

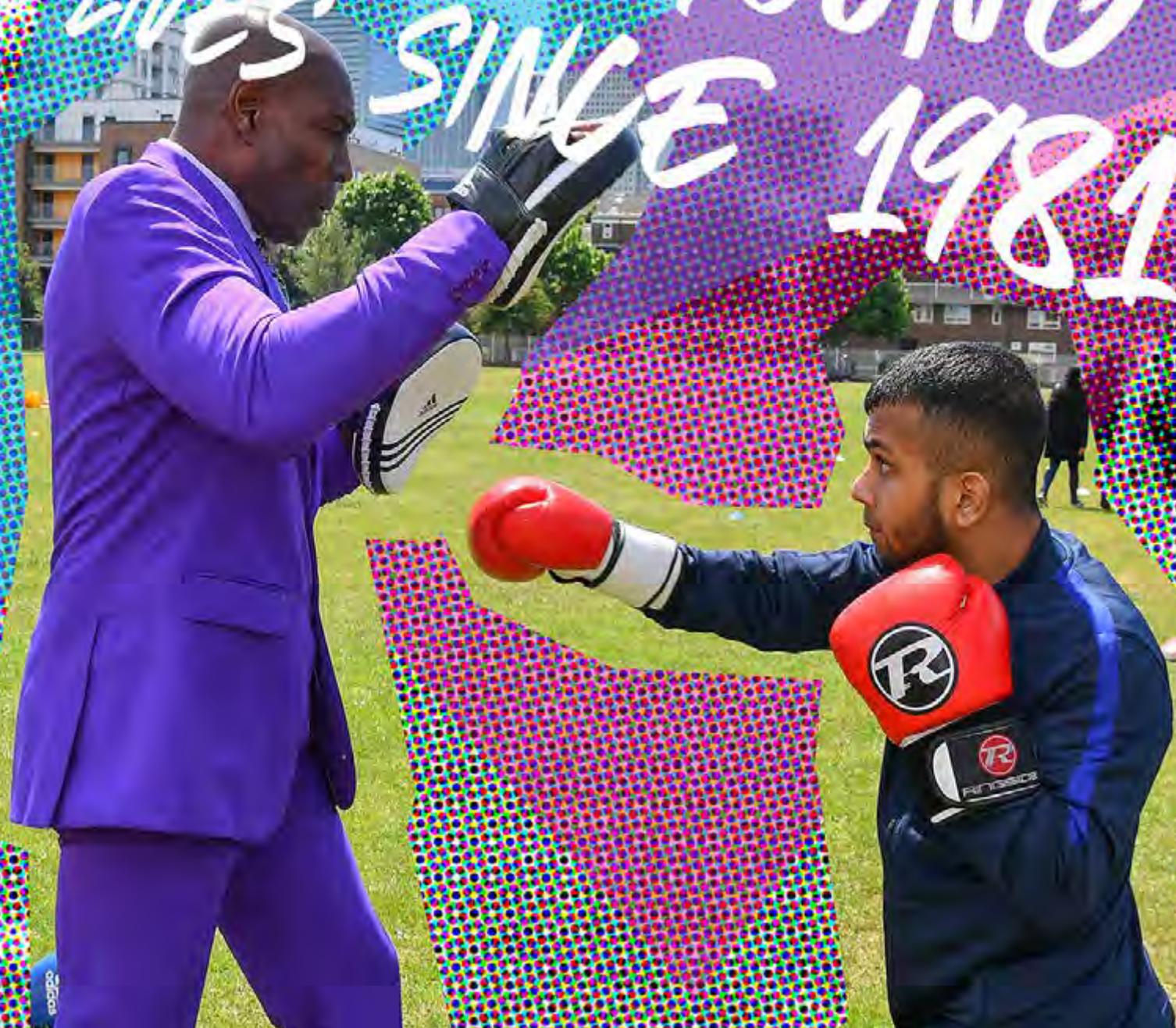
The background of the entire page is a vibrant, abstract composition of overlapping geometric shapes and patterns. A large, central image shows a young girl with long dark hair in a ponytail, wearing a blue t-shirt, reaching upwards with both hands to touch a pink ball. The ball has the word 'Mitre' printed on it. The background behind her is a blue field with a white dot pattern. To the left, there's a red field with a white dot pattern. The overall aesthetic is energetic and modern.

**THE  
CHANGE  
FOUNDATION**

Impact Report  
2020

# CHANGE

CHANGING YOUNG  
LIVES SINCE 1981



# Contents

- 01** Pioneering sport for social change - who we are
- 04** How change happens – our model for change
- 07** Changing the story – the social issues we tackle through sport
- 11** Helping young people change their lives – how our programmes make a difference
- 23** Changing lives in our local community
- 24** Supporting change in communities across the world
- 29** Everyone’s talking about Change – awards and media
- 33** Champions for change – thank you for supporting us
- 34** #UnleashTheChange – how you can get involved to help young people



PIONEERING SPORT  
FOR SOCIAL CHANGE

## Pioneering sport for social change – who we are

The Change Foundation was founded in 1981 following the Brixton Riots in south London, initially using cricket as the tool to promote community cohesion. For almost 40 years we have pioneered the use of sport as the vehicle through which we create social change in the lives of marginalised and at risk young people. This change has been led by our young coach mentors who design and lead our programmes.

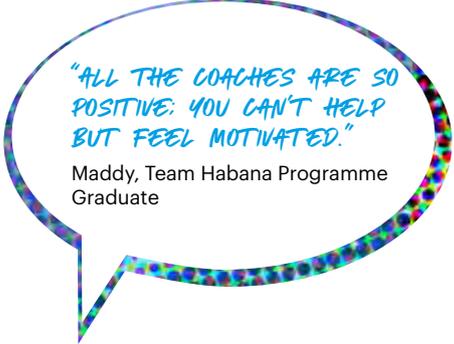
We know that the success and social value of what we do starts and ends with the marginalised young people we work with. Ultimately, they change their own lives and our role is to empower, create opportunities, coach and support. So, we start with the young people themselves, getting close to their lives and their communities, through our Coach Mentors and Change Foundation alumni, who have experienced the same challenges.

