SportalliesAnnual Report 2017



Report of Trustees and Financial Statements for the Year Ended 31 January 2017

Published in 2017 by Sport Allies Ltd Sport Allies is a limited company registered in England (Company Registration No. 08846866) and a charity registered in England and Wales (Registered Charity No. 1169945)

Visit us at sportallies.org or contact us at hello@sportallies.org

All content copyright © Sport Allies Ltd 2017

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior permission in writing of the publishers.

This book is distributed subject to the condition that it shall not, by way of trade or otherwise, be lent, resold, hired out or otherwise circulated without the publisher's prior consent in any form of binding or cover other than that in which it is published and without a similar condition, including this condition, being imposed on the subsequent recipient.

ISBN 978-1-912486-01-4

A CIP record for this book is available from the British Library.

▼*Table of Contents*

1.	Chairman's Report	4
2.	Report of the Trustees	7
3.	Independent Examiner's Report to the Trustees of Sport Allies	14
4.	Statement of Financial Activities	10
5.	Balance Sheet	17
6.	Notes to the Financial Statements	15
7.	Detailed Statement of Financial Activities	24

▼1. Chairman's Report For the Year Ended 31 January 2017

Sport Allies is a registered charity with a mission to promote sport - especially team sport - as an inclusive and supportive route to personal growth for everyone. We also want to see sport play a more prominent role in promoting inclusion generally, with a specific focus on gender and non-heteronormative sexualities. Our vision is a world where sport leads the way in promoting diversity, and we have recently produced a strategy document, available from sportallies.org, which shows how we plan to achieve our objectives.

In this, our first annual report, I would like to take the opportunity to share a brief anecdotal history of how Sport Allies came into being, and why its work matters so much to all of us involved.

In 2009, I began working with a group of university rowers to create a fundraising calendar that would help them to pay for much-needed boat repairs. Eight years later, the Warwick Rowers project has become synonymous around the world with challenging homophobia in sport. It has had a powerful and wholly positive effect on the lives of those immediately involved, myself included, but I believe its most significant achievement is the message of hope and solidarity that it has delivered to people in over 140 countries, including many with oppressively homophobic regimes.

The calendar, along with a range of other products that include books, art prints, films and clothing, now sells in over 80 countries and has raised more than half a million pounds for sport and charities, including Sport Allies. As a successful gay/straight alliance, it has also delivered an object lesson in the importance of diversity and the power of collaboration.

It is human instinct to distrust anything strange or different. When learned prejudices are added to this instinct, it easily becomes the tribalism that remains so prevalent in our society, whether based on ethnicity, sexuality, gender, politics, lifestyle or belief. I'm as guilty of this as anyone. Until I got to know the rowers, my perception of sportsmen was almost entirely negative - I saw them as a tribe united by characteristics of arrogance, machismo and insensitivity.

The challenge to my own prejudices came early on, when the calendar found a small but enthusiastic following among gay men. I was overwhelmed by how swiftly and unequivocally the rowers embraced that support. It started a conversation - between me, the rowers and our supporters - that led to the rowers becoming vocal and public advocates for LGBT rights, enabling us in the process to reinvent the naked calendar as a platform to challenge homophobia. It is a story and a message that has won hearts and minds throughout the world.

What has moved many, including me, is that the men who embody and deliver the message of the Warwick Rowers calendar are mainly 'straight jocks' - a group of people who, for many in the LGBT community, have been closely identified with the assertion of patriarchal heteronormativity, and the manifestation of that culture in homophobic abuse. Working with these charismatic, passionate, sensitive and courageous young men over the last eight years has enabled me to see beyond the historic stereotype of the 'straight jock' to the new reality of the 'straight ally'. And straight allies can be a fantastically powerful force, as the rowers have shown us.

I have also been able to see for myself the enormous benefits of participation in team sport, the depth of the bonds that are formed between team-mates, the way that they learn to work together and the support they are able to give each other as a result.

The world of team sport is not a culture to be dismissed - rather, I believe that participation in team sport is an opportunity for personal growth that needs to be promoted more widely. This will not only benefit those who currently feel excluded, but make sport a place where all young people can learn how to work and play together in an environment that promotes inclusion and better reflects the wider world we live in.

