Docusign Envelope ID: FC6CA018-8F54-8954-8082-96C8E9205E49

Registered number: 13199784
Charity number: 1195686

CUI - COUNT US IN LIMITED

(A Company Limited by Guarantee)

TRUSTEES' REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2025

Docusign Envelope ID: FC6CA018-8F54-8954-8082-96C8E9205E49

CUI - COUNT US IN LIMITED
(A Company Limited by Guarantee)

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CUI - COUNT US IN LIMITED

(A Company Limited by Guarantee)

REFERENCE AND ADMINISTRATIVE DETAILS OF THE CHARITY, ITS TRUSTEES AND ADVISERS FOR THE YEAR ENDED 31 DECEMBER 2025

Trustees	M Lyon (resigned 11 September 2025) C Maddox K Umeasiegbu F Macklin (appointed 11 September 2025) P V Ommen (appointed 11 September 2025) W Warshaw (appointed 11 September 2025)
Company registered number	13199784
Charity registered number	1195686
Registered office	First Floor Black Country House Rounds Green Road Oldbury West Midlands B69 2DG
Company secretary	J Greenway
Independent auditors	Crowe U.K. LLP Black Country House Rounds Green Road Oldbury West Midlands B69 2DG
Bankers	HSBC 6 Commercial Way Woking Surrey GU21 6EZ

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TRUSTEES' REPORT
FOR THE YEAR ENDED 31 DECEMBER 2025

The Trustees present their annual report, together with the audited financial statements of CUI – Count Us In Limited (Count Us In) for the period ended 31 December 2025. The financial statements have been prepared in accordance with the accounting policies set out in note 2 to the accounts and comply with the Charity's trust deed, the Charities Act 2011, the Charities Statement of Recommended Practice (second edition) and Financial Reporting Standard FRS 102.

Objectives and activities for the public benefit

The objects of the Charity are: to advance education; to relieve poverty by supporting such charitable causes as the trustees may from time to time determine; and to promote sustainable development by:

1) the preservation, conservation and the protection of the environment and the prudent use of resources;

2) the relief of poverty and the improvement of the conditions of life in socially and economically disadvantaged communities;

3) the promotion of sustainable means of achieving economic growth and regeneration. Sustainable development means "development which meets the needs of the present without compromising the ability of future generations to meet their own needs".

One of our charitable aims is to promote sustainable development through the preservation, conservation and protection of the environment and the prudent use of resources. We do this through 'Count Us In'. Count Us In develops and delivers ground breaking campaigns that harness the power of popular culture to inspire mainstream action on climate and nature, and support policy and business leaders to be ambitious in driving policy and systemic change.

Culture, and sport specifically, has the power to shift the mindsets of billions and inspire people - who don't think of themselves as activists - to action, through things in their lives they love. When the mainstream shifts, we know politicians and business leaders notice and move. They are the secret weapon of wider systems and policy change. With the rise of populist politics and the backlash against climate action, whoever wins the moveable middle wins the wider fight for climate and health action.

In the last year CUI has continued to focus on building football campaigns. Football is perhaps the most popular cultural force on the planet, generating joy and passion for billions. By bringing together football, health, climate and nature to reach new mainstream audiences, we are unlocking huge potential for change. Our football campaigns are part of a larger, sustained sports plan that we are developing with partners.

Count Us In and our partners have played a pioneering role in building models for football culture-driven campaigns for climate, health and nature over the past three years. We have three strategic building blocks that together can play a game changing role in moving the mainstream middle (3.5 billion football fans globally), by delivering integrated advocacy, culture and marketing campaigns, linked to an advocacy strategy, in key strategic geographies.

Count Us In is backed by leading organizations and voices on climate action. These include the co-architects of the historic 2015 Paris Agreement, Christiana Figueres and Tom Rivett-Carnac; UN Climate Change High-Level Champion at COP26, Nigel Topping; and a prominent group of voices across sport, film, music, policy-making and religion.

The Trustees confirm they have referred to Charity Commission guidance on public benefit when reviewing the Charity's objectives, approach, impact and future plans.

