

**CELEBRATING 40 YEARS
OF CHANGING LIVES**



THE
CHANGE
FOUNDATION





OUR MISSION IS TO CHANGE THE LIVES OF MARGINALISED YOUNG PEOPLE THROUGH THE POWER OF SPORT.

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CHANGING YOUNG LIVES



Adam coaching children on our post-civil war programme in Sierra Leone.

250,000
YOUNG PEOPLE
WORKED WITH.



ADAM HALL
Programme
graduate and
former Programme
Manager

Eighteen years ago, I walked into a cricket session on my housing estate in the East End of London with no idea how important that moment in my life was going to be. At that point, I had never entertained playing cricket, as my perception of the game was boring, stuffy, and uncool. From the moment I played cricket with the then 'LCCA', I was hooked. The LCCA (now called The Change Foundation) had coaches who brought my strengths to the forefront and promoted them instead of the attitude of school, which I felt at the time was highly focused on the word "No."

From this moment, my life took off and I found a purpose that I was suddenly surrounded by – the power of sport. My energy and passion for The Change Foundation took me from a young man with no direction on an inner-city housing estate, to travelling the world to some of the most amazing places, including Afghanistan, Israel, Palestine, Sierra Leone, Sri Lanka, India and Jamaica. The time I spent being a coach on numerous programmes allowed

me to develop aspects of myself that I never knew existed, such as confidence, decision-making, conflict resolution and many more. All these skills from my time as a coach on the programme have guided my life to this day.

The Change Foundation gave me complete confidence to be who I wanted to be in the world. There was no pressure, no stress and no power struggle to be something I was not. It was a safe space for me to develop as a professional and as a human being, which is still very difficult for millions of young people worldwide. Travelling and developing programmes across the world with the team enabled me at an early age to understand different cultures as well as understand myself at a much deeper level.

As I write this letter, I am currently sitting in New York City as the owner of a thriving business supporting over twenty-five non-profits worldwide to maximize their fundraising potential through events, strategy and outreach. I am happily married, have a one-year-old son and live a fulfilled life of opportunity and excitement. It is a far cry from the upbringing I had in inner-city London and I credit the majority of this change and my success to The Change Foundation.

I often think back to my time at the charity and regularly implement many of the lessons I learned with the organisation as a progressive entrepreneur, husband and father here in the United States. I have made mistakes along the way, but who hasn't? The Change Foundation taught me that my mistakes need to be learned from and you must grow from them. With that said, today, I can genuinely say I would not be the person I am without this incredible organisation. The Change Foundation will always hold a special place in my heart for the life-changing efforts, time and actions that a good number of remarkable people put into me and for believing in a young man who had potential but a lack of opportunities.

I am one of many impactful stories of The Change Foundation changing young lives over the past 40 years. I hope The Change Foundation continues changing lives with its forward-thinking, energetic, and life-changing approach for many years to come.

40 YEARS AND STILL CHANGING LIVES

HOW IT ALL BEGAN



CHANGING
YOUNG LIVES
SINCE 1981.



Cricket legend, Freddie Flintoff, visiting our Street Elite Programme.



ANDY SELLINS
CEO

The charity was born out of the Brixton Riots in 1981 and was originally called the London Community Cricket Association (LCCA). At the time of the Riots, I was at university in London and playing cricket in a variety of inner city parks, which unfortunately often involved asking local kids to move off the artificial cricket pitch our team had booked for matches. After several weeks of moving them on, I offered to return with some equipment, to do some coaching and perhaps organise some matches. A new youth team was created in the middle of a housing estate known for gang-based violence and resulted in a sports programme aimed at keeping young people out of trouble by giving them new opportunities to succeed. The charity is still running a similar programme today but it is now multi-sport and called Street Elite.

The LCCA became an umbrella organisation in the 1980s, supporting a range of pioneering projects. One of these used cricket to engage at risk girls and young women, including a young Ebony Rainford-Brent. Ebony had recently lost her brother to gang-related knife crime but through the charity she discovered cricket and with hard work and dedication she went on to play for England and win the World Cup. Ebony is now Director for Surrey Women's Cricket and a highly respected analyst with the Test Match Special team on the BBC. All counties now have women and girls' programmes built on the charity's ground-breaking principles from the early 1980s of 'sport for all'.

The charity also pioneered the use of sport in prisons to develop the self-confidence and aspirations of young offenders, running the first coaching qualification in HMP Wandsworth in 1985 and providing paid coaching work and resettlement support for the newly qualified coaches upon their release. Our work with young offenders continues to this day.

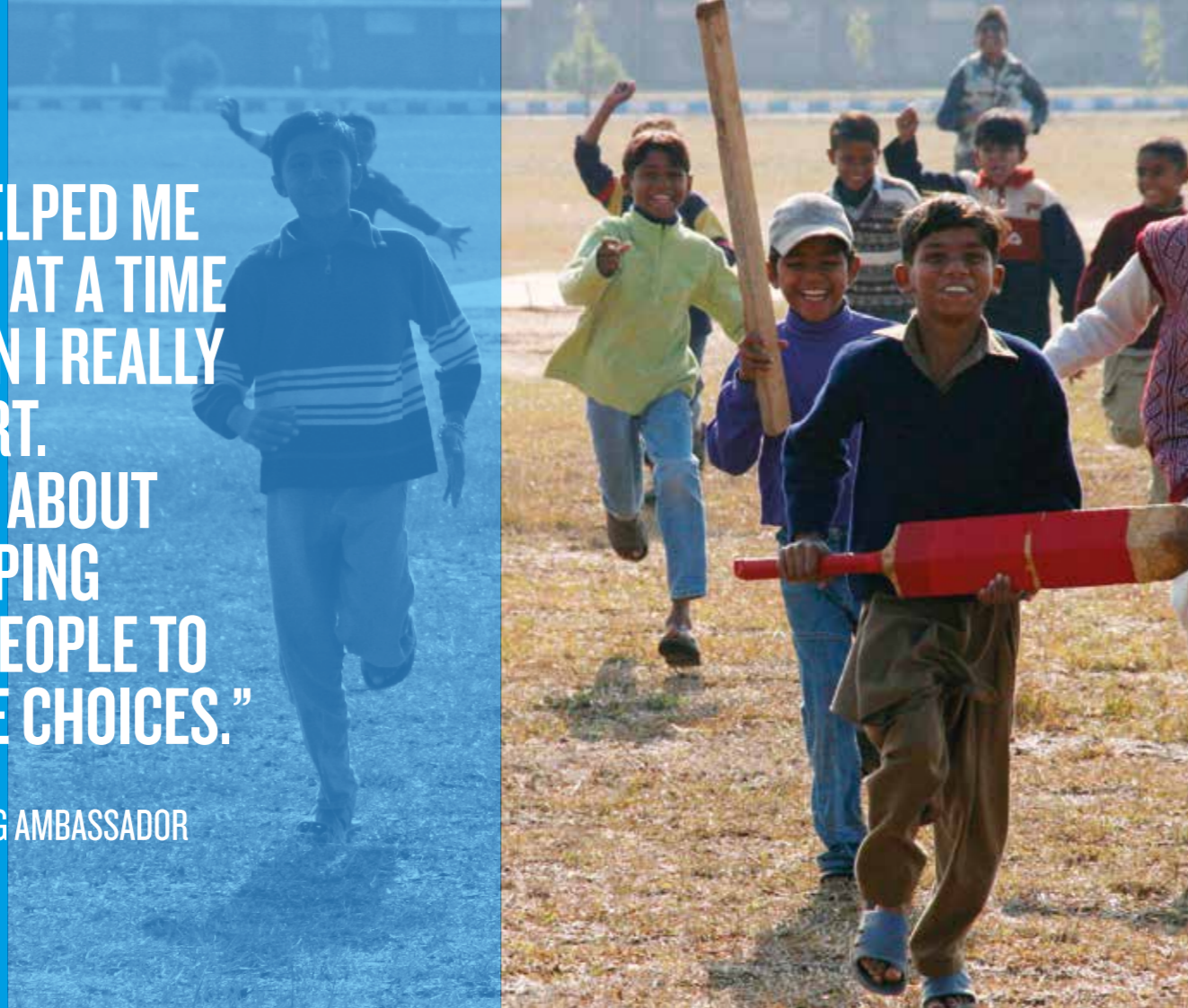
HOW IT ALL BEGAN

“THE CHARITY HELPED ME TURN A CORNER AT A TIME IN MY LIFE WHEN I REALLY NEEDED SUPPORT. I’M PASSIONATE ABOUT SPORT AND HELPING OTHER YOUNG PEOPLE TO MAKE GOOD LIFE CHOICES.”

CHANGE FOUNDATION, YOUNG AMBASSADOR

Our early estates-based work of this period was having a growing social impact and was also identifying talented young players from black and ethnic minority communities, who were completely unknown to the county cricket establishment, which was dominated by young people from public schools and universities. In response, the ‘Haringey Cricket College’ was created, which became the blueprint for future county cricket academies. By the late 1990s, all county cricket boards had academies reaching out to find talented players from non-public school backgrounds. The Haringey Cricket College produced twenty-six county cricketers over its ten-year history, almost all from an ethnic minority background.

The charity was at the vanguard of using cricket to have a social impact and in particular, we identified the effect that cricket could have on younger children’s personal development and so a campaign was started to get cricket played in all primary schools in London. By the end of the 1990s, our ‘London Schools Cricket Project’ was providing ‘education through cricket’ to over 90% of London’s primary schools and also created the template and the inspiration for the now national ‘Chance to Shine’ programme.



Young cricketers from our programme with Magic Bus in India.



Australian cricket legend, Steve Waugh, coaching young players from our Refugee Cricket Project.

TIME TO CHANGE TO ‘CRICKET 4 CHANGE’

In 2008, the charity changed its name to ‘Cricket 4 Change’ and our ‘cricket for development’ work was in great demand in the UK and around the world. Over the next five years, Cricket 4 Change helped establish cricket for social change programmes in eighteen countries, often in partnership with UNICEF, the International Cricket Council (ICC) and the British Foreign and Commonwealth Office. Around this time, we were also instrumental in setting up ground-breaking projects in the UK, many of which are still flourishing to this day. These include partnerships with the Metropolitan Police, the 2nd Chance Project, the Refugee Council, the Lords Taverners and the forementioned, Chance to Shine.

By this time, the charity’s young coach mentors were using a form of the game the charity created after seeing cricket being played on the streets of India during the first Blind Cricket World Cup we helped organise. Called simply, ‘Street20’, it was designed to be played almost anywhere and to be flexible enough to have any social message attached to coaching sessions and festivals. For example, we created Street20 programmes promoting HIV awareness in Uganda, drug awareness in South Africa, community relations in New York, social inclusion in Israel and Palestine and training former child soldiers in Sri Lanka to be sports leaders after the civil war, amongst many others.

As well as Street20, Cricket 4 Change continued to pioneer the use of adapted forms of the game to champion disability awareness and to push the boundaries of sport for people with a disability. At its height in 2012, our ‘Hit the Top’ programme was the largest disability cricket project in the world, providing playing opportunities for over 10,000 children as part of London’s Olympic Legacy Programme. All county cricket boards in the UK now have disability cricket programmes and the national disability teams, which we pioneered with the creation of the England Blind Cricket Team, are now well funded national governing body initiatives.

NEW SPORTS LEAD TO A NEW NAME

By 2012, most of our programmes were no longer using just cricket as the vehicle for social change, so it was time for another rebrand, this time to ‘The Change Foundation’. We now use ten different sports to drive programmes in locations across London, the UK and around the world, including Netball 4 Change, Rugby 4 Change, Table Tennis 4 Change and a new Fencing 4 Change programme.

