	<u>(2,132,264)</u>	<u>29,398</u>	<u>(676)</u>	<u>2,854,423</u>

# **EVERTON IN THE COMMUNITY**

## **NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)** **FOR THE YEAR ENDED 30 JUNE 2020**

### **21 Unrestricted funds**

**(Continued)**

Comparative information in respect of the preceding period is as follows:

	Balance at 1 July 2018	Incoming resources	Movement in funds			Balance at 30 June 2019
	£	£	Resources expended	Transfers	Revaluations, gains and losses	£
Community Properties	1,304,509	-	(48,397)	-	-	1,256,112
National Citizen Service	-	434,209	(434,209)	-	-	-
Health and Wellbeing Projects	66,491	20,154	(20,154)	57,410	-	123,901
Youth Engagement Programmes	-	-	-	171,971	-	171,971
Apprenticeship Programme	-	205,629	(202,768)	(2,861)	-	-
General Unrestricted Funds	499,243	2,248,678	(1,544,248)	(237,862)	-	957,010
	<u>1,861,442</u>	<u>2,908,670</u>	<u>(2,249,776)</u>	<u>(11,342)</u>	<u>-</u>	<u>2,508,994</u>

### **22 Analysis of net assets between funds**

	Unrestricted 2020	Restricted 2020	Total 2020	Unrestricted 2019	Restricted 2019	Total 2019
	£	£	£	£	£	£
Fund balances at 30 June 2020 are represented by:						
Tangible assets	198,303	2,521,933	2,720,236	1,373,624	1,402,295	2,775,919
Investments	-	499,334	499,334	-	-	-
Current assets/ (liabilities)	2,656,120	27,418	2,683,538	1,135,370	784,365	1,919,735
	<u>2,854,423</u>	<u>3,048,685</u>	<u>5,903,108</u>	<u>2,508,994</u>	<u>2,186,660</u>	<u>4,695,654</u>

### **23 Related party transactions**

Everton in the community is the charitable arm of Everton Football Club. During the year Everton Football Club donated £581,606 (2019 £420,000) towards the operational costs of the charity. In addition Everton Football Club incurred operating costs amounting to £516,929 (2019 £374,381). These costs are included as donations and support costs.

# **EVERTON IN THE COMMUNITY**

## **NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)**

### **FOR THE YEAR ENDED 30 JUNE 2020**

<b>24</b>	<b>Cash generated from operations</b>	<b>2020</b>	<b>2019</b>
		<b>£</b>	<b>£</b>
	Surplus for the year	1,207,454	1,011,367
	Adjustments for:		
	Investment income recognised in statement of financial activities	(2,458)	(500)
	Fair value gains and losses on investments	676	-
	Depreciation and impairment of tangible fixed assets	110,673	122,126
	Movements in working capital:		
	Decrease/(increase) in stocks	2,222	(5,192)
	(Increase)/decrease in debtors	(847,703)	226,591
	(Decrease) in creditors	(52,307)	(19,156)
	Increase/(decrease) in deferred income	128,977	(77,929)
	<b>Cash generated from operations</b>	<b>547,534</b>	<b>1,257,307</b>
<b>25</b>	<b>Analysis of changes in net funds</b>		
	The charity had no debt during the year.		