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TRUSTEES' REPORT (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2025

A review of our achievements and performance

Green Football Weekend - Now in its fifth year, Green Football is the charity's annual UK campaign using the cultural power of football to tackle climate change. The 2025 campaign, Green Football's Great Save, focused on diverting football kit from landfill, mobilising fans, clubs, players, and schools around a practical act of environmental responsibility embedded within football culture, seen at: greenfootball.org

During the year, the campaign reached over 13 million football fans through broadcast, media, and social channels. It generated more than 400 pieces of media coverage across national outlets including the BBC, The Times, and The Mirror, with broadcast content reaching an estimated 10.9 million viewers. Campaign messaging linked the climate crisis directly to visible disruptions in the game — waterlogged pitches and postponed matches — to make the issue tangible and relevant to football audiences and using channels the football audience already know and love - instagram and tiktok - to do this.

More than 90 players, pundits, and influencers publicly supported the campaign, creating content and donating personal kit items. Clubs across the football pyramid participated through Green Game matchdays, community kit swaps, and fan-facing activations, supported by flexible toolkits and matchday assets provided by the charity. Sunderland AFC temporarily altered their club crest to highlight the threat of rising sea levels — a notable example of clubs embedding climate awareness into core football identity.

A Green Football league table encouraged fans to earn points for their clubs by recording kit donations and pledging climate-friendly habits. Over 10,000 green goals were logged, with nearly 5,000 fans taking their first climate action. Our campaign partner, the Salvation Army's clothing banks recorded a 21% increase in donations over the campaign period.

In schools, toolkits were distributed alongside 900 sewing badges to 15 schools, supported by a school ambassador programme and a partnership with Match of the Day magazine, reaching approximately 40,000 young readers.

The campaign was delivered in partnership with Sky Zero, TNT Sports, the Football Supporters' Association, Pledgeball, and Count Us In and the Salvation Army.

Terra/Earth FC -Terra FC (Earth FC) is a campaign convened by Count Us In and a wide range of partners to mobilise football fans in Brazil and around the world in the run-up to COP30, using the cultural power of football to drive climate and nature action. The campaign invites fans, clubs, players, and the broader football community to stand together under the Terra FC banner — demonstrating that football has a collective role to play in protecting the planet.

During 2025, the campaign built upon the 2024 work and delivered significant reach and impact across three areas: activating audiences, driving action, and influencing institutions.

- Terra FC's own digital channels reached more than one million fans, generating over 50,000 engagements with campaign content. Broader media activity, including national press, broadcast, and events coverage, produced a total PR reach of over 141 million, substantially exceeding our campaign targets. The campaign achieved 295 media mentions including global broadcast and multiple at national level in Brazil. Live activations took place at ten top tier football matches, with campaign messaging featured in one ESPN broadcast, demonstrating the potential for integration into mainstream sports broadcasting.
- On education and community engagement, 400 educators were mobilised across 111 municipalities in Brazil — surpassing our target of 225. Through the Gols pela Terra schools programme, over 24,000 children and young people were reached directly with climate workshops through football, with a further 103,000 reached indirectly. Fifty-seven Brazilian clubs were engaged on climate and nature themes, against a target of 50. We established a group of professional footballers, men and women, participated as campaign ambassadors.

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- At an institutional level, the year produced landmark achievements.
  - We facilitated the development and launch of CBF Impacta, the first-ever sustainability plan for the Brazilian Football Federation, setting a goal of full carbon neutrality — the first professional league in the world to commit to this.
  - The charity also convened ECOFUT, Brazil's first-ever Football for the Planet Summit, bringing clubs, federations, and government partners together on climate and nature.
  - The Football's Toughest Opponent research — showing that extreme heat and flooding will affect 78% of Brazilian league clubs over the next 25 years — generated significant mainstream and sports media coverage.
  - Terra FC was referenced at 12 global platforms including COP30 and the C40 Mayors Summit and was presented to government leaders on 22 occasions.

The year confirmed Terra FC's growing role as a credible advocacy actor at the intersection of football, culture, and climate policy, with strong foundations for scaling impact through 2026 and beyond.

Future Plans

We are entering 2026 with strong foundations and a clear plan. In March, we launched our fifth annual Green Football campaign in the UK — bringing clubs, broadcasters, players and fans together under the banner of defending the game we love.