We are also proud to have set up the England Blind Cricket Team and handed it over to the England and Wales Cricket Board. We are planning to do similar with our new sport of visually impaired (VI) rugby and are currently helping rugby authorities around the globe to set up their own VI rugby programmes, a form of the game our visually impaired coaches created from scratch.

Our ideas and inspirations have also helped a number of sporting icons set up their own ‘sport for social change’ charitable projects, including Courtney Walsh and Chris Gayle from the world of cricket and Lawrence Dallaglio and Bryan Habana from the world of rugby.

Upon reflection, it looks like we were one of the first organisations to use sport to create a deliberate and specific social impact and therefore be at the vanguard of the ‘sport for social change’ movement. Our Team, Trustees, Young Ambassadors and Ambassadors for Change are rightly proud of our reputation for innovation and we are equally proud of the fact that this visionary and risk-taking spirit continues to drive us to this day.

SEE THE OPPOR- TUNITY

OUR VISION

There can rarely have been a time when it was more important that every young person had the opportunity to fulfil their potential and participate fully within society. When properly empowered they become key agents for innovation, development and social change, which can cause both them and their communities to thrive. When they are left on society's margins, on the other hand, we are all significantly the poorer.

CHANGE



ALEX CLODE
Chair of Trustees

This is why we invest in young people's futures with so much time, patience, effort, imagination, commitment and respect, knowing that it will not be easy but confident that it will deliver benefits far beyond the cost of doing so.

It is why we believe that no issue is too hard to tackle and no young person too hard to reach and actively go to find those that are most vulnerable, rather than expecting them to find us.

It is why we focus on and tackle those social issues that young people tell us are affecting them the most, whether it be knife crime, disability inclusion, youth unemployment, social media addiction or mental health.

It is why we design and pilot our new programmes with those young people – testing innovative new ideas, creative methodologies and an increasingly diverse range of sports.

It is why we deliver our social change programmes using young Coach Mentors who have first hand experience of the issues our interventions tackle, most of whom we have recruited and trained from within our own programmes.

This is why we have been a leader in youth-led social innovation for 40 years and are now regarded as one of the world's leading sports for development organisations.

This is why we are always looking to maximize the reach and social impact of our work by sharing the vast and varied wealth of experience we have built up over our long history with other charities and corporate organisations and inspiring them to create, deliver, implement or fund bespoke solutions of their own.

And this is why we head into the next 40 years with great belief in the power of sports for development and with it our ability to continue to have a lasting positive impact on young lives.

A close-up, black and white portrait of a young person with dark hair, looking upwards and to the right. The image is partially overlaid with a blue gradient at the bottom.

100% OF OUR COACH MENTORS HAVE LIVED EXPERIENCE OF THE ISSUES WE ARE TACKLING.

WHY SPORT?

“SPORT HAS THE POWER TO CHANGE THE WORLD. IT HAS THE POWER TO INSPIRE. IT HAS THE POWER TO UNITE PEOPLE IN A WAY THAT LITTLE ELSE DOES.”

NELSON MANDELA

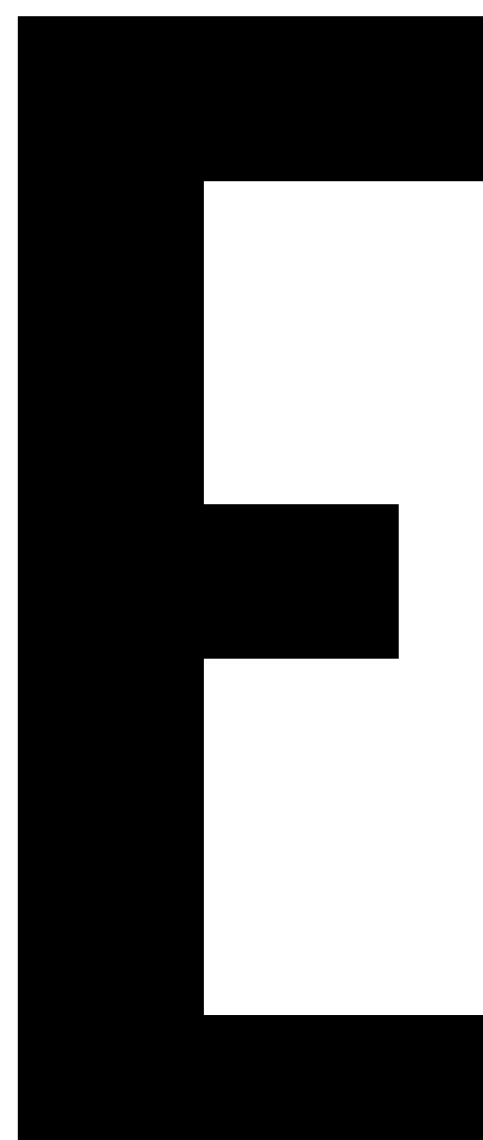
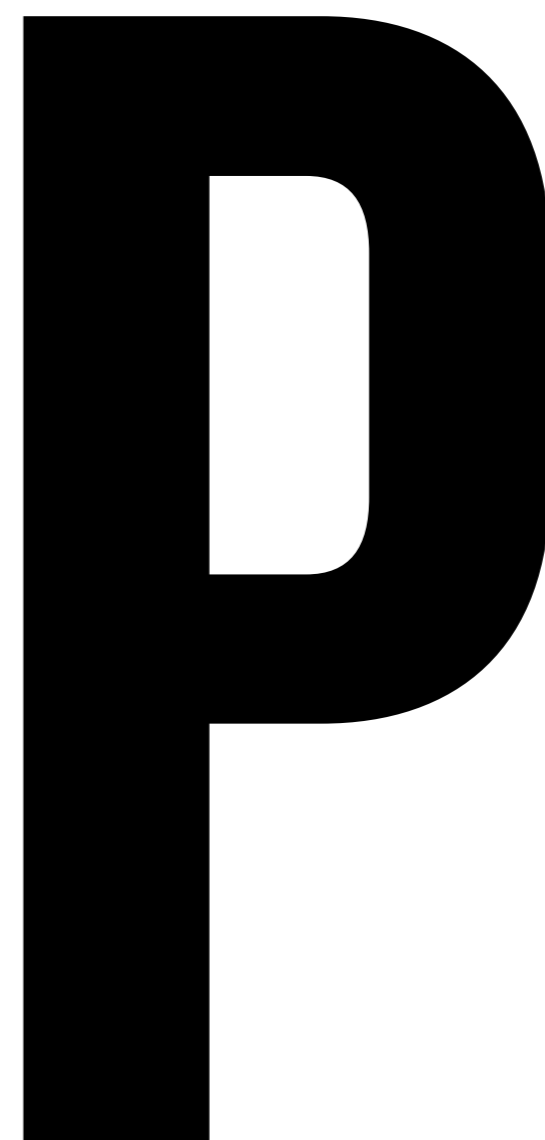
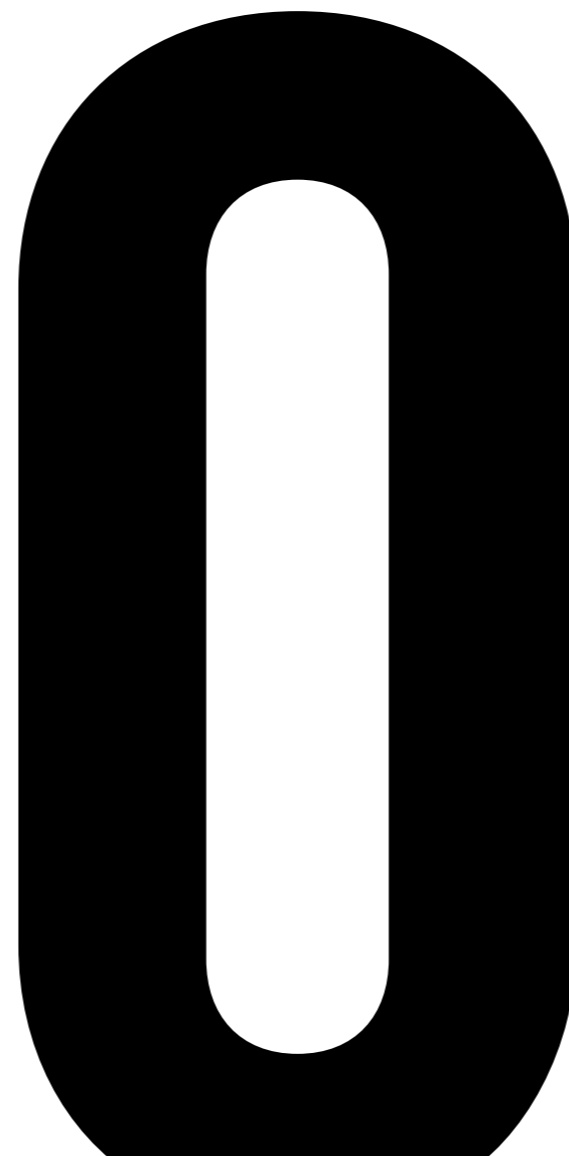
Our pioneering trainer, Danny Baker, coaches children in Palestine as part of our work with the Peres Center for Peace.



In the early days in the 1980s, the charity were pioneers in the use of sport as the vehicle through which to deliver a profound and lasting social impact. Today thousands of charities, NGOs and youth groups around the world have learnt to harness the power of sport to tackle issues, ranging from community cohesion, to disability awareness, to personal development – we take great pride in that.

Our experience tells us that sport is the ideal vehicle through which to develop trusting relationships with young people who feel isolated, forgotten, marginalised or scared. We all know about the importance of working as a team, the shared sense of achievement when working towards a shared goal and the comfort of having friends around you when things go wrong. What is less well known is that well-run ‘sport for social change’ programmes can do an amazing number of things, from helping young people to start to process trauma, to helping them understand their own strengths, to simply providing them with a structure and purpose in an otherwise uncertain world.

CREATE



WHY SPORT?

We believe that all children and young people have talents which they can use to create a happy and fulfilling life and it's our job to help them identify them and learn how to use them for their own benefit and for that of wider society.

It occurred to us very early on that the best people to deliver ground-breaking new projects were coaches who were from the same background as the young people who we were trying to support. This original and still crucial guiding principle is now seen as good practice in the sport for development sector and in youth services generally.

One of the first people to develop this principal, was our very own Andy Dalby-Welsh, who joined one of our programmes when he was eighteen and who is now CEO of the London Youth Games.

**FROM THE VERY START,
THE CHANGE FOUNDATION
HAD AN 'INNOVATE AND
SHARE' PHILOSOPHY
WHICH HAS HELPED
SPREAD OUR IMPACT
AROUND THE WORLD.**



ANDY DALBY-WELSH
CEO,
London Youth
Games

I met Andy Sellins at an England Blind Cricket Team training weekend. Andy's approach inspired me to want to play more. Having managed to break into the England Blind Cricket Team it led me to want to give back to other blind and visually impaired young people, who would face the same challenges as me. Andy provided me with the opportunity to begin running coaching programmes for young blind cricketers. I was empowered by The Change Foundation to travel independently to schools in London and across the south east to coach blind and visually impaired young people. The children and their teachers were always amazed when they realised I was registered blind and travelled to them independently from my home in Brighton, to provide them with cricketing opportunities. Coaching the young people meant so much to me. Sport had played such a huge role in my life up until I lost my eyesight and I wanted to ensure their visual impairments did not limit their opportunities or their aspirations.

The greatest aspect of Andy's and The Change Foundation's approach was not limiting me by my visual impairment. I developed through several roles before being entrusted to be Acting CEO of The Change Foundation whilst Andy took a well earned sabbatical. It was following this I was approached to become Deputy CEO of Activity Alliance and then for the position of CEO at London Youth Games.