Our approach is from the ground up, tailor-made to the specific social problem and guided by four decades of 'learning by doing' and made possible by a network of community partners who help us identify and recruit our young people and a growing group of corporate partners who help our young people take their first step into their chosen career.



"THAT'S WHAT YOU GET  
AT THE CHANGE FOUNDATION,  
OPPORTUNITIES YOU NEVER  
HAD."

Jay, Street Elite Programme Graduate



"ALL THE COACHES ARE SO  
POSITIVE; YOU CAN'T HELP  
BUT FEEL MOTIVATED."

Maddy, Team Habana Programme  
Graduate

## Pioneering sport for social change – who we are

### **Our purpose:**

To change the lives of marginalised young people through the power of sport

### **Our values:**

#### **DARING**

We work innovatively with the most marginalised young people and challenge ourselves to meet their needs.

#### **EMPOWERING**

We provide the support for our young people and our delivery partners to enable change.

#### **AGILE**

We work quickly and confidently to bring ideas to reality. We find solutions and learn from failures.

## What makes The Change Foundation unique?

The Change Foundation delivers sport for social change programmes designed and delivered by graduates of our programmes who are experts by experience.

The Change Foundation is an award-winning charity, most recently winning the Third Sector New Generation Fundraiser award in May 2019 for our innovation in business development.

The Change Foundation delivers targeted interventions recruiting the hardest to reach, addressing challenges young people face today. The Change Foundation delivers long term interventions (minimum one year) providing young people with regular sport, personalised mentoring and work-related opportunities, which cost approximately £1,500 per person each year.

The Change Foundation believe in partnerships and collaboration to achieve sustainable social change working with over 100 community groups, local authorities, corporate partners and employers.



"IT'S ALL ABOUT PROGRESSION  
AND MAKING A CHANGE, FOR  
YOURSELF."

Josh, Rugby 4 Change Programme  
Graduate

# How change happens – our model for change

## **Identify the social need**

The Change Foundation takes social action by responding to a need in the community. We develop our understanding through dialogue with our young people and through using research data and local insight

## **Work with young people using a pilot test methodology**

The Change Foundation designs sport for social change programmes by testing a variety of sports and adapting their rules, trialling impact measurement tools, understanding the resources required and questioning assumptions. We do this by asking for and acting on young people's ideas and testing them by delivering 6 – 12-month pilot programmes.

## **Provide opportunities**

The Change Foundation recognises that change is personal, and each young person drives their own change at their own pace dependent on their relationships, motivations, behaviours, values and aspirations. We provide a range of opportunities for young people once they graduate from our programmes including paid employment, one to one career development support, involvement in alumni programme, work experience opportunities and mentoring.

## **Innovate and share**

The Change Foundation systematically reviews impact through reflective practice, openly discussing successes and failures with all stakeholders and amending methods based on learning. We then share our learning with the international sport for social change sector, helping them to innovate in their communities. We do this by training their coaches, consulting with national governing bodies and engaging partners to deliver programmes with regular, ongoing development support.

**Recruit and retain**

The Change Foundation invests time and resources into developing recruitment plans to ensure we work with the most marginalised young people in our communities. We work in partnership with local authorities, community groups, other charities and 'on the street' recruitment. The Change Foundation spends time matching the right programme to the right young person and learning about root causes that affect attendance.

**Deliver programmes**

The Change Foundation delivers sport for social change programmes that are flexible, adaptable and inclusive where you can 'learn as you go'. We take this approach because social change programmes are complex and unpredictable – they require supportive environments, reliable Coach Mentors that lead by example and new and innovative coaching methods that weave in learning.

**Giving back**

The Change Foundation changes the lives of marginalised young people through the power sport, many of whom go on to inspire other young people to also change their lives.

The image features two athletes in action on a grassy field. On the left, a woman in a red and white Japanese national rugby jersey is running while holding a blue and white Gilbey's rugby ball. Her jersey has the Japanese flag, a pink cherry blossom, and the text '日本代表' (Japan National Team) and 'アサヒ' (Asahi). On the right, a man in a white t-shirt and shorts is running away from the camera. His t-shirt has a blue square with the number '6', the text 'THE CHANGE FOUNDATION', and the website 'VIRUGBY.CO.UK'. The background is a vibrant, multi-colored halftone pattern. Overlaid on the bottom half of the image is the text 'CHANGING THE STORY THE SOCIAL ISSUES WE TACKLE THROUGH SPORT' in a white, hand-drawn, uppercase font.

CHANGING THE STORY  
THE SOCIAL ISSUES WE  
TACKLE THROUGH SPORT

## Changing the story – the social issues we tackle through sport

The Change Foundation listens carefully to the lived experiences of young people in order to identify the most relevant social issues affecting them. We do this through:

- Regular meet ups with Change Foundation graduates.
- Creative WhatsApp groups where we exchange opinions, media stories about young people and work-based opportunities.
- 100% of The Change Foundation Coach Mentors have lived experiences of the issues affecting our young people and through their experiences play a critical role in the design of our programmes.
- Through our Reverse Mentoring Programme our Senior Management Team are each assigned a youth mentor who discusses their objectives and aspirations during regular sessions and annually reports back to the board of trustees about their performance, keeping their decision making accountable to young people.
- Our Innovation Fund – The Change Foundation has a dedicated internal grant that programme graduates can apply for to implement new project ideas using the power of sport.

## Changing the story – the social issues we tackle through sport

This year, guided by young people, our listening process has directed us to focus on these social issues:



### **Knife crime**

Half of all knife crime offenders in London are teenagers or even younger children (Metropolitan Police).



### **The influence of social media on young women**

Social media addiction is thought to affect around 5% of young people, with social media being described as more addictive than cigarettes and alcohol (Royal Society for Public Health).



