

SOLE POTENTIAL

Trustees' Annual Report & Financial Statements for the Year ended 31 December 2025

A Charitable Incorporated Organisation
Registered Charity Number: 1190553

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Sole Potential: Charity Information

Trustees	Margaret Dabbs OBE, Chair Ian Richardson, Trustee Mark Patterson, Trustee, appointed 28 Oct 2025 Derek Gannon, Trustee, appointed 28 Oct 2025
Employee	Cate Campany, Head of Charity, appointed 15 Sept 2025
Registered Charity Number	1190553
Principal address	36 Weymouth Street London W1G 6NJ
Bankers	HSBC

Introduction

The Trustees present their annual report and the financial statements of Sole Potential for the year ended 31 December 2025

The financial statements have been prepared in accordance with 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 (FRS102) (effective 1 January 2019) as detailed in the accounting policies.

Our mission and aims

Sole Potential operates in the United Kingdom to relieve poverty among young people from underprivileged backgrounds by providing sporting footwear that enables them to participate in sport. The charity's aim is to give every child an equal opportunity to get involved in sport so that they can reap the same physical, emotional and social benefits as their peers.



Why we do it

Our vision is that every child deserves a fair start, and young lives can be improved through greater access to sport. Too many children living in poverty in the UK miss out on the opportunity to benefit from sport as they have no access to suitable or adequate footwear.

- Family affluence is a major factor in children's participation in sport: 45%[1] of children from low-income families take part in regular exercise, compared with 58% of children from more affluent families.
- An estimated 2.1 million children in the UK—28%—do less than 30 minutes of physical activity a day.
- In the UK, 2.2 million children receive free school meals[2], representing 25.7% of all children. This measure indicates the scale of financial disadvantage that may prevent families from purchasing suitable sporting footwear.

We believe that having access to suitable sports shoes is a necessity, not a luxury. Through our charitable work, we aim to bridge this growing gap by gifting sports shoes so that they have the same opportunity to participate as their peers.

How we do it

Sole Potential works directly with schools, sports and community clubs, and social workers across the UK to identify children who lack appropriate sports shoes. We step in to gift them brand new, suitable sports footwear. We believe that giving a child their very own, brand-new pair of shoes—not hand-me-downs—sends a powerful message: their participation matters, and they are valued.

[1] Source: Active Lives Children and Young People Survey, Academic year 2024-25, Sport England. Published December 2025

[2] Source: Education statistics, UK Government.

Structure, Governance and Management

Sole Potential CIO (the "Charity") was registered as a charitable incorporated organisation on 21 July 2020, number 1190553.

The Trustees are responsible for preparing the Trustees' Annual Report and the financial statements in accordance with applicable law and United Kingdom accounting standards. They are also responsible for keeping proper accounting records, safeguarding the charity's assets, and taking reasonable steps to prevent and detect fraud and other irregularities. The Trustees meet to oversee strategy, financial management, risk, safeguarding and the charity's activities. Decisions are recorded, and conflicts of interest are declared and managed in accordance with the charity's governing document and policies.

Trustees are appointed by the Board of Trustees and are responsible for the charity's governance. Newly appointed Trustees receive an induction briefing covering their legal duties under charity law, the charity's decision-making processes, and its principal policies and procedures.

The Head of Charity leads the day-to-day operations of Sole Potential.

Risk Management

The Trustees have reviewed the major strategic, financial and operational risks facing the charity. The principal risk is reliance on sponsorship and donations, which reduces financial resilience. The Trustees are addressing this through the diversified income plan approved as part of the charity's three-year strategy.

The Trustees reviewed evidence that the Head of Charity held an enhanced Disclosure and Barring Service check, including a check of the children's and adults' barred lists.

No other safeguarding checks were undertaken during the reporting period because the charity did not expect, and did not have, direct engagement with young people aged 5–17 who might be considered vulnerable.

Public Benefit

In planning the charity's activities for the year, the Trustees had due regard to the Charity Commission's guidance on public benefit, as required by section 17 of the Charities Act 2011. They are satisfied that the activities described in this report further the charity's purposes for the public benefit.

Achievements

During the fourth quarter, the Head of Charity consulted internal and external stakeholders on proposed revisions to the gifting process, from identifying beneficiaries through to supplying sports shoes. The feedback informed the redesign of a pilot scheduled to launch in February 2026. The pilot will test an effective route to beneficiaries, a cost-effective procurement model and an efficient end-to-end fulfilment process.

The Trustees approved a new three-year strategy with four initial priorities: rebranding the charity and redesigning its website; launching as the Official Charity of Margaret Dabbs® London; establishing Referrers as the primary route for identifying beneficiaries and liaising with them; and developing a diversified income plan.

Financial Review

Total income for the year ended 31 December 2025 was £5,607 (2024: £96), all from donations. Total expenditure was £6,628 (2024: £276), resulting in a deficit of £1,021 for the year. In response, the Trustees approved the development of a diversified income plan to reduce reliance on sponsorship and donations.

Reserves Policy

As of 31st December 2025, the Reserves were £11,865, all unrestricted. In accordance with our Reserves Policy the trustees have agreed that the charity should aim to retain an appropriate level of unrestricted free reserves sufficient to cover 6 months' core operational costs. In 2025 this was estimated at between £11k and £13k. Reserves were therefore within the target range at the year end.

The Trustees define unrestricted free reserves as unrestricted funds that are freely available for the charity's general purposes, excluding any designated funds earmarked for specific projects.

Going concern

Having considered the charity's reserves, anticipated income and planned expenditure, the Trustees have a reasonable expectation that the charity has adequate resources to continue operating for the foreseeable future. They therefore continue to adopt the going concern basis in preparing the financial statements.

Plans for future periods

Although Sole Potential launched on 24 July 2020 and completed some start-up activity, its operations subsequently stalled following the COVID-19 pandemic. In October 2025, the Board of Trustees approved a relaunch and refreshed strategic direction, providing the basis for the plans set out below.



By 2028, the third year of the strategy, the charity aims to gift 1,000 pairs of sports shoes annually—equivalent to approximately 83 football teams. Achieving this target will require sufficient income to fund fulfilment costs of approximately £60,000 a year, together with fundraising, staffing, marketing and communications, operations and IT.

Approval

This report was approved by the Board of Trustees on 22nd October 2026 and signed on its behalf by:

Margaret Dabbs OBE 23/10/2026

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Margaret Dabbs OBE

Chair of Trustees