I know I would not be where I am today, without the inspiration and investment of Andy, the Trustees and all of the team at The Change Foundation.

HOW WE DO IT



RYAN JONES
Disability
Programmes
Manager and
programme
graduate

I became involved in the Visually Impaired Cricket Programme at the charity when I was 11 years old and fell in love with the game of cricket and in the process made some of my best friends. With the support of my coaches, including Andy Sellins and Andy Dalby-Welsh, my cricket skills developed quickly and from the age of thirteen I represented London Metro Blind Sports Club in the National Adult League and I was selected to travel to both Barbados and Jamaica with the charity's youth team to play against the West Indies Visually Impaired Cricket Team. This really helped me develop my confidence and independence and my cricketing skills and leadership talents developed quickly on these tours, so much so that I was selected to play for England at the Blind Cricket World Cups in India and South Africa.

Whilst I was at college, I joined the charity's Apprenticeship Programme, through which I gained my first coaching qualifications and took part in a range of courses and workshops which accelerated my personal and professional development. I volunteered over one hundred hours of my time to support the charity's cricket sessions and events and was inspired by these experiences to pursue a career in the 'sport for development' sector. I secured a place at university to take a degree in Sports Development and on graduation took up a position as a fundraising officer with the charity, through which I was responsible for maintaining relationships with our regular donors, helping populate charity challenges and running the charity's external communications.

I gained a great deal of new knowledge and experience through fundraising and communications but my real passion was working directly with young people, using what I had learnt over many years from the charity, to support others. I am now the charity's Disability Programmes Manager, working with an incredible team of programme graduates in delivering our London Futures programme, the charity's employability programme for young adults with a learning disability.

Over the last few years, I have also been part of the group of visually impaired players and coaches who have developed the new sport of visually impaired rugby and was lucky enough to represent the charity's 'Blind Lions' team in New Zealand, in 2017 and more recently, the England Visually Impaired Team in a three match series in Japan at the 2019 Rugby World Cup.

My involvement in the charity illustrates really well our three guiding principles, which we are very proud of and which are just as relevant today as they were in 1981. These are:

- Our programmes are created by our young people for our young people
- Our programmes are delivered by our young people for our young people
- Our 'innovate and share' approach means that our programme ideas and approaches are willingly shared with any charity or youth group who wishes to use them, in order that our work is multiplied many times over in London, across the UK and around the world.

OVER 5,000 SUPPORT HOURS ARE PROVIDED TO OUR YOUNG PEOPLE EACH YEAR OUTSIDE OF OUR SPORTS SESSIONS.

DISCOVER

THE NEED

DESIGN

THE SOLUTION

DELIVER

THE CHANGE

OUR MODEL OF CHANGE

THE NEED

- Our young people identify a social issue that needs tackling
- We consult widely to develop an in-depth understanding

THE SOLUTION

- We run a pilot programme funded by our own 'Innovation Fund'
- Having learnt from the pilot programme we deliver 'sport for social change' programmes which are highly focused, relevant to the young people we are targeting and intensively evaluated

THE CHANGE

- Each young person's progress is monitored through a tailored development plan created exclusively for them
- Our young people become confident, skilled and motivated, with networks of on-going support they are able to access as they start their chosen careers
- We share our findings with the UK and the international sport for social change sector with the aim of maximising the impact of our ideas

Perhaps the most critical part of our work is the recruitment of our young people. This might be done through 'being on the streets', through referral agencies such as Youth Offending Teams and Social Services, or via specialist organisations such as MIND. The most effective recruitment technique, however, is always word of mouth.

Once at a session, young people will be gently reminded of the standards of behaviour expected and the level of respect we expect to see for other young people and their Coach Mentors. On some of our programmes, such as Street Elite, programme participants are paid £20 to attend each session, which at first often seems like 'getting twenty quid to kick a ball around', however, once trust has been built between the young person and the Coach Mentor the mentoring and goal setting conversations start and sessions become more than just coaching and match play.

The sport is both critical at first and unimportant in the longer term. It is critical as the vehicle through which we build trust and develop 'soft skills' such as teamwork, good time-keeping and effective communication and of course it is fun. It becomes far less important as our young people graduate on into university, an apprenticeship or their first job but it should not be forgotten that sport can be a powerful driver for physical and mental fitness, so is a great springboard for a young person's 'fitness for work'.

Regular competitions and festivals are a great way to test newly created bonds, to win and lose together and to celebrate individual and collective successes. For many young people they are also a supportive way to leave their 'endz' and for young people with a disability, in particular, to develop independent travel skills. A number of our young people might not be ready to graduate and move on after an initial year on one of our programmes and we are always happy for them to stay for another year and progress at their own pace.

During the second half of most of our programmes, a range of opportunities are available to our young people to develop their skills and experience, from training courses, to targeted work placements to qualifications.

Graduation ceremonies and prize giving events are crucial ways to celebrate achievements and also to mark the start of a new phase in a young person's life. We often hold these in high profile venues with celebrity guests to make our young people feel valued and to help them realise they are important and should expect to be treated well at all times if they work hard and are considerate to others.



Boxing at a Street Elite Festival.



Arsenal and England legend, Ian Wright, with Street Elite Graduates.



A young Cuban cricketer taking part in our Street20 Cricket Festival in Havana.


PREPARING FOR THEIR FIRST JOB

One of our objectives is to prepare young people for their first jobs, work placements or internships. To do this, we focus on the importance of our top ten employment behaviours, which we always explain, require no talent and are therefore about just one thing – the right attitude.

OUR TOP TEN EMPLOYMENT BEHAVIOURS

1. BEING ON TIME
2. BEING PREPARED
3. HAVING GOOD BODY LANGUAGE
4. SHOWING PASSION
5. PUTTING IN EFFORT
6. EMBRACING CHALLENGES
7. SHOWING INTEREST IN YOUR WORK COLLEAGUES
8. APOLOGISING IF YOU DO SOMETHING WRONG
9. HAVING POSITIVE ENERGY
10. BEING COACHABLE



 Danny Baker and Lawrence Dallaglio coach young people on our Rugby 4 Change programme.

ESSENTIAL QUALITIES AND SKILLS

Many of our sessions have an employability focus, with the themes we cover during our sessions usually revolving around the qualities and skills that employers in our network have described as 'essential'.

HONESTY "If something goes wrong, it's ok, it happens. Admit it and we can move on."	GOOD COMMUNICATIONS SKILLS "A skill one can always build on, necessary in every job."	PROBLEM SOLVING SKILLS "If you look for a solution, you bring a positive attitude to the work place."	BEING FLEXIBLE AND ADAPTABLE "We often work in changing environments, employees that can adapt stand out."
BEING PROACTIVE "Managers want to hire proactive people. Simple."	A DESIRE TO KEEP LEARNING "Colleagues that want to continuously improve themselves are the most successful."	A GOOD WORK ETHIC "Firstly be on time, secondly take pride in your appearance, thirdly be willing to listen."	TEAMWORK "A connected team is a strong team. The ability to come to conclusions and accept decisions as a team is a huge asset."

EACH YEAR WE WORK IN PARTNERSHIP WITH OVER 100 COMMUNITY GROUPS, LOCAL AUTHORITIES, CORPORATE PARTNERS AND EMPLOYERS.

BRINGING AWARDS WINNERS



VICKY LOWE
Vice-Chair of Trustees

The charity's Innovation Fund aims to create a platform for our young people to bring their ideas to life, with priority given to projects which:

- Increase our effectiveness to help us reach new standards and take our work to a new level
- Promote creativity and innovation in the sport for social change sector

Proposals can be for projects based in the UK or overseas and since the Innovation Fund was launched in 2017, the following awards have been made:

2017

- An award of £15,000 was made to the Small Grants Programme to enable it to support our young people in starting or developing their careers
- An award of £6,000 was made to enable eight female members of staff to attend an overseas development trip to the World Conference on Women in Sport in 2018, in Botswana. The ideas, confidence and new networks developed on this trip were a springboard to our ground-breaking women and girls work over the last three years.

2018

- An award of £31,000 was made to support the creation of Visually Impaired (VI) Rugby and to launch two teams in London. This programme has since attracted funding of £172,000 and our programme has spread to New Zealand, Australia, Japan, Wales and six cities in England. We have also developed two youth teams and new partnerships with a range of specialist organisations working with visually impaired people, including the RNIB and The Vision Foundation and rugby organisations, including World Rugby, three of the rugby 'Six Nations' and seven of the twelve Premiership rugby clubs.
- An award of £4,800 was made to support the piloting of a new Boxing 4 Change programme aimed at educating children and young people about the dangers of knife crime. This programme has since attracted funding of £96,000, has been renamed '12 Rounds' and is now running in East and West London. Our pilot programme in Tower Hamlets has also led to a significant new partnership with Imperial College, who are joint deliverers on this project, providing research and development support to better understand the proliferation of this tragic and growing crime.

2019

- An award of £25,000 was made to engage Bean Consultancy to increase our capacity to undertake return on investment (ROI) measurements across our programmes by 2021, starting with our Street Elite programme. As part of this funding, Bean Consultancy are training our team to be able to collect and present this data from our programmes, in order that we are self-sufficient after our initial two-year contract.
- An award of £3,000 was made to create our Young Ambassadors programme, which has already started to benefit the charity in terms of new development ideas and insights into the problems faced by our young people in a COVID-19 affected world.

2020

- An award of £3,000 was made to a new intergenerational Table Tennis 4 Change pilot programme aimed at bringing together over 60s from our Walking Sports programme with young people from our London Futures programme.
- An award of £3,000 was made to a new Esports Academy pilot programme aimed at supporting young people from a disadvantaged background into jobs in the growing gaming industry.
- An award of £4,000 was made to a new Rugby 4 Change pilot programme aimed at teaching children in the last year of primary school about the dangers of 'county lines' drugs gangs.

WHAT WE DO



HENRY GLYNN
Head of
Programmes

CHANGING YOUNG LIVES TO

MAKE A DIFFERENCE

**100% OF THE
CHILDREN ON OUR
12 ROUNDS ANTI-KNIFE
CRIME PROGRAMME
REPORTED THAT
'SOMEONE HAD BEEN
STABBED' WITHIN 2
MILES OF THEIR HOME.**



STREET ELITE

Street Elite is a multi-award-winning 'training for work' programme for young people in London and Birmingham, aged 18-25, impacted by crime, violence and inequality. The programme uses sport and mentoring to support these young people to transition into employment, education or training. Over the last ten years Street Elite has recruited and trained 530 young people involved in gangs and crime and not in education, employment or training and over 80% of graduates have transitioned into sustained work, education or a training programme.



GIRLS WIN

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 understand how goal setting can develop their prospects for the future and engages them in activities that keep the body and mind healthy in adopting a positive attitude. Girls Win started in 2016 and has to date worked with over two hundred young women.



LONDON FUTURES

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 into their communities. The London Futures programme started in 2019 engaging 100 Londoners with a learning disability who are at high risk of long-term unemployment status and social exclusion. Their disabilities range from Down's syndrome, autism spectrum disorder and moderate to severe learning disabilities and over 50% have associated mental health conditions.



12 ROUNDS

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.

WHAT WE DO



VISUALLY IMPAIRED (VI) 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 have grown the game internationally through a VI rugby three 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.



NETBALL 4 CHANGE

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 over 700 girls, aged 10–17, in Newcastle and London increase their knowledge about social media safety and reduce the time they spend on social media. In 2020, Netball 4 Change will expand into its third city, Bristol.