### **Youth unemployment**

The cost of youth unemployment over the next decade has been estimated at £28 billion, which will have wide social and economic effects (Youth Employment UK).



### **Disability inclusion**

3.3 million people with disabilities of working age are economically inactive (Disability Rights UK – March 2018).



### **Mental health**

1 in 8 children have a diagnosable mental health disorder – that's roughly 3 children in every classroom. 1 in 6 young people aged 16-24 has symptoms of a common mental disorder such as depression or an anxiety disorder. In 2017, suicide was the most common cause of death for girls aged between 5 and 19 (Young Minds).

HELPING YOUNG PEOPLE CHANGE  
THEIR LIVES -  
HOW OUR PROGRAMMES  
MAKE A DIFFERENCE



## Helping young people change their lives – how our programmes make a difference

The Change Foundation uses sport as a mechanism not just to engage marginalised young people, but to deliver measurable and sustained social impact. We systematically review and share social impacts, seeking to set and beat benchmarks, and continuously raise the bar through innovation, ‘test and refine’ and continuous learning.



NETBALL 4 CHANGE

### Teaching social media safety through netball



Netball 4 Change uses the game of netball to teach girls affected by overuse of social media how to stay safe online. It empowers them to think more positively about their social graph, how it can affect their future prospects and raises awareness of negative social media influences.

Netball 4 Change started in 2017 and over the last three years it has helped 707 girls aged 10 – 13 in Newcastle and London increase their knowledge about social media safety and reduce the time they spend on social media.

**In 2019, 59% of the young women reported that six months after the programme they were implementing key Netball 4 Change social media safety rules which has reduced the need to use social media so frequently, feelings of ‘FOMO’ (fear of missing out) and being drawn into a world of unrealistic body images.**

*“SOCIAL MEDIA IS A MINEFIELD AND I DEFINITELY KNOW THAT MORE THAN MOST...I’VE FELT THE PRESSURE, BUT NOW I DON’T CARE AS MUCH BECAUSE YOU REALISE THERE’S MORE IMPORTANT THINGS THAN IMPRESSING PEOPLE YOU DON’T KNOW. THAT’S WHY AMAZING INITIATIVES LIKE NETBALL 4 CHANGE ARE SO WORTHWHILE.”*

Montana Brown, Love Island 2017 star and Netball 4 Change supporter

Helping young people change their lives – how our programmes make a difference...

## STREET ELITE

Training for work through sport



Street Elite is an award-winning training for work programme which engages young people aged 18 – 25 affected by serious youth crime across London through sport, helping them transition from NEET (not in education, employment or training) into work, apprenticeships, training or education opportunities.

Street Elite started in 2011 and over the last eight years Street Elite has recruited and trained 471 NEET young Londoners (aged 16 – 25) on the edges of gangs and crime, preparing them for employment through sport. In 2019, Street Elite recruited and engaged 54 young people of which 46 are now in work, education or training giving the programme an 85% success rate.

"THANK YOU,  
STREET ELITE,  
FOR ALL YOU HAVE  
DONE FOR ME. YOU GAVE  
ME THE OPPORTUNITY  
TO PURSUE SOMETHING  
WORTHWHILE AND HELPED  
ME PASS MY CSCS CARD  
AND SUPPORTED ME ON  
MY WAY TO A CAREER  
IN PLUMBING. I'M REALLY  
GRATEFUL."

L, Street Elite 2019 Graduate

**In 2019, The Change Foundation commissioned Bean Research to conduct a social return on investment analysis of Street Elite based on the distance travelled for the 97 participants of the 2018 and 2019 cohorts. The analysis found, for every £1 invested, Street Elite generates £10.72 in social value over 3 years, through economic benefits, human capital gains, avoided exchequer costs and wellbeing improvements among programme participants. This equates to Street Elite generating £3.76million of social value through its last two years of delivery.**



## Reducing isolation through employability and sport



London Futures is an employability programme for young Londoners aged 18 – 25 with learning disabilities and mental health problems, facing social isolation and loneliness. Using sport and specialised mentoring, these young Londoners unite to compete in employability challenges to improve their career aspirations and become more integrated in their communities.

The London Futures programmes started in 2019 and engaged 57 young Londoners with a learning disability who are at high risk of long-term unemployment status and social exclusion. Their disabilities range from downs syndrome, autism spectrum disorder and moderate to severe learning disabilities and over 50% have associated poor mental health conditions.

"TO FIND A SERVICE THAT IS SPECIFICALLY FOR MY SON WHO IS HIGH FUNCTIONING WAS WONDERFUL. THE STAFF ARE ENTHUSIASTIC AND ENGAGE WELL WITH ALL THE YOUNG PEOPLE. THE ACTIVITIES ARE VARIED, AND FREQUENT REMINDERS ARE SENT OUT ABOUT WHAT WOULD BE HAPPENING IN EACH SESSION IN ADVANCE. I HIGHLY RECOMMEND THE SERVICE AND WISH THEM ALL THE BEST IN THE FUTURE!"

Parent of London Futures Graduate

**In 2019, 39% of London Futures graduates started their first paid jobs, 56% are in further and higher education or training and 5% are either in day services or are continuing with London Futures training.**

# Helping young people change their lives – how our programmes make a difference...

## GIRLS WIN↑

Goal setting through sport



Girls Win uses sport to help young women with a disability aged 11 – 21 set short, medium- and long-term goals. It empowers young women to think more positively about their future, how goal setting can develop their prospects for the future and engages them in activities that keep the body and mind healthy to adopt a positive attitude.

Girls Win started in 2016 and has engaged 196 young women in London aged 11 – 16 with a minimum of two of the following disabilities: hearing impairment, visual impairment, Autism Spectrum Disorder, physical and learning difficulties.