2026 is the FIFA Men's World Cup, taking place across 16 cities in the US, Mexico and Canada. We are running an integrated coalition campaign with US Soccer, leagues, clubs and cities, reaching fans across the USA and Mexico, in our key markets of Brazil and the UK, and elsewhere across the globe on digital channels.

The campaign has three elements:

1. A World Record for the Planet: On 6 June, we are gearing up to bring the most number of people together to juggle a ball for 10 seconds and break a world record. This will literally get people onto the pitch and visibly show thousands of people wanting to break a record and show they want to see the future of football protected. Our hub for this is Miami and we aim to have sites in all 16 Men's World Cup host cities across North America, all 8 Women's World Cup host cities across Brazil, and around the world.
2. Support the grassroot football community to adapt: We'll create a toolkit which will launch in April with US Soccer Forward (US English and Spanish) and the Mexican Football Federation (Mexican Spanish). This will be a practical action-oriented Adaptation Toolkit tailored to a grassroots football audience, with a primary focus on North America. Once launched, we will identify partners and demonstration sites to bring it to life (i.e. support a local football team to build a new shade structure or install water fountains so that they can play for longer on the hottest days). Longer term, the aim of this pillar is to create an adaptation and mitigation fund methodology which could be deployed by organisations like US Soccer or FIFA to create adaptation models and funds wherever major tournaments take place.
3. Athlete and Fan Storytelling: We want to create a steady drum beat of content that brings this campaign to life through stories from both professional and amateur athletes. Content ideas include: 'The pitch that made me'; videos with players, creators and fans, returning to the first or most meaningful place they played and 'My roots', a player talking through childhood football photos, or posting a photo with a caption describing how football shaped them, linking the local environments which form the pipeline for the professional game. While we will have content from across North America and around the world, the most pointed part of our strategy will focus on 4-5 of the host cities working with local influencers, leaders and teams to go deeper and drive the conversation around how extreme weather is affecting the beautiful game at a local level.

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Strategic Direction 2026–2028

Our three-year strategy is built on a clear and tested thesis: football is the world's most powerful cultural force, and if we can make climate action feel like defending something people already love, we will reach people that traditional environmental campaigns do not engage.We have now proven this in Brazil and the UK, and 2026 is the moment we start to scale it globally.

Our objectives over this period are to reach 500 million football fans, engage 50 million in meaningful action, and drive tangible policy change in key geographies. We will do this through sustained national campaigns in the UK, Brazil, the US and Mexico, building toward the Women's World Cup in 2027 and Euro 2028.

Financial review

During the period, the Charity received income of £1,068,916 *(2024: £2,749,601)*, a decrease from the previous year. In this recent period, the income was a mix of philanthropic funding including the Waverley Street Foundation and other donors, plus sales. Count Us In runs campaigns both with funders who pay for our campaign services and through direct fundraising for our charitable purpose. These campaigns – are free to the end-user (general public).

Risk management

The Trustees regularly review major risks to which the Foundation is exposed, and are satisfied that systems are in place to mitigate those risks.
During the 2025 period, a key risk was identified related to Count Us In income generation strategy and the need to diversify income and strategically focus on fewer workstreams. To mitigate this risk we will focus on sport, specifically football, as the channel to reach the mainstream audience across different geographies and engage with supporters to deliver the campaigns, and continue to build a pipeline of philanthropic funders.

Reserves policy

The Trustee's aim is to maintain a minimal level of unrestricted general funds of £250k sufficient to cover wind up costs plus extra funds to continue work in the absence of restricted funding The balance of these funds at 31 December 2025 was £189,243 *(2024: £587,883)* and there are ongoing financial resilience controls in place to provide assurance to the Trustees who are satisfied that the reserves level would cover windup costs. The Trustees aim to restore unrestricted to their target level of £250,000 over the coming few years.

Going concern

After making appropriate enquiries, the Trustees have a reasonable expectation that the Charity has adequate resources to continue in operational existence for the foreseeable future. For this reason, they continue to adopt the going concern basis in preparing financial statements. Further details regarding the adoption of the going concern basis can be found in the accounting policies.

Structure, governance and management

Governing document. CUI – Count Us In Limited is registered in England under company number 13199784, and operates as Count Us In under charity number 1195686. Count Us In was established as an incorporated charity to take over the operations of Leaders' Quest Foundation (LQF), charity number 1104192, which was a trust. All of the activities of LQF transitioned into the Count Us In charity on 1st April 2022.