STREET20 PREMIER LEAGUE

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 are delivered to young people from across the UK, who come together to compete in a Street20 cricket competition and plan and develop cricket projects to take back to their communities.

500 GANG MEMBERS' LIVES CHANGED OVER THE LAST TEN YEARS.



DANCE 4 CHANGE

Dance 4 Change uses dance therapy to help marginalised young women, aged 16–25, suffering from poor mental health, to develop coping strategies. Young women recruited for the programme face one or more of the following challenges: depression, anxiety disorders, self-harm, eating disorders, PTSD, personality disorders and body confidence issues. Dance 4 Change started in 2015 as a community dance programme working with over 200 marginalised young women. These young women have helped to design and evolve the programme to include a life changing residential experience, as well as weekly support groups delivered using the medium of dance.



TABLE TENNIS 4 CHANGE

Table Tennis 4 Change is an intergenerational project that brings younger and older generations together to improve fitness, exchange skills and experiences, foster communication and understanding and reduce feelings of loneliness, through weekly table tennis and skills workshops. The programme works towards three key outcomes:

1. A reduced sense of loneliness and social isolation
2. Increased inter-generational understanding
3. Increased fitness, balance and coordination



THE GRAEME PORTEOUS SCHOLARSHIP

The Graeme Porteous Scholarship supports disadvantaged young people from across our programmes to access extra support to help them move into paid work or higher education. Graeme acted as a guide and mentor to our coaches and to our management team and he was instrumental in giving us the focus and self-belief to use rugby, the game he loved, to make a lasting difference in the lives of some of our most marginalised young people. The idea for the Graeme Porteous Scholarship came from Graeme's friends and family who wanted a way for his name to continue to be part of the charity that meant so much to him following his tragic death in a skiing accident in 2016.



THE 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 one hundred unaccompanied young refugees attend the Refugee Cricket Project each year.



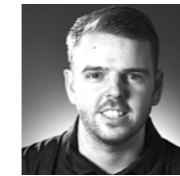
FENCING 4 CHANGE

Fencing 4 Change is a programme that uses the art of fencing to reduce the risk of social isolation for young people, aged 11–16, with autism spectrum disorder (ASD). Fencing 4 Change provides fencing sessions in after school clubs across London for young people with ASD and uses creative coaching techniques to encourage integration, develop motor skills and provide a unique experience for young people who do not engage with mainstream sports. Fencing 4 Change is a collaboration between British Fencing and The Change Foundation.

WE'RE HERE...

UK CITIES AND TOWNS WE HAVE WORKED IN

1. Nottingham
2. Sheffield
3. Canterbury
4. Norwich
5. Hampshire
6. Isle of Wight
7. Eastbourne
8. Cromer
9. Oxford
10. Cambridge
11. Milton Keynes
12. Luton
13. Bradford
14. Batley
15. Bridgend
16. Leeds
17. Derby
18. Reading
19. London
20. Birmingham
21. Newcastle
22. Brighton and Hove
23. Portsmouth
24. Liverpool
25. Cardiff
26. Bath
27. Bristol
28. Coventry
29. Gloucester
30. Exeter
31. Leicester
32. Worcester
33. Northampton
34. Manchester



**JAMES
WISCHHUSEN**
Disability Inclusion
Manager

We are very proud to have supported some key partners in creating and running their own sport for social change programmes across the UK.

In partnership with the Metropolitan Police and the cricket charity, Chance to Shine, we created the 'Streetchance' Programme, which now operates 165 projects across the UK, using cricket 'to increase aspiration, promote social cohesion and create opportunities in diverse communities'.

We worked closely with the Lord's Taverners charity for three years to help them create their disability cricket programme which now 'gives a sporting chance' to over 10,000 disabled children each year across the UK.

We helped the Dallaglio Foundation create their 'Rugby Works' Programme which focuses on 'developing life skills, raising aspirations and improving physical and mental well-being' in seven regions across the UK.

We have supported the Lawn Tennis Association to create their national 'Serves' programme, which helps bring tennis into communities who have had very little experience of the game.

OVER 400
CHARITIES
SUPPORTED
SINCE THE
YEAR 2000.



INTERNATIONAL WORK

...AND HERE



ALEX BASSAN
Head of Business
Development

For the past 40 years, The Change Foundation has had an international footprint across six continents. During this time, we implemented an 'innovate and share' approach, which has led to helping to change the lives of over a quarter of a million of the most marginalised and at-risk young people in the world. We have worked in thirty nine countries, including: Sri Lanka after the 2004 tsunami, Uganda in the depth of its HIV crisis in 2006, Rwanda at the end of the civil war in 2007, Afghanistan at the height of the violence in 2009, even with the NYPD in New York post 9/11 when it was looking for new ways to connect with marginalised communities.

CAPACITY BUILDING

Barbados 2003


We were invited to Barbados to help create the West Indies Blind Cricket Team and the game is now played across the Caribbean region and the West Indies Blind Cricket Team are regular participants in Blind Cricket World Cups.

Cuba 2006

We were asked by the British Foreign and Commonwealth Office to create a new sporting partnership between Cuba and the UK and introduced their surprisingly vibrant youth cricket programme to Street20 and to blind cricket. We also secured a place for the Cuban National Cricket Team into the ill-fated 'Stanford 20/20' cricket tournament in the Caribbean, until the tournament was cancelled in 2008.

Sierra Leone 2008

We trained sports coaches and school-teachers in using sport as a tool for social inclusion for adults and children whose injuries suffered during the eleven year civil war in the country, led them to being disabled and marginalised.

 [Danny Baker, working with young coaches in Cuba as part of our work with the Foreign and Commonwealth Office.](#)



Bangladesh 2009

In partnership with the International Cricket Council and UNICEF, we trained female cricket coaches how to use cricket as the vehicle through which to inspire and educate girls and their families to not be pressurised into marriage in their teens.

Palestine and Israel 2009 and 2011

The Change Foundation has worked in partnership with the Israel Cricket Association, Peres Center for Peace and the Beit Jala Lions Rugby Club in Palestine and Israel, using sport to foster understanding and trust between Palestinian and Israeli children.

Sri Lanka 2010

In 2010, we re-visited Sri Lanka, a country we had previously worked in 2005 after the 2004 tsunami. During our visit in 2010, we delivered a 'rehabilitation through cricket' programme for former child soldiers affected by the civil war that came to an end in 2009. This project was delivered in partnership with UNICEF. We have since re-visited Sri Lanka a further two times.



 [Girls from our UNICEF and ICC programme in Bangladesh, which empowers young women to stay in education and not to get married in their early teens.](#)

Brazil 2013

The Change Foundation partnered with Cricket Brazil, supported by British Airways and the Anglo-Brazilian Society, to launch a programme designed to inspire and build the aspirations of young people from Favela communities in Rio de Janeiro. The Change Foundation introduced the game of 'Street20' to two Favela communities, demonstrating how the game can be used as a tool to bring young people and communities together.

Chris Gayle Foundation Launch - Jamaica 2014

2014 saw the successful launch of The Chris Gayle Academy at Lucas Cricket Club in Kingston. The Academy was set up with the aim of unlocking the potential in talented young people from urban Jamaica, while training them to become role models in their communities.



 [A teenage boy orphaned by the 2004 Tsunami who joined our Street20 cricket programme based in Sri Lankan orphanages.](#)

MetLife Insurance – Hong Kong 2015

In 2015, The Change Foundation was invited to Hong Kong to design and deliver a Street Badminton programme, in partnership with the MetLife insurance company. The project was aimed at encouraging a new urban form of badminton we created to be taken up by children from poorer communities with little formal sports provision.

India 2015

For three years we partnered with multi-award-winning NGO, Magic Bus, training sports coaches how to include children with a disability in their 'childhood to livelihood' programme for street children in Mumbai.

Lebanon 2016

In partnership with UK charity, Muslim Hands, we provided training for young sports leaders in how to use sport to provide psycho-social support to Syrian refugee children, who have suffered dislocation and trauma. Our training programme for leaders in the camps involved games and exercises using football, basketball, cricket and rugby. The sports provide the framework through which we create sharing and learning experiences for children and young people.

New Zealand 2017

In partnership with Blind Sport New Zealand, we launched the ground-breaking new sport of visually impaired rugby in New Zealand, during the British and Irish Lions tour. This adapted form of the game 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.



Navjeet Sira training female coaches in India as part of our work with Magic Bus.



Roma children in Serbia who were part of our 'Building friendships through cricket' programme.

CONSULTANCY

Supreme Committee for Delivery and Legacy for the 2022 World Cup – Qatar 2016

In 2016, The Change Foundation was asked as part of the 2022 FIFA World Cup Legacy Programme 'Generation Amazing' to design a football-for-development curriculum aimed at increasing inclusion in sport, which is now being delivered in schools across Qatar in the build-up to the 2022 FIFA World Cup.

International Basketball Federation – Guyana 2018

We trained sixty 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.

Bryan Habana Foundation – South Africa 2018

In partnership with the Bryan Habana Foundation, The Change Foundation worked with eight young leaders in Cape Town, South Africa on rugby legend Bryan Habana's youth leadership programme, Team Habana. The young people are provided with a year of extraordinary experiences of training, mentoring and skills development and will return to their communities equipped to act as a beacon of hope to other young people, by sharing their knowledge and experiences of Team Habana.

Euroleague Basketball – Serbia 2017 and Spain 2018 and 2019

Over three years, The Change Foundation has trained 200 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

4,400 COACH MENTORS TRAINED ACROSS 39 COUNTRIES.



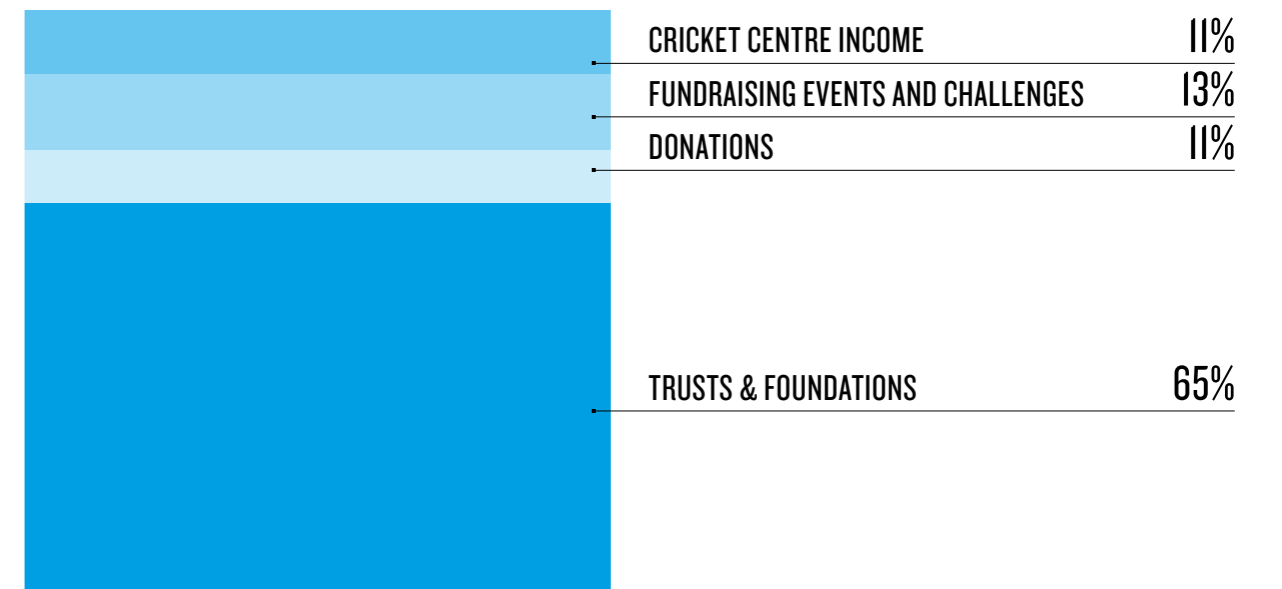
**HOW WE FUND
OUR ACTIVITIES**

RAISING OUR GAME

INDEPENDENT RESEARCH FOUND THAT FOR EVERY £1 INVESTED, STREET ELITE GENERATES £10.72 OF SOCIAL VALUE.