**In 2019, 65% of Girls Win graduates demonstrated through one-to-one mentoring sessions with their Coach Mentor that they achieved their short, medium and long-term goals and felt more confident about their future.**

"A ENJOYS COMING TO GIRLS WIN EVEN IF SHE'S UNWELL AS ITS HER FAVOURITE ACTIVITY. SHE HAS GAINED IN CONFIDENCE SINCE ATTENDING AND HAS MADE NEW FRIENDS. FOR ME AS A PARENT, THE GIRLS WIN RESIDENTIAL SHE ATTENDED WITH YOU WAS GREAT AS SHE HAD NEVER BEEN AWAY BEFORE ON HER OWN. HER WORDS WERE 'IT WAS FANTASTIC, I WANT TO GO AGAIN'. THE COACH MENTOR MADDY HAS HAD A POSITIVE IMPACT ENCOURAGING A AND MAKING HER FEEL AT EASE. SHE SEES MADDY AS A GREAT ROLE MODEL."

Parent of Girls Win graduate 2019

## TEAM HABANA

Train to lead, lead to change



Team Habana is an experiential learning programme designed to develop young people's confidence and competence in a range of leadership behaviours for them to fully discover their leadership potential. Team Habana develops the next generation of young leaders through the values of rugby, using the philosophies of Rugby World Cup winning Springbok legend, Bryan Habana. Team Habana graduates then 'give back' 100 hours of volunteering in their communities by delivering or implementing their own leadership projects.

Team Habana started in 2017 and 25 young leaders have graduated from the programme in London. 100% of the young leaders demonstrated a greater sense of personal responsibility, improved public speaking skills and increased aspirations.

"I UNDERSTOOD THE IMPORTANCE OF THE SPRINGBOKS...THE TEAM THAT UNITED A NATION THROUGH SPORT AND HAVE DONE ONCE AGAIN FOLLOWING THE 2019 RUGBY WORLD CUP. THEY ARE A SYMBOL OF HOPE AND CHANGE. THAT'S WHY I BELIEVE YOU CAN LEAD AND MAKE A DIFFERENCE WHEREVER YOU ARE. TEAM HABANA HAS PROVEN THAT THE COMBINATION OF SKILLS DEVELOPMENT AND THE GUIDANCE OF ROLE MODELS, CAN HELP YOUNG PEOPLE BECOME SUCCESSFUL LEADERS IN THEIR COMMUNITIES, INSPIRING THE NEXT GENERATION."

Bryan Habana, former South African international rugby player

The 25 Team Habana young leaders have completed 2,080 hours of volunteering which included organising a football tournament fundraiser for victims of the Grenfell Tower fire, running a multi-sports summer camp for at-risk young people from Peckham and joining the 'GoodGym' a community of runners that combine getting fit with doing good.

# Helping young people change their lives – how our programmes make a difference...



Making positive change through physical and mental fitness



Generation STORM is a mentoring programme that supports young women affected by the care system to make positive transitions into education, work or training. We provide young women aged 16 – 21 with a range of skills that challenge and inspire them to think positively about their future through weekly fitness, health and well-being sessions and mentoring.

Generation STORM started in 2015 and has engaged 73 young women from care in London, of which 79% are still in full and part time work, education, training and motherhood.

**100% of the young women that have graduated from Generation STORM completed a 1-year personal development plan.**

**Tracking analysis one year after graduating showed that 90% of graduates from year 1, 2 and 3 had met their short term goals – to include regular sport and fitness in their lives, medium term goals – to gain a qualification or accreditation and long term goals – to decide their careers and take steps to gain employment in those industries.**

"GENERATION STORM GIVES YOU CONFIDENCE BECAUSE YOU'RE SURROUNDED BY OTHER WOMEN FROM SUCH DIFFERENT BACKGROUNDS AND STORIES. IT'S HELPED ME OPEN-UP ABOUT HOW I FEEL, WHICH I FOUND HARD BECAUSE THE GROUP IS AMAZING. I'M FITTER AND HAPPIER BUT I'VE ALSO HAD THE CHANCE TO GO TO WORKSHOPS TO EXPLORE MY CAREER OPTIONS LIKE, PHOTOGRAPHY, HAIRDRESSING, DJING AND DANCE. I LOVE DEBATING AND TALKING ABOUT WHAT'S HAPPENING IN THE WORLD AND GENERATION STORM GIVES YOU THAT. YOU FEEL FREE."

N, Generation STORM 2019 Graduate



## Promoting the power of cricket for change



The Street20 Premier League is an annual cricket tournament that brings together young people from diverse communities and provides them with an extraordinary experience using the power of cricket. Using the platform of the tournament, interactive relevant personal development workshops and inspirational masterclasses, young people from across the UK come together to compete in a Street20 cricket competition, whilst planning and developing cricket projects to take back to their communities.

Street20 is a short version of cricket, it is six a side, takes 30 minutes to complete one game and can be played on almost any surface, including five a side football pitches, basketball courts and school playgrounds. The game is easy for non-cricket experts to teach, is inexpensive to play, does not need specialist protective equipment - all you need is a bat, a ball and some stumps - and is exciting for young people to play.

"THE STREET20 PREMIER LEAGUE BRINGS TOGETHER YOUNG PEOPLE FROM ACROSS THE UK TO SHARE EXPERIENCES, LEARN ABOUT DIFFERENT CULTURES AND DEVELOP LEADERSHIP SKILLS THROUGH CRICKET. OUR SOCIETY HAS GONE THROUGH A PERIOD OF DIVISION IN RECENT TIMES, THEREFORE, THERE HAS NEVER BEEN A BETTER TIME FOR A PROGRAMME WHICH BRINGS PEOPLE TOGETHER IN UNITY THROUGH THE POWER OF SPORT."

Henry Glynn, Street20 Premier League Project Manager

**In 2019, 44 young people from East London, South London, Bradford, Luton and Batley competed in the Street20 Premier League, providing a platform for young people from diverse communities to come together and debate issues affecting young people today.**

# Helping young people change their lives – how our programmes make a difference...



Box smart, live smart



12 Rounds is an anti-knife crime education programme for children and young people in primary and secondary education. 12 Rounds uses boxercise, self-defence and boxing to educate children and young people about the dangers of carrying a knife for protection and the impact carrying can have on themselves and others.