Financial Year. The financial year for the Charity is January to December.

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TRUSTEES' REPORT (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2025

Trustees. The Memorandum and Articles of Association provides for a minimum of three Trustees; the Charity currently has five Trustees. Any decision to appoint new Trustees is made by agreement by existing Trustees, with a view to building the diversity of skills and experience available on the Board. Candidates are sought through advertising and Count Us In networks. Potential candidates are interviewed by existing Board members and programme team members, and benefit from detailed introductory meetings, training, and handover documents on joining the Board, including the Charity's policy documents and Minutes of recent Board meetings. One Trustee resigned and three new Trustees were appointed in September 2025.

Induction and training of Trustees. To equip new Trustees with the information they need to perform their role effectively, they receive detailed information on their duties and responsibilities under Charity Law and follow a structured induction programme consisting of meetings with the senior management team and other key stakeholders. Trustees also undergo training as required.

Organisational structure. At the quarterly Trustees' meetings, the broad strategy and areas of activity for the Charity are agreed. These include consideration of grant making, investment, reserves and risk management policies and performance.

Key management personnel. Co-founders Justin Forsyth and Eric Levine co-lead the organisation. Daily finance and operational activities are led by DFO Lizzie Ball, all guided by strategy and policy agreed at Trustees' meetings. For example payments may be made and received as long as within thresholds authorised under the charity's Financial Due Diligence policy. This operational team proposes key strategic and administrative topics for discussion, and draft policies for review, for the Trustees' attention.

Network. The Charity is an independent charity established for exclusively charitable purposes, and which is connected to a group of non-charities (which are not profit-distributing). The Charity worked with LQ Foundation USA. (formerly Future Stewards, Inc.) and Chapel and York to receive funds in the year. The Charity retains overall independence in relation to its mission and activities. The Trustees have considered the Charity Commission's guidance on charities connected to non-charities. The Charity Trustees are aware of the Charity Governance code, including the updates to the code in 2020 in relation to equality, diversity and inclusion. The Trustees are in the process of reviewing the code and ensuring it is applied.

Trustees' responsibilities statement

The Trustees 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 of the Charity for that period. In preparing these financial statements, the Trustees are required to:

- Select suitable accounting policies and apply them consistently.
- Observe the methods and principles in the Charities SORP.
- Make judgments and accounting estimates that are reasonable and prudent.
- Follow applicable UK accounting standards 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 proper accounting records that are sufficient to show and explain the Charity's transactions and 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.

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Disclosure of information to auditor

Each of the persons who are Trustees at the time when this Trustees' report is approved has confirmed that, so far as that Trustee is aware, there is no relevant audit information of which the Charity's auditor is unaware, and that Trustee has taken all the steps that ought to have been taken as a Trustee in order to be aware of any relevant audit information and to establish that the Charity's auditor is aware of that information.

Auditor

The auditor, Crowe U.K. LLP, has indicated their willingness to continue in office. The designated Trustees will propose a motion reappointing the auditor at a meeting of the Trustees.

In preparing this report, the directors have taken advantage of the small companies exemptions provided by section 415A of the Companies Act 2006.

Approved by order of the members of the board of Trustees and signed on their behalf by:

Signed by:
Carolyn Maddox
F79B7C1195CA41A...

C Maddox
Chair
Date: 07/07/2026

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CUI - COUNT US IN LIMITED
(A Company Limited by Guarantee)

INDEPENDENT AUDITORS' REPORT TO THE TRUSTEES OF CUI - COUNT US IN LIMITED

Opinion

We have audited the financial statements of CUI - Count Us In Limited (the 'charity') for the year ended 31 December 2025 which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows and the related notes, 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 31 December 2025 and of its incoming resources and application of resources, including its income and expenditure 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 Auditors' responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the United Kingdom, including the Financial Reporting Council'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

In auditing the financial statements, we have concluded that the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

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Other information

The other information comprises the information included in the Annual Report other than the financial statements and our Auditors' Report thereon. The Trustees are responsible for the other information contained within the Annual Report. 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. 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 course of 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 this gives rise to a material misstatement in the financial statements themselves. 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.