WHERE OUR FUNDING COMES FROM

In addition to the above sources of funding, our award-winning Innovation Fund (set up with £50,000 of designated reserves) enables us to invest in new pilot projects with potential to help us achieve our charitable objectives and improve our overall effectiveness.



HENRY WEREKO
Head of Finance

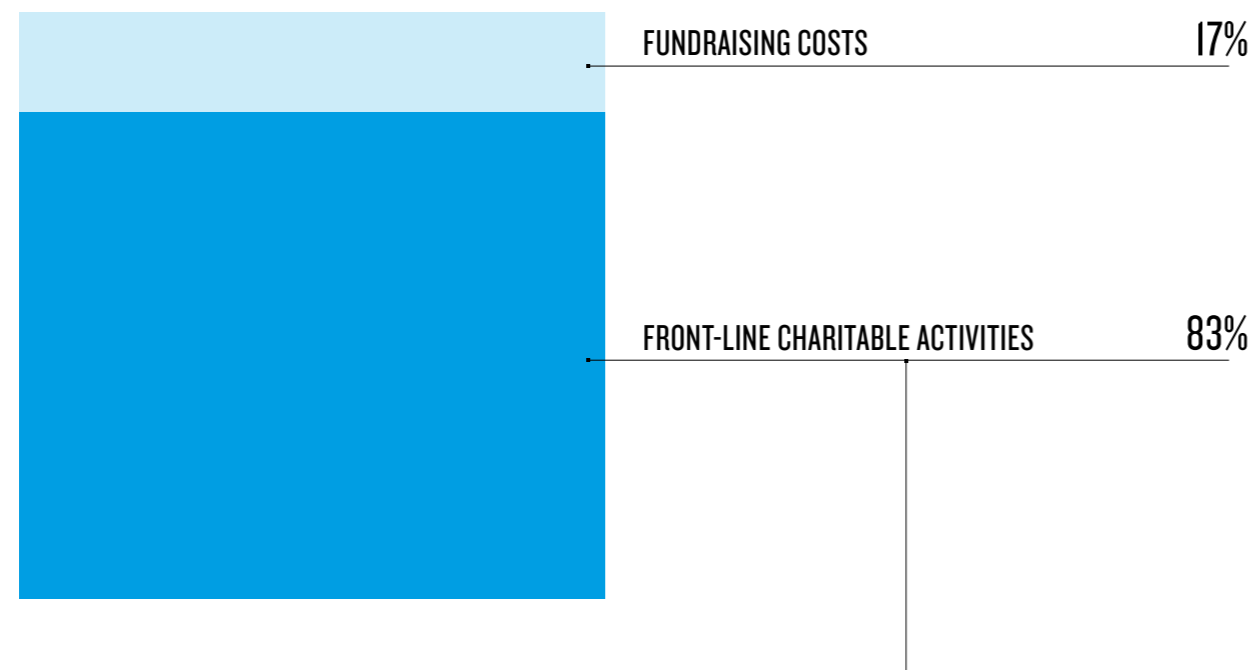
The Change Foundation has an average annual income of about £1million and our main funding streams are:

- Grant income from trusts and foundations and corporate partners
- Donations from individuals and companies
- Income from fundraising events and challenges
- Income from charitable and trading activities at our Centre, in the London Borough of Sutton

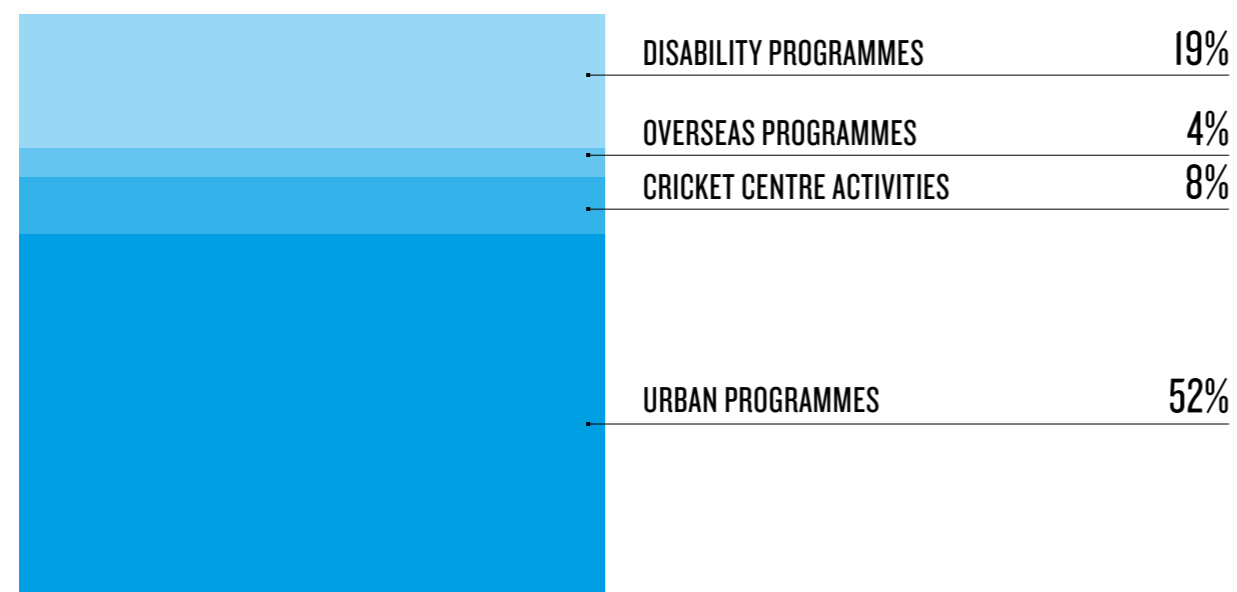
HOW WE FUND OUR ACTIVITIES

WHAT WE SPEND OUR FUNDS ON

Our total expenditure averages about £1m each year. Around 83% of our expenditure is on frontline charitable programme activities, while the remaining 17% is used to raise funds and on running the charity.



FRONT-LINE CHARITABLE ACTIVITIES - BREAKDOWN



A YEAR LONG PERSONALISED SUPPORT PROGRAMME COSTS AN AVERAGE OF £1,500 PER YOUNG PERSON.

AUDITED BALANCE SHEET AS AT 31ST MARCH 2020

	31 March 2020 £	31 March 2019 £
Fixed Assets		
Cricket centre facilities	821,389	850,315
Other Assets	14,859	3,738
	836,248	854,098
Current Assets		
Debtors & stock	81,861	186,855
Cash at bank and in hand	539,013	540,010
	620,874	726,865
Current Liabilities	(184,854)	(188,918)
Net current assets	436,020	537,947
Net Assets	1,272,268	1,392,045
Charity Funds		
Restricted funds: Cricket Centre	821,389	850,315
Restricted funds: Programmes	76,186	122,085
Unrestricted Designated funds	64,856	53,780
General funds	309,837	365,865
	1,272,268	1,393,045

HOW WE MEASURE OUR IMPACT

HAVE WE

SMASHED

IT?

The Change Foundation uses a range of ways to measure the impact of our work.



NAVJEET SIRA
Director of Design
and Impact

BASIC INFORMATION

We use an information management system, called Views, to upload an individual profile for each young person we work with and to store any information about their progress, including information collected via questionnaires, which can in some cases be used to test learning and in some cases be used to assess changes in a young person's self confidence, self belief and aspirations.

SELF-REFLECTION

Our Coach Mentors are trained to help young people reflect on and describe their own achievements and goals and then assess their own progress. This can also include the use of questionnaires and also the use of informal and regular one to one interviews.

COACH OBSERVATIONS

Our Coach Mentors regularly review the changes in a range of young people's behaviours, including their attendance, their level of engagement, their interaction with the rest of their group and their changing aspirations. This often includes the use of 'change maps', which are updated by our Coach Mentors on a regular basis and are a very helpful tool to understand and review a wide range of achievements.

AN EXTERNAL PERSPECTIVE

We regularly use independent evaluation, such as from stakeholder feedback and other external perspectives to create a wider view of a young person's successes and challenges, including those of family members, teachers and, for those starting their first job, their line manager. We also work closely with Bean Research to measure what we call our 'social return on investment', which is the monetary value of our outcomes for all of our stakeholders. To ensure our 'SROI' data is accurate and comprehensive, it is important to track programme graduates for a minimum of one year after leaving a programme and preferably for longer.

“WE KNEW THAT BEING IN EMPLOYMENT HAS MASSIVE FINANCIAL BENEFITS FOR THE INDIVIDUAL, BUT WE DIDN'T KNOW IT CAME WITH SUCH DRAMATICALLY IMPROVED HEALTH OUTCOMES AND REDUCTION IN NEGATIVE BEHAVIOURS.”

SALLY DICKINSON, HEAD OF THE BERKELEY FOUNDATION.

THE ROLE OF OUR ALUMNI

All Change Foundation graduates are invited to become part of our Alumni Programme, through which they can continue to gain further ongoing support and opportunities, whilst also supporting current programme participants. The Alumni Programme has the added benefit of allowing us to undertake longer term tracking of our young people, who we might otherwise lose contact with.

THE ROLE OF OUR YOUNG AMBASSADORS

These are a group of our young people who are either currently on one of our programmes or who have recently graduated. They give back to the charity by using their skills and experience to find new and innovative ways to create change through sport. Our Young Ambassadors each take on individual roles that inform the charity's strategy through direct communication with our Board of Trustees and our Senior Management Team.

We often talk about our outputs, which are who we have worked with and how many sessions, workshops, competitions, residential and work placements we've delivered and which are different from our outcomes, which are what we have achieved as a result of delivering all of our outputs.

OUR PARTNERS

BETTER TOGETHER



ROSS DEFOE
Community
Programmes
Manager

We would not be able to do our life changing work without the support of our wonderful funding partners, referral partners and delivery partners. Many of the organisations below also provide high quality work placements and first jobs for our young people along with volunteers to mentor our young people or to undertake fundraising challenges on our behalf. You are all amazing.



OUR CENTRE; OUR HOME



CAROL DRIVER
Corporate Services
Director

When Phil Tufnell, our president, became 'King of the Jungle' by winning 'I'm a Celebrity' in 2003, this opened the door to an opportunity.

The Charity had acquired land in Wallington, through the innovative work of our pioneering Women and Girls Officer, Jenny Wostrack. We partnered with Linden Homes, who were keen to develop a former British Telecom sports ground for housing and through the deal we were given some of the land to be retained as a sportsground. However, we had no money for a building and that is where our president, Phil Tufnell, came to the rescue.

Phil was offered a place on the Granada TV programme, 'With a Little Help From My Friends' and the idea was that Phil and old school friends worked together on a community building project and he suggested the building of our Centre, which would become our HQ and eventually a good source of revenue for the charity. The building was built

in 2003, largely by firms donating their time and materials and it proved to be an amazing piece of luck as it resulted in a ground breaking building, being the first sports centre in the UK specifically designed to cater for children and adults with a disability.