In partnership with Limehouse Boxing Academy Coach Mentors we piloted the programme in 2019 working with 40 children in East London, aiming to:

- To reduce the risk of children and young people carrying knives at school by attending a 12-week boxing programme
- To increase children and young people's understanding of the consequences of carrying a knife through self-defence activities
- To reduce risk of involvement in knife crime after school by tracking participants route home and providing access to a 12 Rounds boxing club and inspirational 12 Rounds boxing coaches

**There was a 29% improvement in young people's understanding of the consequences of knife crime demonstrated through a youth friendly quiz completed during the first week and last week of the project.**

**100% of the children reported that 'someone had been stabbed' within 2 miles of their home showing a desperate need for 12 Rounds in the local area.**

**Teachers reported a reduction in incidents of children carrying knives to school from 10 – 15 to 6 – 8.**

"THERE'S BEEN A NUMBER OF EXCLUSIONS DUE TO PUPILS CARRYING A KNIFE ONTO THE SCHOOL PREMISES. THE WORST OCCASION WAS A STUDENT WHO BROUGHT IN A BB GUN WITH REAL METAL PELLETS AND SHOT ANOTHER STUDENT IN THE PLAYGROUND. I WAS SHOCKED BY THE VIOLENCE AND THE GENUINE INTENT TO HARM. WHAT I'VE NOTICED IS IT TENDS NOT TO BE THE "HARDER" STUDENTS, THE ONES YOU'D EXPECT. IT'S MORE LIKELY TO BE YOUR SOFTER, MORE VULNERABLE STUDENTS WHO ARE CARRYING A WEAPON AS A FORM OF PROTECTION. AS A TEACHER, YOU MIGHT BE AFRAID, BUT OFTEN IT'S STUDENTS I KNOW WELL. IT'S SO UNPREDICTABLE. BUT WHEN THEY ARE CARRYING KNIVES, IT'S FRIGHTENING."

Teacher from a school in East London

VISUALLY



RUGBY



In 2015, The Change Foundation set out to create an inspirational and completely new sport, designed to build on rugby's commitment to social inclusion and personal wellbeing. We have been piloting the game with youth and adult clubs in London and growing the game internationally through a visually impaired rugby 3 test match series in New Zealand during the British and Irish Lions tour in 2017 and in Japan during the Rugby World Cup in 2019. This has helped develop the rules, equipment and players to create a game based around the Rugby 7's touch format. The gameplay takes into consideration a wide range of sight conditions whilst maintaining the fundamental codes, laws and spectacle of rugby to both the players and spectators.

**199 visually impaired players have joined visually impaired rugby clubs in London, New Zealand and Japan since the game was developed.**

**87 rugby officials from the UK, New Zealand and Japan have taken part in visually impaired rugby officiating training since 2015, helping to create a safe and accessible game for all.**

**95 rugby coaches from the UK, New Zealand and Japan have taken part in visually impaired rugby coach training programme since 2015, ensuring there is a well-developed verbal communication system amongst players, allowing them to fulfil their potential as players and perform at the highest standard.**

*"I LOST THE SIGHT IN MY LEFT EYE DURING A GAME OF RUGBY. FOR ME AGED 20, IT WAS HARD TO DEAL WITH BUT NOT AS HARD AS SOME OF THE SOCIAL ISSUES YOUNG PEOPLE FACE TODAY. I BELIEVE STRONGLY IN THE VALUES WITHIN THE GAME OF RUGBY AND I KNOW THE CHANGE FOUNDATION HAS BEEN BUILT AROUND THOSE SAME QUALITIES. I LOOK FORWARD TO BEING PART OF THIS POSITIVE MOVEMENT."*

Ian McKinley, rugby union player for Italian side Benetton and Italian National Team, and Visually Impaired Rugby Ambassador

## Most significant change 2019 – what our Coach Mentors say

The Change Foundation uses a range of methods to measure the impact of our programmes. Coach observations are a critical tool in capturing live data about some of the most vulnerable young people in our communities. One such method is the most significant change (MSC) technique, a form of participatory monitoring and evaluation and occurs throughout the programmes' cycle.

Essentially, the process involves the collection of stories from direct contact with beneficiaries, and the systematic selection of the most significant of these stories by panels of designated stakeholders or staff. They sit down together, read the stories aloud and have regular and often in-depth discussions about the value of these reported changes.

These are the MSC stories of 2019...

### **Girls Win:**

L attended every week and enjoyed sports but had a tough time at school. When we first met L she had very low self-esteem. She used to be a very negative person towards not only herself, but also her peers and the Coach Mentors. As a result she would get in trouble a lot at school, including getting into fights and found it difficult to accept any praise without minimising or dismissing it. During the Girls Win residential in the summer, we found out that L is naturally gifted at climbing. She was the fastest climber out of the whole group and was even being given additional challenges by the instructor, including scaling the wall with one hand behind her back and then even with her eyes closed! L was so engaged with the activity and gained in confidence from discovering one of her talents. She even encouraged others and supported them to climb higher. It was great to see L make so much positive progress in a few short days and even better to see it continue into her school life when we returned. She has become a much more positive person, engages well with Coach Mentors and others at her school more positively as a result.

**Netball 4 Change:**

Netball 4 Change was visited by many female celebrities and athletes in 2019, including Helen and Kate Richardson-Walsh, Ella Balinska and Montana Brown. These inspirational women were able to share their own experiences of social media with the young women and girls on the programme. They discussed topics of evolving from no followers to millions, body confidence, depression, invasion of privacy and feeling like the world hated them. This level of conversation and sharing enabled Netball 4 Change Coach Mentors to strengthen the safety messages of Netball 4 Change and to see so many of the girls talk about how they wish to change their social media habits. Those visits have made such a difference in the mind-sets of Netball 4 Change young women.