Opinion on other matters prescribed by the Companies Act 2006

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

- the information given in the Trustees' Report for the financial year for which the financial statements are prepared is consistent with the financial statements.
- the Trustees' Report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of our knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' Report.

We have nothing to report in respect of the following matters in relation to which 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; or
- the Trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the Trustees' Report and from the requirement to prepare a Strategic Report.

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Responsibilities of Trustees

As explained more fully in the Trustees' Responsibilities Statement, the Trustees (who are also the directors of the charitable company for the purposes 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 charitable company'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.

Auditors' 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 Auditors' 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.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

We obtained an understanding of the legal and regulatory frameworks within which the Company operates, focusing on those laws and regulations that have a direct effect on the determination of material amounts and disclosures in the financial statements. The laws and regulations we considered in this context were the Companies Act 2006. We assessed the required compliance with these laws and regulations as part of our audit procedures on the related financial statement items.

In addition, we considered provisions of other laws and regulations that do not have a direct effect on the financial statements but compliance with which might be fundamental to the Company's ability to operate or to avoid a material penalty. We also considered the opportunities and incentives that may exist within the Company for fraud. The laws and regulations we considered in this context for the UK operations were General Data Protection Regulation (GDPR), Anti-fraud, bribery and corruption legislation, environmental protection legislation, Health and safety legislation, Taxation legislation and Employment legislation.

Auditing standards limit the required audit procedures to identify non-compliance with these laws and regulations to enquiry of the Directors and other management and inspection of regulatory and legal correspondence, if any.

We identified the greatest risk of material impact on the financial statements from irregularities, including fraud, to be in the following areas: timing of recognition of income; the override of controls by management, including posting of unusual journals; inappropriate treatment of non-routine transactions and areas of estimation uncertainty.

Our audit procedures to respond to these risks included enquiries of management about their own identification and assessment of the risks of irregularities, review and discussion of non-routine transactions, sample testing on the posting of journals and income transactions and review of accounting estimates for biases.

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Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

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

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 its members, as a body, for our audit work, for this report, or for the opinions we have formed.

Helen Blundell

Helen Blundell LLB FCA FCIE DChA (Senior Statutory Auditor)
for and on behalf of
Crowe U.K. LLP
Statutory Auditor
Black Country House
Rounds Green Road
Oldbury
West Midlands
B69 2DG

Date: 11 July 2026

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CUI - COUNT US IN LIMITED

(A Company Limited by Guarantee)

STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING INCOME AND EXPENDITURE ACCOUNT) FOR THE YEAR ENDED 31 DECEMBER 2025

	Note	Restricted funds 2025 £	Unrestricted funds 2025 £	Total funds 2025 £	*Total funds 2024 £*
Income from:					
Donations and legacies	3	-	-	-	*340,705*
Charitable activities	4	932,253	136,663	1,068,916	*2,408,896*
Total income		932,253	136,663	1,068,916	*2,749,601*
Expenditure on:					
Charitable activities	5	1,598,433	535,303	2,133,736	*1,619,039*
Total expenditure		1,598,433	535,303	2,133,736	*1,619,039*
Net movement in funds		(666,180)	(398,640)	(1,064,820)	*1,130,562*
Reconciliation of funds:					
Total funds brought forward		1,332,508	587,883	1,920,391	*789,829*
Net movement in funds		(666,180)	(398,640)	(1,064,820)	*1,130,562*
Total funds carried forward		666,328	189,243	855,571	*1,920,391*

The Statement of Financial Activities includes all gains and losses recognised in the year.

The notes on pages 15 to 27 form part of these financial statements.

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CUI - COUNT US IN LIMITED

(A Company Limited by Guarantee)
REGISTERED NUMBER: 13199784

BALANCE SHEET
AS AT 31 DECEMBER 2025

	Note	2025 £	*2024 £*
Current assets			
Debtors	10	8,128	*889,926*
Cash at bank and in hand		997,144	*1,164,575*
		1,005,272	*2,054,501*
Current liabilities			
Creditors: amounts falling due within one year	11	(149,701)	*(134,110)*
Total net assets		855,571	*1,920,391*
Charity funds			
Restricted funds	12	666,328	*1,332,508*
Unrestricted funds	12	189,243	*587,883*
Total funds		855,571	*1,920,391*

The Trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and preparation of financial statements.