In 2008, through the fundraising work of volunteer Paul Wickham, we were able to add our indoor school to the Centre. This cleverly designed steel framed structure houses a sports hall with two cricket nets, which also double as a flexible multi-sports space. This was a great development for us as it meant we could run programmes from the Centre all year round.

The charity uses the Centre as a headquarters and we also run five of our programmes from here, plus hire it out at off peak times to generate income. Our administrator, Rae Tasyaka, Head of Finance, Henry Wereko, Caroline Barrs, Maintenance Manager, Carol Driver, Corporate Services Director, are all based here.

“IT’S GREAT TO SEE YOUNG REFUGEES SHARING A SPORTING SPACE ALONGSIDE OUR VISUALLY IMPAIRED RUGBY PLAYERS AND OUR OVER 60S PLAYING WALKING SPORTS.”


RAE TASYAKA, THE CHANGE FOUNDATION ADMINISTRATOR

The Refugee Cricket Project was started in 2009 and since then continues to make perfect use of the facilities. Cricket has become very popular in Afghanistan and there are many Afghan refugees in the Croydon area. The project is run jointly with the Refugee Council and uses the cricket pitch in summer and the indoor school in the winter to provide cricket games and coaching. Curries are cooked in the kitchen and served in the Tuffers' Room to allow an opportunity for the refugees to relax and socialise. Whilst the Molly Gilbert room is used for one to one meetings to discuss immigration status and any individual concerns and needs.

In the last few years we are delighted that the Centre has also become a hub for an ever-growing walking sports project for local over 60s, with regular football, netball, cricket and table tennis sessions. The sessions provide new friendship networks and have a really positive impact on the players mental and physical health.

OUR ADVANTAGE HOME



 Change Foundation President, Phil Tufnell, at our Centre with some of our young people.

INSPIRED BY EXPERIENCE

OUR YOUNG AMBASSADORS



“I WANT TO HELP OTHER YOUNG PEOPLE ENJOY LIFE AND HAVE FUN.”

**A CHANGE FOUNDATION
YOUNG AMBASSADOR**

I joined our Team Habana, youth leadership programme in 2016 and used my experiences on the programme to become qualified as a sports coach with specialisms in football, netball, fencing and adapted sports.



MADDY FORD
Women and Girls
Programmes
Manager

Following my graduation from Team Habana, I became a staff member in 2017 as Project Manager for Girls Win and I am now the charity's Women and Girls Programme Manager. In 2019, I secured funding from the charity's Innovation Fund to start our Young Ambassadors Group and they have already designed, fundraised for and delivered a COVID relief project for young people from our programmes who are living in hostels. They have also recently created a Christmas gift appeal for young families facing financial hardship due to the pandemic.

The Young Ambassadors Group is for young people aged 18–25 from across The Change Foundation programmes. Young Ambassadors give back to the charity by adding their skills and experience to find new and innovative ways to create change through sport. The group is made up of three young men and four young women, representative of both past and current programmes. They have regular online meet ups, where they share exciting new opportunities and discuss new ways of working with other young people.

The Young Ambassadors are passionate about creating opportunities for other young people and developing their own skills at the same time. This group was selected based on their kind and welcoming responsiveness to others and their determination to positively impact the lives of their peers. They have taken on considerable responsibility and have risen to the challenge brilliantly. They are an amazing asset to the charity and the legacy of their work will be felt by generations to come.

OUR YOUNG AMBASSADORS

The group want to use their lived experiences to create change in the lives of others and to positively influence the direction of the charity. They have ambitions to design programmes to benefit a wide range of young people including young parents and families, young people with poor mental health, those at risk of youth violence and other groups of marginalised young people.

The Young Ambassadors have also contributed to internal research projects with the charity and externally with charity partners to share their voices on how best to support and empower young people. They have attended Trustees meetings where they shared their ideas and aspirations for empowering future generations.

SHANICE

Shanice graduated from Street Elite last year and is passionate about using her experience to work with and mentor other young mums. She found the Street Elite programme very impactful and is keen to get involved in future cohorts and eventually in creating her own project for young parents/families. She is passionate about youth work and drawing from her lived experience to support other young people.

ONYEKA

Onyeka graduated from Rugby 4 Change in 2014 and has since gone on to study and freelance in Branding, Marketing and Graphic Design. He also has experience working as a chef and is passionate about the link between exercise and nutrition. He continues to play competitive rugby and is a gym enthusiast too. Onyeka's future ambitions are to create a youth programme based in the gym and within that incorporate nutrition principles. He would also like to grow his freelance work in Branding, Marketing and Graphic Design.

PRESCIA

Prescia graduated from Dance 4 Change in 2014 and is currently working full-time, as well as being a Young Ambassador. She is passionate about championing youth mental health and is keen to work on programmes that incorporate dance and mental health messages. She would also like to pursue a career in psychology with a focus on counselling/therapy.

SCOTT

Scott is a long-time alumni, originally starting on Cricket 4 Change in 2008 and is now involved in the London Futures programme as a volunteer and

mentor to other young people. Scott is passionate about inclusion in sport and the wider world as he found his experiences on inclusive sessions with The Change Foundation to be key to his development and personal growth. Scott's ambitions are to become a sports coach and work further with the charity.

KAYDENA

Kaydena graduated from Generation Storm in 2019 and found the programme to be beneficial to her mental health as well as opening her

mind to the variety of opportunities for her future. She also took part in a netball tournament with Mercedes-Benz, our International Women's Day event 2020 and was part of a youth panel with the BBC. After graduating Kaydena planned to go onto university but fell pregnant. She is a mum to two beautiful twins, completing her Childcare Level 3 course whilst pregnant, running a catering business and being a Young Ambassador. She is passionate about working with young people on The Change Foundation programmes and has an aspiration

to host her own TV show discussing mental health, psychology and criminology (which she is going to study at university in 2021).

GEORGE

George graduated from Team Habana in 2018 and had already qualified as a cricket and rugby coach. He has since achieved his football coaching qualification, gained paid coaching work and is starting a degree in Sports Coaching in Autumn 2020 at St Mary's University, Twickenham. George's future ambitions are to become a

professional coach and work with international teams in rugby and cricket. He is also passionate about providing more opportunities for young people at The Change Foundation to engage in physical activity and experience personal growth as he did during Team Habana.

LAURYN

Lauryn joined Girls Win in 2019 and is currently still part of the programme. Her reason for joining the club was to gain confidence when speaking with others, meet new people and access

new opportunities. Since joining the programme she has passed her Childcare qualification, completed a work placement, joined London Futures, started a Health and Social care course and is currently searching for part time work. Her future ambitions are to work full-time in childcare whilst also exploring her talents in hair and beauty and her creative skills, including jewellery making and embroidery.



IN THE LAST YEAR OVER
700 GIRLS AGED 10 TO 13
HAVE SIGNIFICANTLY
REDUCED THEIR TIME
ON SOCIAL MEDIA.



Boxing legend, Frank Bruno, spars with a graduate from our Street Elite programme.

OUR TEAM



SHEDAÏNE HENRY
Women and Girls
Programmes
Manager

I was introduced to The Change Foundation through my Pupil Referral Unit, aged 15. I then went on the join the Rugby 4 Change programme, which led to me obtaining a place at University to study Sports Therapy. I decided on a change in direction after completing my first year of University and subsequently joined our Team Habana Youth Leadership Programme. During my time on the programme and with the support of my Coach Mentor, I really started to grow in confidence and demonstrated an ability to connect with young people from marginalised backgrounds. Upon graduating from Team Habana, I was offered a part time post with the charity and was supported to complete my studies. I continued to progress during my time as a part-time Coach Mentor, working on the Street Elite and G-Storm programmes and in 2019, I became a full-time member of staff. I have loved being involved in developing Netball 4 Change in London and have recently been promoted to the position of Women and Girls Programmes Manager. I currently head up Netball 4 Change in London and I am Lead Coach Mentor on our multi-award-winning Street Elite programme. In addition to this I also help to mentor our team of Young Ambassadors, aiming to inspire a future generation of leaders.



 South African rugby legend, **Bryan Habana**, working with young leaders on our joint leadership programme, **Team Habana**, which we run in partnership with the **Bryan Habana Foundation in London and Cape Town**.

THE M A T T E R

STREETS BRO OD W

STREET ELITE HAS AN ANNUAL SUCCESS RATE OF 85% IN SUPPORTING YOUNG PEOPLE ON THE EDGE OF GANGS AND CRIME INTO EDUCATION, EMPLOYMENT OR TRAINING.

MADDY

Maddy joined the charity as a young person on a leadership programme called Team Habana in 2016 and became a staff member in 2017. Her sport specialisms are football, netball, fencing and adapted sports. She is the Women and Girls Programme Manager, as well as the Project Manager for Girls Win, which uses goalsetting, through the power of sport, to empower young women with disabilities. Maddy is passionate about using sport as a tool to help young people change their lives and to create more sports spaces and sessions that are inclusive of all abilities.

BASSIE

Alex Bassan started with the charity as a participant at the Inner-City World Cup in 2006, then joined our apprenticeship in 2007 and started full time in 2009 as a Development Coach. Over the years he has designed, developed, and delivered across all Change Foundation programmes, worked in over twenty countries, training more than 2,000 coaches, trainers and managers in using sport for social change. He now leads the charity's Business Development, engaging new and existing partnerships and creating bespoke, fun, and unique events and challenges to increase charity income, networks and opportunities for The Change Foundation's participants. Alex is passionate about creating long lasting positive change.

RYAN

Ryan is a graduate of our disability programmes and has been involved with the charity since he was 11 years old. He took part in our disability cricket programme as a youngster, which led him onto being part of the England Visually Impaired Cricket Team and more recently the British & Irish Lions Visually Impaired Rugby Team, where he has played in both New Zealand and Japan. Ryan currently manages our London Futures disability employability and mentoring programme and is part of our communications team. Ryan lives in London and during his spare time, he enjoys running and playing cricket, football and rugby.

ELLE

Elle joined the charity at the end of 2019 with the overwhelming desire to create change through the power of sport. Her sporting specialisms are netball, rugby, athletics and adapted sports. She is passionate about discovering, engaging and educating young people with other like-minded individuals in the sport for development world. Her passion motivates her to help others grow and to become the best possible version of themselves.

JAMES

James joined the charity as a young person on a cricket programme back in 2004. His specialisms include supporting young people's development journey and helping them create positive pathways, teaching them how to develop a strong mindset and a powerful voice in all aspects of their life. He is passionate about working with young people and helping them fulfil their potential and lead happy and rewarding lives.

PAUL

After growing up on the Old Kent Road and going to school in Peckham, Paul was determined to travel beyond the range of the 53 bus route. He has since worked in major venues in the UK and around the world on a wide range of international sporting events, including eight Olympic Games. Paul is a qualified British Rowing Coach and ski instructor and has worked on expeditions worldwide, climbing, trekking, kayaking and skiing in many beautiful places, including the Alps, Central and South America, the Russian Caucasus, Greenland, Svalbard and Nepal. He has planned and run charity fundraising events for many years and brings a great deal of expertise and experience to our Events and Challenges Team.

OUR TEAM



Multi award-winning singer, Jamelia, at one of our Street Elite sessions for young mums.



MYNOTT

Daniel joined the charity when he was 16 and was part of our Hit the Top disability programme. From this programme, Daniel went onto our apprenticeship programme, where he then made his way to becoming a full time member of staff as the charity's Impact and Insight Officer. He specialises in working with those with learning disabilities and those with ASD and in impact measurement and evaluation. Daniel is passionate about working with young people like himself, with ASD and helping them to fulfil their potential. He is also passionate about Esports and the power that gaming has to teach life lessons.