**Street Elite:**

One of the biggest changes I have seen in 2019 is in a young man I worked with from west London. At the start of the programme he was extremely guarded and difficult to engage with. His brother had recently been caught up in a drug sting operation and his peers were actively involved in a growing number of altercations with another local group who had been entangled in a string of back and forth violent attacks. Despite all this going on and being stabbed himself, he was able to focus on the Street Elite programme, gaining his CSCS qualification along the way. He is now in his fourth month of full-time employment working as a plumber.

**London Futures:**

There is a great need for the London Futures programme. Through this first year of the programme we have found many young adults have limited activities once they finish education, as a result London Futures gives them something new they can commit to and gain from. We have seen them create new friendships, think more positively about their futures and gain a whole new range of skills competencies through the sport and employability challenges they take part in throughout the year. This has been complemented with gaining more funding and winning an award in 2019. A clear structure, strong relationships with referral partners and providing employability route tailored to the young people's individual needs and strengths has helped over a third of the young people find work which reinforces the need for this programme and service.

ENITH  
Higgins Group Plc  
Business Recovery Matthew  
REFUGEE CRICKET PROJECT

CHANGING  
THE LOCAL

LIVES IN  
COMMUNITY

19  
Aureus

## Changing lives in the local community

The Change Foundation centre and headquarters is based in Sutton in south London and is an important part of the local community. As well as providing a venue for local businesses, residents and sports teams, the centre is home to two life changing programmes for local people.

### Refugee Cricket Project

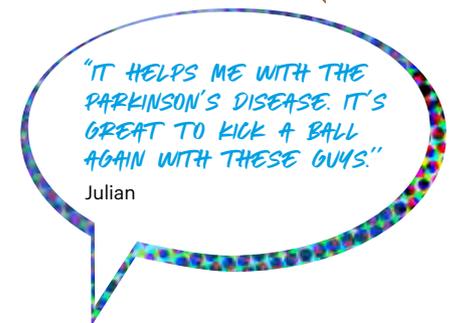
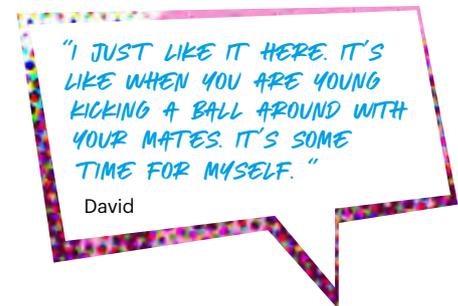
The Refugee Cricket Project, delivered in partnership with the Refugee Council, works with young refugees and child asylum seekers, providing them with a safe space to play cricket, integrate into their new environment, gain advocacy support and help them develop a sense of belonging.

Over 100 individual unaccompanied young refugees attend the Refugee Cricket Project each year. Over 350 face-to-face advice sessions are undertaken at the project and young refugees are accompanied and supported at additional legal and welfare appointments.

### Walking Sports

The Change Foundation deliver three walking sports sessions each week, which include walking football, cricket and netball. 93 local residents over the age of 50 attend the walking sports clubs, helping them improve their physical and mental health, while providing an opportunity for socialising and networking.

Walking Sports participants say:



## Supporting change in communities across the world

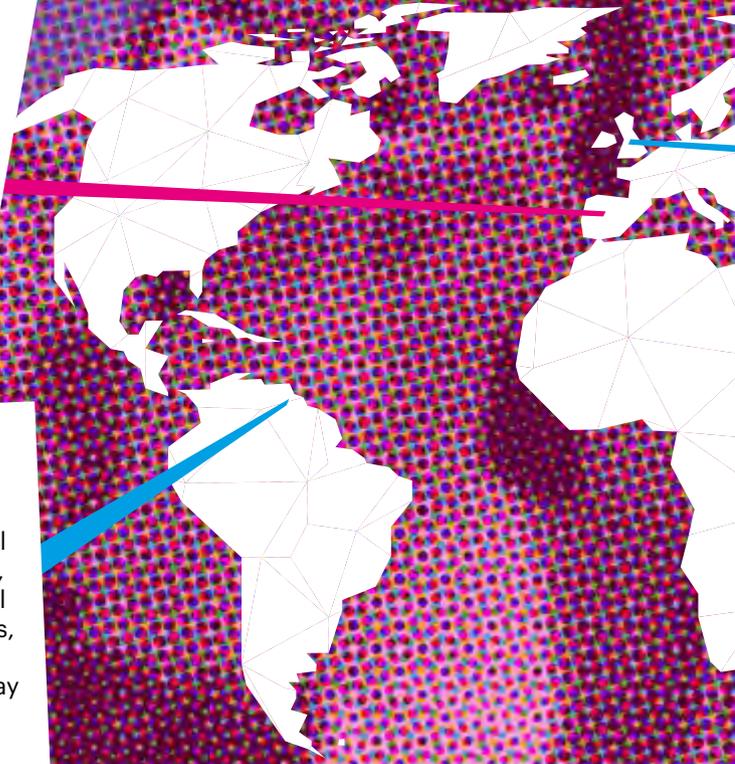
The Change Foundation works closely with organisations around the world to help them adapt their methods in delivering sport for social change programmes. The outcome is more confident and skilled organisations capable of creating innovative programmes and measuring their impact.

### **Euroleague – Spain**

The Change Foundation trained 65 representatives from 47 clubs involved in the Euroleague's One Team CSR programme. The programme provides all clubs across Europe with a methodology to "use the power of basketball to integrate communities" and since its founding in 2012, the One Team programme has helped more than 16,000 participants through its team-focused projects.

### **International Basketball Foundation – Guyana**

The Change Foundation trained 60 young leaders on how to use basketball for good in their communities. Held during the International Basketball Foundation's Antilles 3x3 Hoops final, the event helps develop and promote basketball within National Federations in the Lesser Antilles, giving opportunities to these countries with tremendous potential the chance to travel to play basketball.