Sport Allies has been able to draw on more than eight years of experience from the Warwick Rowers project. We have also been blessed by a board of trustees who have devoted hundreds of hours over the last three years to turning Sport Allies from an idea into a reality. Our board includes senior experience in the worlds of sport, academia, media production, publishing, governance and public relations, as well as the voice of young people.

Together, we are committed to ensuring the sustainability of Sport Allies as an organisation for as long as there is a job to be done.

Please join us. There are many ways in which you can help us to achieve our goals, and we would very much welcome your support. To find out more, please visit sportallies.org.

Angus Malcolm

Chair

Our vision is a world where sport is a leader in promoting diversity.

Our mission is to promote sport, and especially team sport, as an inclusive and supportive route to personal growth for everyone.

▼2. Report of the Trustees

For the Year Ended 31 January 2017

This is the first Sport Allies Annual Report and follows its successful application in 2016 to become a registered charity (Charity Number 1169945, registered in England and Wales). The trustees are keen to articulate the financial history of Sport Allies to supporters from its inception in 2014, when the project began receiving a share of profits from the sales of Warwick Rowers merchandise.

Sport Allies was born out of the Warwick Rowers project, a gay/straight alliance which has become one of the defining voices of the "straight ally" concept of LGBTQ advancement. Through conversations between a group of predominantly heterosexual male university athletes, a gay photographer/producer and LGBT supporters around the world, the project identified that many people, particularly within the LGBTQ community, had had negative experiences of sport - and particularly team sport - during their youth and formal education. Sport Allies was founded as a direct result of that dialogue.

We have been blessed by a number of ad hoc and on-going donations from individuals. To date, however, the vast majority of the funds received by Sport Allies have come from the profits of the Warwick Rowers Ltd social enterprise - over £90,000 as of January 2017. We have a commitment from Warwick Rowers Ltd to continue to fund Sport Allies indefinitely and, as the enterprise expands, to do so on a larger scale.

Setting up a new organisation is not easy, and Sport Allies exacerbated this by placing too much reliance on a small group of student volunteers at the outset, which created a number of operational problems. This was addressed through a process that brought a wider group of stakeholders together to devise a realistic forward plan for the organisation. This in turn led to the development of an achievable long-term development strategy, managed by a board of trustees that combines student and professional expertise in a way that directly reflects the highly successful model of Warwick Rowers.

As part of this process, finances (which had been managed through a virtual account within the Warwick Rowers project) were established in a company bank account and the organisation made a successful application to become a registered charity. Please note that for statutory reasons, the accounts reproduced here exclude accounting from the period prior to setting up an independent bank account for the organisation.

The trustees, who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 31 January 2017. The trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015).

OBJECTIVES AND ACTIVITIES:

Our vision is a world where sport is a leader in promoting diversity.

Our mission is to promote sport, and especially team sport, as an inclusive and supportive route to personal growth for everyone.

We believe that sport offers far more than just physical benefit. Sport enables young people to explore their potential, make life-long friends and develop a wide range of skills that are applicable in the wider world. We believe that everyone should have access to sport and the opportunities it provides, and that sport should play a central role in enabling a more diverse and inclusive world.

Our work is informed by the following core principles

- Without inclusivity, there can never be equality of opportunity.
- Everyone should have the opportunity to explore their talent and turn it into personal success and a positive contribution to society.
- Any group of people whether a corporate board or a sports team will become stronger by recruiting from the entire pool of talent.
- Team sport offers unique opportunities for promoting diversity and enabling personal growth.

Our strategy for achieving our mission comprises three key strands:

- Contributing to the debate
- Supporting better delivery
- Empowering young people

Contributing to the Debate

There are important conversations taking place both locally and globally about gender and sexuality. We aim to contribute to those conversations, with a specific perspective on sports and the value of diversity and collaboration, not least through the "straight ally" concept. Our methods to achieve this will include:

- Commissioning academic research in key relevant areas
- Facilitating youth-led action research, particularly through social media and other peer-to-peer communication channels
- Sharing our findings to key decision makers within national and local government, the education sector, international and national governing bodies in sport, and other relevant policy makers

We will work in partnership with academic institutions, market research companies and other relevant sports and youth organisations to deliver this work.

Supporting Better Delivery

Our first report, *Homophobia, Gender and Sporting Culture*, has looked at practical approaches to making sport more inclusive and more relevant in a rapidly changing work. We aim to build on this work, and on the findings of future research by creating practical tools and resources to support people who are delivering sports-related training or education to young people.