LINEKER

Dan joined the charity in 2016, as a participant on our apprenticeship programme. After thoroughly enjoying this course, he then went on to become a full time coach mentor. Over the years he has worked on a wide range of programmes including Street Elite, the Refugee Cricket Project, Rugby 4 Change and Visually Impaired Rugby. Dan is not the type to shy away from any challenges and enjoys trying out new sports. He is passionate about helping people better themselves in life and he often goes above and beyond to support those who need support.

LEVEY

Dan Levey joined the charity after volunteering in 2011 through his school work experience. He enjoyed his time so much that he ended up volunteering again afterwards and eventually joined our Hit the Top programme, which allowed him to eventually land a full time role at the charity. His specialism is disability work and being able to coach a range of different sports. Dan is passionate about making others laugh and making a change using sports.

CAROL

Carol joined the charity after playing cricket with a pioneering staff member, Jenny Wostrack, who asked her to become a trustee of the Charity in 1991. She was Treasurer for many years and also worked hard to build up the events business at the Centre on a voluntary basis. She was then appointed Corporate Service Director in 2014. Carol's specialism is human resources. She is a Fellow of the CIPD and has worked in the public, banking and voluntary sectors. She was also a member of the board of the London Probation Trust. She is passionate about giving young people a chance to reach their full potential.

RAE

Rae started as the Charity's Administrator in Feb 2019 as a temp and became permanent from the Spring of 2019. Rae has a degree in Education, is very enthusiastic about children being educated and is a firm believer in people making the most of their life. She is passionate about and enjoys seeing our young people make substantial changes to their lives.

HENRY G

Henry joined the charity eight years ago, after working in the health care sector. During these eight years he has worked in all areas of the charity and across all programmes. His current role as Head of Programmes means he gets to work very closely with our inspirational delivery team, which he says is a real privilege. As a qualified Exercise Rehabilitation Specialist, with years of experience working in mental health, sport and youth work, Henry is able to understand the relationship between positive mental health, employment and the role sport can play as a wonderful vehicle to enable.

Henry is passionate about providing quality opportunities for young people to become happy, confident and contributing members of society.

ANDY

Andy is one of the co-founders of the charity, after running our first housing estates programme in 1981, following the Brixton Riots. He has set up and run development programmes in thirty one of the thirty-nine countries we have operated in and is still coaching and playing cricket and rugby.

Andy is passionate about creating opportunities for young people to lead happy and fulfilling lives, irrespective of the circumstances they face growing up.

DEAN

Dean came to work for The Change Foundation after hearing of a job opening through an old college friend who had been working with The Change Foundation for several years. Dean has a youth work background and is also a qualified football coach, with experience of playing at a high level for teams including Dulwich Hamlet and Spurs and West Ham at youth level. His passion is sport and he enjoys playing and teaching through sport as it played a massive role in his own personal development. Dean believes it can be a great tool that can benefit others, as it did for him.

BARRSY

Caroline Barrs, "Barrsy", has worked for the Charity since 2007 as Maintenance Manager and is the second longest serving member of staff after Andy Sellins. She does an amazing job of ensuring that the Centre is always looking fresh and tidy. Most Sunday mornings she is cleaning the Centre after parties have been held the night before. She then dashes off to play cricket for Brighton and Hove. A formidable all-rounder Caroline played 10 one day internationals for the England Women's Cricket Team between her debut against Australia at Sydney in 1988 and her last match against Ireland in 1990. A slow left arm bowler, she took 17 wickets at just 9.52 with a best of 4 for 23.

GRACE

Grace is a graduate of our Street Elite programme and during her first year with us it became apparent that Grace was an extremely talented dancer and had a passion for helping others. This led to Grace becoming a Coach Mentor on our Dance 4 Change programme and a strong role model on our Street Elite programme in Lambeth. She is a brilliant advocate for the charity's work and is an inspiration to young women across our programmes and amongst our Team.

ROSS

Ross is the Community Programmes Manager at The Change Foundation and joined the charity in 2016, after successfully leading the Hammersmith and Fulham Street Elite cohort. His specialism is youth work and he has fifteen years' experience working with young people across London. He is extremely passionate about working with young people and giving them access to high quality opportunities, irrespective of their socio-economic status.

NAVJEET

Navjeet joined The Change Foundation in 2010 as a volunteer after being inspired by the charity's incredible Coach Mentors she worked with. Since joining The Change Foundation, Navjeet has helped transform the charity's impact measurement approach and has redesigned many of our pioneering programmes. Navjeet is a netball and cricket coach and a graduate of the Women in Sport Leadership Academy. She is particularly passionate about engaging marginalised girls and young women through the power of sport, helping them discover their ability to become inspirational women of the future.

HENRY W

Henry joined the charity to contribute to what he saw as our commendable life changing work. Drawing on his expertise and experience in finance, he is able to make value-adding contributions across a range of the charity's financial, strategic and operational activities. Henry has a passion for lawn tennis, football and jazz music.

CHARLOTTE

Charlotte joined The Change Foundation in 2021 as Trusts and Foundations Manager, after spending a number of years raising vital income for charities including Christian Aid and CARE International, as well as working as a freelance trust and grants fundraiser. Charlotte feels passionately about the importance of providing opportunities for young people in the UK to thrive, regardless of their background or experiences and is inspired by the difference The Change Foundation is making for young people.

PULLO

Simon joined The Change Foundation in 2010 as a volunteer on the Refugee Cricket Project, shortly after deciding to leave the world of investment banking. He has worked as a Development Coach and Programme Manager across almost every programme, before moving to South America in 2015. Now living back in Europe, he consults for the charity in the areas of fundraising, communications and impact and is always keen to turn his hand to whatever is needed. He is passionate about learning from others about how to lead a good life, whilst always trying to set a good example for others.

NICK

Nick is a journalist who has worked in news, sport and features for more than forty years for national media in the UK and global business publications, along with speaking, moderating and hosting panel discussions in the USA, Singapore, Spain, the UAE and South Africa. He has experience of working alongside The Change Foundation on blind cricket in India and Barbados and development programmes in Israel and the Palestinian Territories, as well as projects across the UK.

EACH YEAR WE WORK IN PARTNERSHIP WITH OVER 100 COMMUNITY GROUPS, LOCAL AUTHORITIES, CORPORATE PARTNERS AND EMPLOYERS.



ELLEN ROWLEY
Senior Coach
Mentor

HOW WE LOOK AFTER OUR TEAM

FIVE WAYS WE ENCOURAGE OUR TEAM

- 1 Be mental health champions in your own life and in the lives of our young people, colleagues, family and friends.
- 2 Take part in exercise, sport, mindfulness sessions, yoga or an outdoor activity at least once a day.
- 3 Use one day a week to focus on your own creative thinking time and personal development.
- 4 Live for the moment.
- 5 Enjoy yourself.

Our Team Welfare Plan is driven by our **Wellbeing Steering Group**, which is made up of seven members of our Team. Their work includes creating and distributing our Team wellbeing surveys, the results of which the Group uses as the basis to make recommendations for maintaining and enhancing the mental and physical fitness of our Team and of our young people. The survey was created in partnership with our 'Trauma Informed Practice' Trainer, Nikki Lester, who also provides regular Trauma Informed Practice training for all our Team.

WHY WE THINK IT IS IMPORTANT TO LOOK AFTER OUR TEAM

The main reason for regularly reviewing and improving our Team Welfare Plan is to ensure the mental and physical health of our team is protected and where possible, enhanced.

Our team are under pressure to be accessible to the young people we work with and it is crucial that we ensure their mental health is in good shape at all times, in order that they do not become ill, stressed or burnt out.

Our aim is to create a caring and supportive working environment, which our Team can learn from and then pass on that positivity to the young people they work with. This includes the following principles:

- Trying new things
- Learning from mistakes
- Supporting their team-mates
- Praising and celebrating each other

We aim for this approach to create resilience, hope and a strong sense of purpose.

There are also other reasons why we do this and why we present our welfare plan to the Team in this context:

- To treat our staff with the consideration and kindness we would hope they would treat our young people with
- To ensure the Team appreciate how well we aim to look after them
- To inspire the Team to show pride in their charity
- To promote our healthy working environment to current and potential partners

IN OUR MOST RECENT SURVEY THE CHANGE FOUNDATION STAFF TEAM FELT THAT THE CHARITY IS VERY PROACTIVE AND SUPPORTIVE OF THEIR WELLBEING.

WHAT DO WE CURRENTLY DO TO ENSURE OUR TEAM ARE OPERATING IN A REWARDING AND POSITIVE ENVIRONMENT?

We have always aimed to create a working environment in which:

- We keep our word
- We use a line management style which allows people the space to access new and challenging opportunities
- We empower people to create their own programmes and events
- There is a beginning, middle and end to projects, which helps create a strong sense of job satisfaction
- We provide quality time for the whole team to be together on two residential, overseas away days each year which also acts as a reward and a thank you
- We have an Innovation Fund which any member of the Team can apply to for funding and to activate a new idea
- We have a weekly newsletter through which we share and celebrate achievements
- We encourage open dialogue between all staff, Young Ambassadors and Trustees and have an open-door policy between senior and more junior members of the Team

- We evolve roles quickly with each member of the Team able to develop their career at their own pace with new and challenging goals and responsibilities
- We run regular health and well-being sessions, which cover a range of topics to inspire and educate the Team to stay mentally and physically fit and healthy
- We create opportunities for all Team members to speak at events and share their ideas and expertise
- We ensure that credit is given to the people responsible for our successes
- We celebrate the achievements of Team members in Change Foundation publications
- We create an environment in which all voices are heard and good ideas are listened to and acted upon.

OUR AMBASSADORS FOR CHANGE



CATHERINE BARNETT-JAAFAR
Chair of Ambassadors for Change

The role of a Change Foundation Ambassador is to use their business and personal networks to help raise the profile of the charity and to help the charity raise funds.

CATHERINE BARNETT-JAAFAR – CHAIR OF AMBASSADORS

Catherine is an Associate Director for Turner & Townsend within their Programme Advisory business, and has spent over ten years advising clients, both in the U.K. and internationally, on their major capital investment programmes. She first came across The Change Foundation during

her time with the Supreme Committee for Delivery & Legacy in Qatar and 'Generation Amazing'. Now back in the UK, Catherine contributes in her role as an Ambassador through events and mentoring. Catherine used to fence for Great Britain, is a wife and a mother, and loves sport (especially rugby and cricket). Her most humbling

moment was witnessing the amazing impact a programme (designed by The Change Foundation on behalf of Generation Amazing) can have on a community, regardless of age, background or circumstance.

GLENN BALLARD

Glenn has spent his career working in the technology sector, creating IT solutions to business problems. Having left Hewlett Packard in 2017, Glenn now works as a consultant advising a range of businesses in the UK and around the world. He has supported The Change Foundation for the last five years, introducing new corporate partners, supporting fundraising events and helping the charity create our new website.

ADAM CHAPPELL – FOUNDED CHAIR

Adam co-founded the film and design Studio, Beagle, in 2011, and is one of the pioneers of digital content in the UK, transforming the global web presence of brands such as Vogue, Apple, Aviva, Amazon and Rolex. He was an Executive Producer for some of the most respected and dynamic TV production companies in the UK including Shine, Tiger Aspect, Darlow Smithson, IMG Media and ITN. He has won awards across Television, Digital Advertising and Branded Content. Adam came across the Change Foundation via his client, Berkeley Homes and the Berkeley Foundation, who are a donor. The Managing Director of Berkeley South East London, Harry Lewis, kindly introduced Adam to the organisation and that was that! Adam offers communications and marketing advice and connects The Change Foundation with his network.

ULTIMATE SUPERHERO CLUB

OVER THE LAST THREE YEARS OUR AMBASSADORS FOR CHANGE HAVE HELPED US RAISE OVER £200,000.