The financial statements have been prepared in accordance with the provisions applicable to entities subject to the small companies regime.

The financial statements were approved and authorised for issue by the Trustees and signed on their behalf by:

Signed by:
Carolyn Maddox
F79B7C1195CA41A...

C Maddox
Chair

Date: 07/07/2026

The notes on pages 15 to 27 form part of these financial statements.

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CUI - COUNT US IN LIMITED
(A Company Limited by Guarantee)

STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 31 DECEMBER 2025

	Note	2025 £	*2024 £*
Cash flows from operating activities			
Net cash used in operating activities	15	**(167,431)**	*11,183*
Change in cash and cash equivalents in the year		**(167,431)**	11,183
Cash and cash equivalents at the beginning of the year		**1,164,575**	*1,153,392*
Cash and cash equivalents at the end of the year	16	**997,144**	*1,164,575*

The notes on pages 15 to 27 form part of these financial statements

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NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2025

1. General information

CUI - Count Us In Limited is a Company limited by guarantee (registered number 13199784), which is incorporated and registered in England and Wales. It is a registered charity in England and Wales (Charity number 1195686). The registered office and primary place of business is First Floor Black Country House, Rounds Green Road, Oldbury, West Midlands, B69 2DG. A description of the Charities principal activities and operations can be found in the Trustees report.

2. Accounting policies

2.1 Basis of preparation of financial statements

The financial statements 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 2019), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

CUI - Count Us In Limited meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy.

2.2 Going concern

After making appropriate enquiries, the Trustees have a reasonable expectation that the Charity has adequate resources to continue in operational existence for the foreseeable future. For this reason, they continue to adopt the going concern basis in preparing the financial statements. Further details regarding the adoption of the going concern basis can be found in the accounting policies.

2.3 Income

All income is recognised once the Charity has entitlement to the income, it is probable that the income will be received and the amount of income receivable can be measured reliably.

Income tax recoverable in relation to investment income is recognised at the time the investment income is receivable.

On receipt, donated professional services and facilities are recognised on the basis of the value of the gift to the Charity which is the amount it would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt. Due to its nature this is a significant estimate.

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2. Accounting policies (continued)

2.4 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, 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 classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use.

Expenditure on charitable activities is incurred on directly undertaking the activities which further the Charity's objectives, as well as any associated support costs.

All expenditure is inclusive of irrecoverable VAT.

2.5 Liabilities and provisions

Liabilities are recognised when there is an obligation at the Balance Sheet date as a result of a past event, it is probable that a transfer of economic benefit will be required in settlement, and the amount of the settlement can be estimated reliably.

Liabilities are recognised at the amount that the Charity anticipates it will pay to settle the debt or the amount it has received as advanced payments for the goods or services it must provide.

Provisions are measured at the best estimate of the amounts required to settle the obligation. Where the effect of the time value of money is material, the provision is based on the present value of those amounts, discounted at the pre-tax discount rate that reflects the risks specific to the liability. The unwinding of the discount is recognised in the Statement of Financial Activities as a finance cost.

2.6 Financial instruments

The Company only enters into basic financial instrument transactions that result in the recognition of financial assets and liabilities like trade and other debtors and creditors, loans from banks and other third parties, loans to related parties and investments in ordinary shares.

Financial assets and liabilities are offset and the net amount reported in the Balance sheet when there is an 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.

Debtors

Short-term debtors are measured at transaction price, less any impairment.

Cash and cash equivalents

Cash is represented by cash in hand and deposits with financial institutions repayable without penalty on notice of not more than 24 hours.

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2. Accounting policies (continued)

2.7 Pensions

The Charity operates a defined contribution pension scheme and the pension charge represents the amounts payable by the Charity to the fund in respect of the year.