Initially, we aim to do this by collecting and sharing best practice from around the world via our website, with targeted promotion to bring this resource to the attention of those who can benefit from it most. Longer term, we wish to explore the development of more formal training and accreditation programmes that will enable measurable outcomes against our objectives.

Empowering Young People

One of the great successes of the Warwick Rowers project has been the use of viral communication. With nearly forty million hits across more than 140 countries, including countries with severely oppressive regimes that particularly affect women and LGBT populations, the viral videos of the Warwick Rowers have delivered an important message to a global audience.

We aim to replicate that success at Sport Allies, and we are delighted to have entered into a partnership with the London Film School with the specific aim of enabling talented young film-makers to create viral films aimed at a youth audience. The films will focus on various aspects of the problems and opportunities that have emerged from our research, to promote more inclusive attitudes in sport, particularly towards the LGBT community.

ACHIEVEMENT AND PERFORMANCE:

Charitable activities

Activities to date have concentrated on the development of an evidence base for our strategy, the production of the initial Sport Allies report, and development of partnerships and networks for delivering further work.

Beginning with a literature review and consolidated by our first commissioned report, *Homophobia, Gender and Sporting Culture*, our aim is to ensure that all activity undertaken by the Sport Allies charity focusses on areas of need and where we can make a positive, measurable difference to the lives of persons identifying as LGBTQ+.

Our submission to the House of Commons Culture, Media and Sport Select Committee's inquiry on Homophobia in Sport was well received and representatives from the charity were invited by the chair of that committee to discuss the content of our submission at a meeting held in the House.

Sport Allies has also actively participated in events such as Pride In London 2016, where we had a float in the parade and at National Student Pride where we had a stall to promote the charity's activities.

FINANCIAL REVIEW:

Financial position

Against the backdrop of limited resources, the trustees have nonetheless continued to develop a detailed strategy for Sport Allies. This strategy draws on the eight years of experience gained from the Warwick Rowers project, the findings of our own literature review (which was considered by the House of Commons Select Committee on Culture, Media and Sport as part of their inquiry into homophobia in sport) and a further report, Homophobia, Gender and Sporting Culture, that was commissioned by Sport Allies and prepared by Leeds Beckett University.

Principal funding sources

As detailed above, the Warwick Rowers project remains the principal source of funds for Sport Allies with additional donations coming primarily from individual donors via the website. Strategically the charity aims in the short term to diversify funding sources, generated from similar alliances to the Warwick Rowers offering mutual benefit and also gaining regular sponsorship from corporate donors wishing to align with the Sport Allies philosophy.

Investment policy

Aside from retaining a prudent amount in reserves each year most of the charity's funds are to be spent in the short term so there are no funds currently available for long term investment.

Reserves policy

The Board of Trustees has examined the charity's requirements for reserves in light of the main risks to the organisation. Currently, minimal reserves are needed to meet the working capital requirements of the charity. Although the strategy is to continue to build reserves through planned operating surpluses to ensure the ongoing sustainability of the charity to enable it to meet and deliver its objectives in times when external economic activity may limit fundraising opportunities.

PLANS FOR FUTURE PERIODS:

The charity plans continuing the activities outlined above in the forthcoming years subject to satisfactory funding arrangements.

STRUCTURE, GOVERNANCE AND MANAGEMENT:

Governing document

The organisation is a charitable company limited by guarantee, incorporated on 15 January 2014 and registered as a charity on 28 October 2016. The company was established under a Memorandum of Association which established the objects and powers of the charitable company and is governed under its Articles of Association. In the event of the company being wound up members are required to contribute an amount not exceeding £10.

Recruitment and appointment of new trustees

The directors of the company are also charity trustees for the purposes of charity law and under the company's Articles are known as members of the Board of Trustees. Under the requirements of the Memorandum and Articles of Association the members of the Board of Trustees are elected to serve for a period of three years after which they must be re-elected at the next Annual General Meeting.

All members of the Board of Trustees give their time voluntarily and received no benefits from the charity. Any expenses reclaimed from the charity are set out in the accounts.

Angus Malcolm and David Nicholls retire by rotation and, being eligible, offer themselves for re-election.

Business, legal, marketing, sporting, PR and television documentary skills are well represented on the Board. To maintain and enhance our existing skill mix, members of the Board will be requested to provide a list of their skills (and update it each year) and in the event of particular skills being lost due to retirements, individuals are approached to offer themselves for election to the Board. The charity is actively searching for additional trustees to broaden the skills of the board, including someone with an accountancy background to fulfil the role of Treasurer.