### **Magic Bus – India**

The Change Foundation trained 57 youth mentors from the award-winning Indian charity Magic Bus with new skills to coach and mentor 140 children with a disability in mainstream schools, using adapted forms of cricket to develop their confidence, social networks and independence skills.

### **International Visually Impaired Rugby – New Zealand, Japan and UK**

The Change Foundation engaged 166 blind and visually impaired people in visually impaired rugby across New Zealand, Japan, the UK and trained 172 coaches and officials in how to officiate the game. The Change Foundation created this innovative game in 2017 which is supported by England Rugby and World Rugby.

### **International Working Group (IWG) World Conference on Women and Sport – Botswana**

The Change Foundation female coaching team joined the 7th IWG World Conference on Women and Sport in Gaborone, Botswana. The team shared their knowledge and experience of delivering sport for social change programmes for marginalised girls and young women with a global audience. They were able to engage with other inspiring and innovative organisations from around the world using the power of sport.

## London Programmes

The Change Foundation is based in London and employs 32 people. Over the course of the last year, and through nine sport for social change programmes in London, The Change Foundation recruited, engaged and helped 1,314 marginalised young people and vulnerable adults transition to positive outcomes through sport.

The Change Foundation financial statement –  
1 April 2018 – 31 March 2019:

The charity's total income for the year was £1,074,177 with a total expenditure of £1,066,667, achieving an overall surplus of £7,510.

### **Serves – UK wide**

The Change Foundation works in partnership with the Lawn Tennis Association, training Tennis Activators across the UK how to deliver the Serves social change programme which integrates tennis and youth work to tackle social issues affecting the community. The Change Foundation trained over 100 Tennis Activators from 20 sport for social change organisations across the UK

### **Street Elite – Birmingham**

The Change Foundation expanded the Street Elite programme to Birmingham working in partnership with a local community organisation called TSA Projects that aims to reduce crime levels by supporting marginalised young people to reach their full potential. In 2020, Street Elite Birmingham will work with a cohort of 15 young men aged 18 – 25 involved in gangs and crime, helping them find suitable work and develop their careers to start a new way of life.

**British Fencing – UK wide**

The Change Foundation facilitated the development of British Fencing's strategy, building on their successful achievements and desire to increase more sport for social change work. The Change Foundation helped to develop new ideas and programmes for British Fencing.

**Hat-Trick Project – Newcastle**

The Change Foundation work in partnership with the Hat-Trick Project who engage hard to reach local people in Newcastle's West End by delivering multiple sports projects. They have worked with over 20,000 people, with more than 900 gaining sports qualifications and awards over 13 years. The Hat-Trick Project delivers Netball 4 Change in Newcastle working with 158 marginalised girls and young women aged 11 – 16 teaching social media safety through

**London Sport – London**

The Change Foundation provided creative sport for social change workshops for London Sport for an internal 'Big Ideas Group', involving 12 members of staff, representing all teams and levels across the organisation. The sessions were themed around community and mental health.

# EVERYONE'S TALKING ABOUT CHANGE



## Everyone's talking about Change – awards and media

### AWARDS:

#### **Winners**

Third Sector New Generation Fundraisers 2019 – The Change Foundation  
Director of Design and Impact, Navjeet Sira

National Learning Disabilities and Autism Awards – Sporting Chance  
Award 2019 – The Change Foundation Girls Win programme

The Royal Borough of Kensington and Chelsea Sports Awards –  
Community Engagement Project Award 2019 – The Change Foundation  
London Futures programme west hub

Big Issue Top 100 Changemakers

#### **Highly commended**

Sutton Business Awards – Best Charity Award 2019 – The Change  
Foundation

Charity Times Awards – Fundraising Innovation Award 2019 – The Change  
Foundation Innovation Fund

#### **Shortlisted**

European Diversity Awards – Charity of the Year 2019 – The Change  
Foundation

# Everyone's talking about Change – awards and media

## MEDIA:

**Frank Bruno visits Poplar to support project that steers unemployed young people away from trouble**

Published: 13:01 05 June 2014 | Updated: 13:40 05 June 2014 | [View more](#)



**News: Jennifer Saunders To Captain Sport Relief Netball Team With Players Sally Phillips, Luisa Omielan and Ellie Taylor**

By Steve Johnson @STV2014



Two names of comedy icons and rising sports stars to captain the netball team for Sport Relief. Sport Relief will take to the court in their home city of Glasgow to raise money for the charity's work in the poorest parts of the world.

The netball players are joining their cause because they are going to school later to help raise money and because they are in the UK for the first time. The team's journey will be covered by the charity's live streaming service through the national live in a virtual space at the Glasgow 2014 GFC TV Hub.

These famous faces are getting active for Sport Relief to raise money to help support vulnerable people here in the UK and abroad through projects such as **The Change Foundation** in London. The Change Foundation uses the rules and game of netball to teach girls and young women how to stay safe on social media. It empowers girls and young women to think more positively about their online interactions, to consider how that can affect their prospects for the future and raises awareness of negative social influences.

News: **Visually impaired rugby hits the world stage in Japan**

**Visually impaired rugby hits the world stage in Japan**

By Neil Smith

Published: 2014



**Visually impaired rugby joins the World Cup party in England face Japan in Kamagaya**



Yorkshire's visually impaired players against the Blind Blue for the first time since they founded the Rugby League.

**Lambeth students aim high with Street Elite**

By The Staff

Written by: [Lambeth Council](#)

Children and young people / Education / Health and Wellbeing / Local news / Lambeth News / Community, Media

A three-month Street Elite programme has helped 32 young women from Lambeth grow in confidence, learn new skills, and challenge preconceptions about women in sport.