2.8 Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the Charity and which have not been designated for other purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the Charity for particular purposes. The costs of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

3. Income from donations and legacies

	Restricted funds 2025 £	**Unrestricted funds 2025 £**	**Total funds 2025 £**
Donations	-	-	-

	Restricted funds 2024 £	*Unrestricted funds 2024 £*	*Total funds 2024 £*
Donations	*35,000*	*305,705*	*340,705*

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NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2025

4. Income from charitable activities

	Restricted funds 2025 £	Unrestricted funds 2025 £	Total funds 2025 £
Grants	928,250	120,000	1,048,250
Consultancy income	4,003	16,663	20,666
Total 2025	932,253	136,663	1,068,916

	Restricted funds 2024 £	*Unrestricted funds 2024 £*	*Total funds 2024 £*
Grants	*2,109,991*	*-*	*2,109,991*
Consultancy income	*-*	*298,905*	*298,905*
Total 2024	*2,109,991*	*298,905*	*2,408,896*

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NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2025

5. Analysis of expenditure on charitable activities

Summary by fund type

	Restricted funds 2025 £	Unrestricted funds 2025 £	Total 2025 £
Programme delivery and evaluation	1,534,377	348,158	1,882,535
Sundry expenses	59,372	140,809	200,181
Governance costs	4,684	46,336	51,020
Total 2025	1,598,433	535,303	2,133,736

	Restricted funds 2024 £	*Unrestricted funds 2024 £*	*Total 2024 £*
Programme delivery and evaluation	*800,944*	*699,673*	*1,500,617*
Sundry expenses	*(2,195)*	*64,763*	*62,568*
Governance costs	*13,734*	*42,120*	*55,854*
Total 2024	*812,483*	*806,556*	*1,619,039*

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NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2025

6. Analysis of expenditure by activities

	Activities undertaken directly 2025 £	Support costs 2025 £	Total funds 2025 £
Programme delivery and evaluation	1,882,535	-	1,882,535
Sundry expenses	200,181	-	200,181
Governance costs	-	51,020	51,020
Total 2025	2,082,716	51,020	2,133,736

	Activities undertaken directly 2024 £	*Support costs 2024 £*	*Total funds 2024 £*
Programme delivery and evaluation	*1,500,617*	-	*1,500,617*
Sundry expenses	*62,568*	-	*62,568*
Governance costs	-	*55,854*	*55,854*
Total 2024	*1,563,185*	*55,854*	*1,619,039*

7. Auditors' remuneration

	2025 £	*2024 £*
Fees payable to the Charity's auditor for the audit of the Charity's annual accounts	11,000	*10,285*
Fees payable to the Charity's auditor in respect of:		
All non-audit services not included above	3,873	*1,650*

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8. Staff costs

	2025 £	2024 £
Wages and salaries	136,385	15,500
Social security costs	1,822	2,032
Contribution to defined contribution pension schemes	3,710	465
	141,917	17,997

The average number of persons employed by the Charity during the year was as follows:

	2025	2024
Employees	2	1

The number of employees whose employee benefits (excluding employer pension costs) exceeded £60,000 was:

	2025 No.	2024 No.
In the band £100,001 - £110,000	1	-

This year staff costs have been recharged to CUI Count Us In Limited from Leaders' Quest Limited to the value of £Nil *(2024: £131,184)*. Of this amount £Nil *(2024: £61,000)* related to key management personnel.

A total of £381,738 *(restated 2024: £339,558)* has been paid to key management personnel for services and reimbursement of expenses. Key management personnel comprises senior management.

Trustees are not remunerated.

9. Trustees' remuneration and expenses

During the year, no Trustees received any remuneration or other benefits *(2024: £Nil)*.

During the year ended 31 December 2025, expenses totalling £307 were reimbursed or paid directly to 1 Trustee *(2024 - £NIL)* for expenditure on travel and accommodation.

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NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2025

10. Debtors

	2025 £	*2024 £*
Due within one year		
Trade debtors	-	*89,903*
Prepayments and accrued income	8,128	*800,023*
	8,128	*889,926*

11. Creditors: Amounts falling due within one year

	2025 £	*2024 £*
Trade creditors	33,905	*93,283*
Other taxation and social security	17,370	*11,971*
Other creditors	2,263	*10,957*
Accruals and deferred income	96,163	*17,899*
	149,701	*134,110*

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NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2025