Organisational structure

Sport Allies has a Board of Trustees who meet six monthly and are responsible for the strategic direction and policy of the charity. At present the Board, including the Secretary, has nine members from a variety of professional backgrounds relevant to the work of the charity.

Related parties

Angus Malcolm, a trustee, is also a director and controlling shareholder in Warwick Rowers Limited which provides a source of donations.

Risk management

The Management Committee is due to conduct its first review of the major risks to which the charity is exposed. A risk register has been established and is to be updated at least annually. Where appropriate, systems or procedures will be established to mitigate the risks the charity faces. Significant external risks to funding have led to the development of a strategic plan which will allow for the diversification of funding and activities. Internal control risks are minimised by the implementation of procedures for authorisation of all transactions and projects.

REFERENCE AND ADMINISTRATIVE DETAILS:

Registered Company number 08846866 (England and Wales)

Registered Charity number 1169945

Registered office	Trustees	Independent examiner
11 Linden Crescent	A Malcolm	Lisa Compton
Great Ayton	D W Nicholls	Liric Chartered Accountants
Middlesbrough	C Powell	Wyndmere House
Cleveland	T Edwards	Ashwell Road
TS9 6AF	W Parry	Steeple Morden
	D Child	Hertfordshire
	U Jong	SG8 ONZ
	M Blandford-Baker	
	T Solesbury	

COMMENCEMENT OF ACTIVITIES:

The company obtained charitable status on 28 October 2016. Prior to this date income had been received from Warwick Rowers as a contribution towards administrative costs.

This report has been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

Approved by order of the board of trustees on 11 October 2017 and signed on its behalf by:

D W Nicholls - Trustee

3. Independent Examiner's Report to the Trustees of Sport Allies For the Year Ended 31 January 2017

I report on the accounts for the year ended 31 January 2017 set out on pages sixteen to twenty-four.

Respective responsibilities of trustees and examiner

The charity's trustees (who are also the directors for the purposes of company law) are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year (under Section 144(2) of the Charities Act 2011 (the 2011 Act)) and that an independent examination is required.

Having satisfied myself that the charity is not subject to audit under company law and is eligible for independent examination, it is my responsibility to:

- examine the accounts under Section 145 of the 2011 Act
- to follow the procedures laid down in the General Directions given by the Charity Commission (under Section 145(5)(b) of the 2011 Act); and
- to state whether particular matters have come to my attention.

Basis of the independent examiner's report

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

Independent examiner's statement

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

- (1) which gives me reasonable cause to believe that, in any material respect, the requirements
- to keep accounting records in accordance with Section 386 and 387 of the Companies Act 2006; and
- to prepare accounts which accord with the accounting records, comply with the accounting requirements of Sections 394 and 395 of the Companies Act 2006 and with the methods and principles of the Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015)

have not been met; or

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

Lisa Compton Liric Chartered Accountants Wyndmere House Ashwell Road Steeple Morden Hertfordshire SG8 ONZ

11 October 2017

▼4. Statement of Financial Activities

For the Year Ended 31 January 2017

	Notes	$\begin{array}{c} \textbf{2017} \\ \textbf{Unrestricted fund} \\ \boldsymbol{\mathfrak{L}} \end{array}$	2016 Unrestricted fund \mathfrak{L}
INCOME AND ENDOWMENTS FROM Donations and legacies		50,940	-
Other trading activities	2 & 3	(1)	2,097
Total		50,939	2,097
EXPENDITURE ON Raising funds	5	9,438	5,992
NET INCOME / (EXPENDITURE)		41,501	(3,895)
RECONCILIATION OF FUNDS			
Total funds brought forward		(5,392)	(1,497)
TOTAL FUNDS CARRIED FORWARD		36,109	(5,392)

CONTINUING OPERATIONS

All income and expenditure has arisen from continuing activities.