**WARRIORS HOCKEY PLAYERS SELECTED FOR JAPAN TOUR**

By Neil Smith

Published: 2014



The four players selected for the Japan tour are: **James** (Warrington Wolves), **James** (Warrington Wolves), **James** (Warrington Wolves), and **James** (Warrington Wolves). They will be representing the club in the tour which will take place in Japan from 2014 to 2015.

**Visually impaired rugby team shows military kids how those with low vision can stay in the game**



Visual Impaired Rugby League players from the club, along with the Warrington Wolves, will be representing the club in the tour which will take place in Japan from 2014 to 2015.



Inner city London isn't always easy for some of the capital's youth, but Street Elite, an award-winning charitable programme that works to reverse the fortunes of young people on the edges of gangs and crime, is changing lives through sport and nature.

**Each year, the Wasps Legends Charitable Foundation invites Wasps Legends and friends of the Wasps Legends to come together at a fundraising Lunch.**

This year, the fundraising lunch will be held at the Grand Connaught Rooms on Tuesday 10th November. The lunch will be held at the Grand Connaught Rooms on Tuesday 10th November. The lunch will be held at the Grand Connaught Rooms on Tuesday 10th November.



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**New Acton social club welcomes girls with disability**



The new Acton social club is a place where young people with disabilities can meet and socialize.

Frank Bruno Backs "Life Changing" Street Elite Programme



**News**  
 20th June 2019  
**Council leader celebrates new opportunities for the local Street Elite graduates**  
 By [Lynne Thomas](#) | [@lthomas197](#)



**Rising stars - Fundraisers: The New Generation 2019**

16th May 2019  
 Over 1000 attendees (the judges for this year's Fundraisers The New Generation team chosen) to enjoy an evening of evening fundraising, social, networking and evening

**N Navern Nira, director of design and impact, the Change Foundation**

When Navern Nira (right) moved over fundraising about three years ago, she led the Change Foundation's new management group to help out by raising and fundraising - which she felt was a real "win-win" for everyone's best community climate.



She was awarded by winning the charity's first-ever community award for capacity building, with the Change Foundation, which was subsequently awarded £1.5m by Sport England. To save the Change Foundation from £1.5m per year of its income from Sport and Education. That has allowed to do projects with the industry replaced by community and commercial fundraising from events and challenges.

"This organizes the best, radical thinking of the, who open a path to industry management, program management and digital management. Being going into fundraising, this can help the right-acting group. There is a lot of data and lots of it is in a lot of ways. There are thousands of other sporting activities who can change the face of these "old event organisations," she says.

**RNIB**

**See differently**

10th June 2019  
 10th June 2019  
 10th June 2019  
 10th June 2019  
 10th June 2019

**Visually Impaired rugby tackles the global stage**

There is a phenomenal sporting event taking place in Japan this October. The last time that the Rugby World Cup (RWC) was held, it was in 2015. It was a historic moment for the visually impaired community as it was the first time that a visually impaired player had taken part in a professional match. The RWC is a global event that is held every four years. It is the most prestigious event in the world for the visually impaired community. The RWC is a global event that is held every four years. It is the most prestigious event in the world for the visually impaired community.



**Limehouse Boxing Academy help out with Street Elite project**

10th June 2019 | [By Matt Williams](#)

The magazine of the British Chamber of Commerce in Japan



**Saitama Hosts "Blind Rugby"**

England and Japan match helps raise global profile

**Teenagers complete course designed to keep them out of trouble**

10th June 2019 | [By Matt Williams](#)



The Street Elite participants with their certificates. Picture: Leo Williams Photography

**HARLEQUINS FOUNDATION HOSTS FIRST PREMIERSHIP VISUALLY IMPAIRED HUGBY MATCH**



The Harlequins Foundation has announced that it will be hosting the first ever professional visually impaired rugby match in the Premier League. The match will be held at Twickenham Stadium in London. The match will be held at Twickenham Stadium in London. The match will be held at Twickenham Stadium in London.

**POP STAR JAMELIA HEADS ON DOWN TO KENNINGTON TO VISIT YOUNG MOTHERS**

10th June 2019 | [By Matt Williams](#)

The programme trains and mentors young mothers to bring them back into the world of work.



Pop star and presenter Jamelia joined a sports and mentoring programme for unemployed young women at Kennington Park on July 4, writes Sarah Miller. The number of four new women were graduates from the Street Elite project that helps young women from Kennington to take back control of their lives.

**Ability ToC day**

**Visually Impaired Rugby Hits The World Stage - Rugby World**

10th June 2019 | [By Matt Williams](#)



10th June 2019 | [By Matt Williams](#)

10th June 2019 | [By Matt Williams](#)

**Rugby for blind and visually impaired players introduced in Wales**



Special rugby balls with markings made made the first attempt for visually impaired players used in Wales.

# #UNLEASH THE CHANGE



## Champions for change

Thank you to all our supporters, funders and partners, without your contribution our impact would not be possible.



Graeme Porteus Legacy Fund, EBM Charitable Trust, Sutton NEET forum, The Fairstead Trust, Throgmorton Trust, JMC MRJ Sorrell Foundation, Hat-Trick Project.

## #UnleashTheChange – how you can get involved to help young people

The Change Foundation is a charity that relies on donations, funding and opportunities for work experience to continue our life changing work through sport. Become part of the #UnleashTheChange campaign and get involved...

### **Regular donors**

Become a regular donor and invest in our programmes that engage young people affected by crime, violence, poor mental health, isolation, exclusion and trauma.

### **Employers**

Diversify your workforce and provide paid employment to our graduates helping them take their first career steps and bring new ideas and perspective to your business.

### **Events and challenges**

Help raise money by joining us at one of our events or take on a challenge on behalf of The Change Foundation.

### **Community partners**

Become a referral partner and join our network of recruitment agencies to direct young people to our programmes.

CHANGING YOUNG  
LIVES SINCE 1981





**THE  
CHANGE  
FOUNDATION**

Find out more:

[thechangefoundation.org.uk](http://thechangefoundation.org.uk)



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# CHANGE

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