12. Statement of funds

Statement of funds - current year

	Balance at 1 January 2025 £	Income £	Expenditure £	Balance at 31 December 2025 £
Unrestricted funds				
General Funds	587,883	16,663	(501,294)	103,252
LTPP Fund	-	120,000	(34,009)	85,991
	587,883	136,663	(535,303)	189,243
Restricted funds				
Waverley fund	1,332,508	746,247	(1,412,427)	666,328
CECG fund	-	186,006	(186,006)	-
	1,332,508	932,253	(1,598,433)	666,328
Total of funds	1,920,391	1,068,916	(2,133,736)	855,571

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12. Statement of funds (continued)

Statement of funds - prior year

	Balance at 1 January 2024 £	*Income* £	*Expenditure* £	*Balance at 31 December 2024* £
Unrestricted funds				
General Funds	*789,829*	*604,610*	*(806,556)*	*587,883*
Restricted funds				
Waverley fund	-	*1,495,715*	*(163,207)*	*1,332,508*
LTPP fund	-	*35,000*	*(35,000)*	-
CECG fund	-	*114,276*	*(114,276)*	-
QCF fund	-	*500,000*	*(500,000)*	-
	-	*2,144,991*	*(812,483)*	*1,332,508*
Total of funds	*789,829*	*2,749,601*	*(1,619,039)*	*1,920,391*

Waverley

A grant provided by Waverley Street Foundation to deliver a football campaign engaging the mass audience in Brazil and globally to normalise the climate conversation and educate the impact of climate on football in the leadup to COP 30 2025.

CECG

A grant provided to support the football campaign activities in the lead up to COP30.

LTPP fund

A donation provided to support football mass audience campaign work.

QCF fund

A grant provided to support CUI's campaign work across all areas of culture.

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NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2025

13. Summary of funds

Summary of funds - current year

	Balance at 1 January 2025 £	Income £	Expenditure £	Balance at 31 December 2025 £
General funds	587,883	136,663	(535,303)	189,243
Restricted funds	1,332,508	932,253	(1,598,433)	666,328
	1,920,391	1,068,916	(2,133,736)	855,571

Summary of funds - prior year

	Balance at 1 January 2024 £	*Income £*	*Expenditure £*	*Balance at 31 December 2024 £*
General funds	*789,829*	*604,610*	*(806,556)*	*587,883*
Restricted funds	-	*2,144,991*	*(812,483)*	*1,332,508*
	789,829	*2,749,601*	*(1,619,039)*	*1,920,391*

14. Analysis of net assets between funds

Analysis of net assets between funds - current year

	Restricted funds 2025 £	Unrestricted funds 2025 £	Total funds 2025 £
Current assets	666,328	338,944	1,005,272
Creditors due within one year	-	(149,701)	(149,701)
Total	666,328	189,243	855,571

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14. Analysis of net assets between funds (continued)

Analysis of net assets between funds - prior year

	Restricted funds 2024 £	*Unrestricted funds 2024 £*	*Total funds 2024 £*
Current assets	*1,332,508*	*721,993*	*2,054,501*
Creditors due within one year	-	*(134,110)*	*(134,110)*
Total	*1,332,508*	*587,883*	*1,920,391*

15. Reconciliation of net movement in funds to net cash flow from operating activities

	2025 £	*2024 £*
Net income/expenditure for the year (as per Statement of Financial Activities)	(1,064,820)	*1,130,562*
Adjustments for:		
Decrease/(increase) in debtors	884,022	*(579,610)*
Increase/(decrease) in creditors	13,367	*(539,769)*
Net cash provided by/(used in) operating activities	(167,431)	*11,183*

16. Analysis of cash and cash equivalents

	2025 £	*2024 £*
Cash in hand	997,144	*1,164,575*

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17. Analysis of changes in net debt

	At 1 January 2025 £	Cash flows £	At 31 December 2025 £
Cash at bank and in hand	1,164,575	(167,431)	997,144

18. Related party transactions

The Charity benefits from certain staff time donated by connected companies including Leaders' Quest Limited. During the period staff costs and expenses were recharged to the Charity, totalling £Nil *(2024: £131,184)*.

19. Post balance sheet events

In March 2026 new Memorandum and Articles were adopted by the Trustees, as the controlling part of the charity - LQ foundation - was dissolved voluntarily. Count Us In is now a charitable company limited by £1 guarantee from the Directors (who are the Trustees).