▼5. Balance Sheet

For the Year Ended 31 January 2017

	Notes	2017 Unrestricted fund £	2016 Unrestricted fund £
CURRENT ASSETS Debtors Cash in hand	6	31,246 19,133	4,592
		50,379	4,592
CREDITORS Amounts falling due within one year	7	(14,270)	(9,984)
NET CURRENT ASSETS / (LIABILITIES)		36,109	(5,392)
TOTAL ASSETS LESS CURRENT LIABILITIES		36,109	(5,,392)
NET ASSETS / (LIABILITIES)		36,109	(5,392)
FUNDS Unrestricted funds		36,109	(5,392)
TOTAL FUNDS		36,109	(5,392)

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 January 2017.

The members have not required the charitable company to obtain an audit of its financial statements for the year ended 31 January 2017 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

- (a) ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

These financial statements have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small charitable companies.

The financial statements were approved by the Board of Trustees on 11 October 2017 and were signed on its behalf by:

D W Nicholls -Trustee

A Malcolm -Trustee

▼6. Notes to the Financial Statements

For the Year Ended 31 January 2017

1. ACCOUNTING POLICIES

Basis of preparing the financial statements

The financial statements of the charitable company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

Income

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

Expenditure

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.

Taxation

The charity is exempt from corporation tax on its charitable activities.

Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

2. OTHER TRADING ACTIVITIES

2. OTHER TRADING ACTIVITIES	2017 £	2016 £
Sales income	(1)	
3. RAISING FUNDS		
Raising donations and legacies	2017 £	2016 £
Support costs	9,438	
Other trading activities	2017 £	2016 £
Support costs		<u>5,992</u>
Aggregate amounts	9,438	5,992

4. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31 January 2017 nor for the year ended 31 January 2016.

Trustees' expenses

There were no trustees' expenses paid for the year ended 31 January 2017 nor for the year ended 31 January 2016

5. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

INCOME AND ENDOWMENTS FROM	Unrestricted fund ${\mathfrak L}$
Other trading activities	2,097
Total	2,097
EXPENDITURE ON Raising funds	5,992
Total	5,992
NET INCOME / (EXPENDITURE)	(3,895)
RECONCILIATION OF FUNDS Total funds brought forward	(1,497)
TOTAL FUNDS CARRIED FORWARD	(5,392)

6. DEBTORS: AMOUNTS FALLING DUE WITH	HIN ONE YEAR	2017 £	2016 £
Other debtors		31,246	4,592
7. CREDITORS: AMOUNTS FALLING DUE WI	THIN ONE YEAR	2017 £	2016 £
Trade creditors Other creditors Accrued expenses		4,286 8,784 1,200 14,270	8,784 1,200 9,984
O MOVEMENT IN CUNDS			
8. MOVEMENT IN FUNDS	At 1/2/16 £	Net movement in funds ເ	At 31/1/17 £
Unrestricted funds General funds			
Unrestricted funds	£	funds £	£
Unrestricted funds General funds	£ (5,392) (5,392)	funds £ 41,501	£ 36,109
Unrestricted funds General funds TOTAL FUNDS Net movement in funds, included in the abo	£ (5,392) (5,392)	funds £ 41,501	£ 36,109
Unrestricted funds General funds TOTAL FUNDS	(5,392) (5,392) (5,392) ve are as follows: Incoming resources	## Table 10 Figure 12 Figure 12 Figure 12 Figure 12 Figure 13 Figure 13 Figure 14 Figure 15 Figu	36,109 36,109 Movement in funds

9. RELATED PARTY DISCLOSURES

Angus Malcolm, a trustee, is also a director and shareholder in Warwick Rowers Limited and the following transactions have taken place during the year:

	2017 £	2016 £
Donations received Other income received	50,000	2,096

Angus Malcolm has also personally paid for some expenses on behalf of the company. The following amounts are due to him at the balance sheet date:

	2017 £	2016 £
Due to Angus Malcolm	8,784	4,591

10. CHARITABLE STATUS

The company obtained charitable status on 28 October 2016. The prior year figures have been restated to comply with disclosure required under the Statement of Recommended Practice applicable to charities.

▼7. Detailed Statement of Financial Activities

For the Year Ended 31 January 2017

	2017 £	2016 £
INCOME AND ENDOWMENTS		
Donations and legacies Donations	50,940	
Other trading activities Sales income	(1)	2,097
Total incoming resources	50,939	2,097
EXPENDITURE		
Support costs Management Sundries Finance Bank charges Accounts and professional fees	8,781 57 600	4,792 - 1,200
Accounts and professional roos	657	1,200
Total resources expended	9,438	5,992
Net income / (expenditure)	<u>41,501</u>	(3,895)