ANNABELLE RISDON

As Director and Head of Partnerships at Give as you Live Ltd, Annabelle has spent over a decade helping develop innovative technology and building core partnerships to maximise unrestricted revenue streams for UK charities. With over twenty years' experience in commercial sales, she has been eternally committed to making a significant impact to the Third Sector, helping raise over £12 million in donations for UK charities. Annabelle is dedicated to actively inspiring others with her giving ethos and continuously building long-standing partnerships across various industries. She is a member of the Corporate Engagement Board at 'Battersea Dogs Home', on the judging panel for the 'Charity Film Awards' and has strong links to the 'Television and Radio Industries Club (TRIC)', 'Global Woman Club' and the 'Venus Movement'. She is also a Board Member and Director for 'The Executive Association of Great Britain', creating business through networking opportunities.

MRINAL MADINA

Mrinal has twenty years' experience working in sport, technology and marketing. With a degree in Business Management and a master's degree in Computer Science, he has worked with various blue chips as a consultant including Merck, Saks Fifth Avenue, Vodafone, T Mobile and Orange. He is the Founder and Managing Director of 2k Tiger, a premium event management company. The company arranges conferences, corporate, sporting and charity events. A keen sportsman he spends any spare time, when not with his family and two children, trying to keep his handicap in single figures. He is a supporter of Middlesex County Cricket Club and Arsenal Football Club.

SOPHIE HARRISON

Sophie Harrison is Head of Communications for housebuilder Berkeley St Edward. She has worked with The Change Foundation for the last six years, helping deliver the award-

winning Street Elite programme which supports young people on the edge of gangs and crime into work. Having seen the power of sport for change first hand, Sophie joined the Ambassador network in late 2018 and is now looking forward to delivering The Change Foundation's first ever 'Strictly 4 Change' dancing fundraiser. Outside of work, Sophie is a keen boxer, cyclist and all-round lover of the outdoors.

NATHAN ROBINSON

Nathan works within asset management as a Business Development Associate at Russell Investments. He graduated from Swansea University, with both a master's and bachelor's degree in Economics and Banking and was part of the SURFC. Sport has played a key role in Nathan's life for many years having been a scholar at Colstons School, whilst playing premiership academy, county and regional rugby, as well as regional athletics. As an Ambassador, Nathan will be working closely with the VI rugby project and brings a new perspective, having experienced some of the challenges faced by our players on a daily basis, having lost the sight in one eye a few years ago. Nathan appreciates more than ever the power of sport to transform mental and physical health and is excited to get stuck in and help share his experience with the VI rugby players.

MATT FOSTER

Matt is a corporate lawyer at Norton Rose Fulbright (NRF) and lifelong cricket fan. Having been introduced to The Change Foundation through its blind cricket programmes, which were supported by NRF's "Together for Sport" charity initiative, Matt has been a supporter of the charity for more than five years and has taken part in a sponsored triathlon and cycling events to raise funds for The Change Foundation. Matt believes whole-heartedly in the power of sport and exercise to improve lives and is regularly amazed by the incredible positive changes achieved by the young people participating in Change Foundation programmes.

MICHAEL RICHARDS

Mike Richards is the Chairman of Capital City Media, a media independent in the City of London. Mike has a great love of sport (he is a season ticket holder at Bayern Munich and life member at Kent CCC) and has three kids. Mike came to the charity wanting to put something back into the system to help others less fortunate than him and his kids. He had little experience in the charity sector before becoming involved with The Change foundation, unless working in a hospital shop for several years counts, where he learned how to add up if customers bought multiple Mars Bars. He hopes to spread the word about the charity given his connections in the City and in the media.

TREVOR BROWN

Trevor recently retired as Managing Director and founding member of Throgmorton UK, a company supporting the financial services sector, now owned by Link Group, a quoted fund administration business. Starting as a chartered accountant with Arthur Andersen, Trevor became European Tax Director of Salomon Brothers and Citigroup, before establishing a search engine promotion business and then Throgmorton. Trevor believes passionately in the power of the team environment to generate positive life skills. He loves all sports and still occasionally turns out on the cricket field but now concentrates mainly on golf, skiing and cycling to maintain a semblance of fitness

TOM HOWARD-VYSE

Tom is a freelance communications consultant. For the last ten years, Tom has specialised in sustainability, cleantech and environmental communications for some of the world's most innovative low-carbon pioneers, advising ground-breaking projects within the energy, finance, retail, aviation, carbon capture, agriculture and infrastructure sectors. Tom was previously Global Head of Media at The Climate Group, Director

OUR AMBASSADORS HAVE TRANSFORMED OUR FUNDRAISING ACTIVITIES AND OUR EMPLOYMENT NETWORKS.

of Communications at HarperCollins Publishers, Head of PR at the British Airways London Eye, and a senior consultant at several leading global PR companies. Tom was introduced to The Change Foundation by George Godsal (overseas Ambassador) and lives in West London with four sports-mad boys. He is a passionate believer that sport, music and drama are powerful ways to inspire, transform and empower young lives.

BRADLEY SCRIVEN

Bradley works within sports sponsorship at CSM, an internationally renowned marketing agency that works with major brands. Bradley graduated from Cardiff Metropolitan University and after spending time understanding the sports marketing landscape in Australasia, India and Southern Africa, Bradley became even more passionate about the power of sport. Sport has always been a key part of Bradley's life and he has played a handful of first-class cricket games. Passionate about helping others and providing opportunities for those from disadvantaged backgrounds, Bradley believes that by combining the power of sport and education, there is no better combination for creating positive personal development, change and happiness. Bradley is a big advocate of the work of The Change Foundation and their ability to create transformational change in young people.

STUART MOORE

Stuart is the co-founder, owner and business manager of Springwell Clinic in Marlow, specialising in medical

aesthetics. Stu has two daughters, is a sports enthusiast and was an abrasive centre having played both rugby league and union. He has had a go at football and is likely the person with the most limited range of skills ever to have played cricket. He is one of the few people in the home counties to support Hull City and has been seen at the occasional Wasps game, mainly because the clubs have the same colours so he only has to have one scarf. Stu has a long association with the charity as Andy Sellins, the charity's CEO, used to borrow his Vauxhall Cavalier to deliver cricket nets to various parts of North London in the late 80's. He has taken part in many of the charity's events over the years, with the most memorable being teaching female inmates the art of cricket in Holloway Prison, a trip to the West Bank in Palestine, a climb up Mount Kilimanjaro and most recently a tour to Japan, during the 2019 Rugby World Cup, to help promote the charity's ground breaking visually impaired rugby project.

EMILY COOPER

Introduced to The Change Foundation through being an Executive Assistant to one of our Trustees, Charles Vallance, Emily has been supporting the charity for almost 10 years. Emily's experience and expertise is with people and she prides herself on being able to help the charity by using her influence to encourage others to be part of The Change Foundation's vision. Emily is thrilled to have been asked to be an Ambassador and is excited to work with Andy and the team.

SIMON MUNDIE

Simon hosts the critically acclaimed podcast, Don't Tell Me The Score, which uses sport to explore 'life's bigger questions'. Sitting down with big-name guests, including World Cup winner Jonny Wilkinson and Olympic gold medallists Michael Johnson and Dame Kelly Holmes – as well as psychologists, neuroscientists and former Buddhist monks – he explores life themes, including addiction, self-acceptance and tribalism. One of the main reporters for BBC TV during the Wimbledon fortnight, Simon interviews all the big names and also likes to get amongst the fans. He is a regular presenter on BBC Radio 4's flagship 'Today' programme and was previously a presenter on BBC Radio 1. Simon is an experienced corporate speaker, sharing the lessons he has learnt from interviewing some of the world's most successful people.

JON SELLINS

Jon Sellins has spent over 30 years in the event industry, working in many of London's leading venues including Wembley Stadium, Wembley Arena and Earls Court. Some might say his career highlight was leading the venue management team for the 2012 London Olympics, but he hopes his highlight is still round the corner. His access to the odd ticket and occasional bit of hospitality has been welcomed by the charity's fundraisers over the years and he has now been persuaded into actually taking part in one of the anniversary challenges, which means he is back on his bike after a lengthy absence and is looking forward to riding the Western Front in May 2021. A Covid-enforced career break means he has fewer excuses when Andy or Bassie come calling these days. A big supporter of the Charity for many years – he is old enough to have witnessed the early days on the playing fields of Islington. He is enormously proud of what his twin brother and his amazing colleagues have accomplished and looks forward to supporting the charity for many years to come.

LUCY COX

Lucy spent many years working in the communication's sector primarily in public relations and conferences. She has been involved in the charity sector for a number of years and is director of The Fairstead Trust which funds small youth based charities in the London area. Lucy has been a supporter of The Change Foundation for five years. Her involvement was born of an interest in cricket and her son took part in one of the cricket days Change organised for Afghan teenagers. As a mum of a passionate sportsman, Lucy has spent many hours on the touchline and the

boundary and has seen at first hand the role sport plays in engaging young people. It encourages communication, leadership, confidence; important life skills that The Change Foundation nurtures in everyone they work with.

WILL TABORN

Will Taborn is the founder and Managing Director of Taborns – a unique company in the 'business of law' who assist businesses and professional service providers by supplying access to the best legal advice and legally related services under one roof. Will wanted to join The Change Foundation as an Ambassador for a variety of factors – his love of sport, wanting to help those people in society that need a little extra hand in life, and to also support a local charity.

TERRY WOODS

Terry Woods is the CEO of United Business Group, one of the UK's leading suppliers of printing equipment and bespoke IT print audit systems. Outside of business, Terry is a keen artist and enjoys spending as much time with his wife, two children and friends as he can, especially as he has recently become a grandfather to two granddaughters. Terry is a huge advocate of various charities and is passionate about arranging hugely successful charitable events, which raise tens of thousands of pounds for worthy causes. Terry has a wealth of experience within the charitable sector and has a huge network of contacts with a likeminded approach to raising money. Terry feels that having been successful in business that it is vital to give back to those in need and has the right attributes to bring a new and exciting dynamic to The Change Foundation.

ADAM HALL

Adam has spent nearly fifteen years in the nonprofit/development/event space across the globe. Many of Adam's achievements are deeply rooted in sports for social change, with grassroots initiatives and fundraising development projects taking place in countries including Afghanistan, India, Sri Lanka and Sierra Leone. Adam has partnered with global organizations including UNICEF, ESPN, major sports leagues in the United States and the UK government to push sports agendas further to impact the world positively. Adam is currently the Founder and CEO of AM Hall Consulting, a consultancy group based out of New York City which supports nonprofits with fundraising through events, strategy and outreach. Adam has an Executive MBA from Temple University in Philadelphia and currently lives in New York City with his wife, Monique, son, Ellis, and their puppy, Maze.

IAIN KENNEDY

Iain Kennedy has worked in the private equity industry for over 25 years, providing capital to help private companies grow. As a sportsman, he had a long rugby career with London Scottish, where he was a tackle-shy full-back and enthusiastic tourist. He took the hint and hung up his boots at 34 when the LSFC President asked if he would like to Captain the 2nd XV. Away from the rugby pitch, he is an enthusiastic lover of mountain sports, a modest tennis player, a laughably poor surfer and the worst golfer to be a member of two Royal clubs. He is a lifetime supporter of Scottish sporting teams, with the worry lines and ulcers to prove it. Iain was introduced to TCF by his Best Man and fellow LSFC player, Graeme Porteous, and was hugely impressed with the dedication of the team and the amazing outcomes they achieve. After Graeme died tragically young, Iain has done his best to fill his giant shoes and is hugely proud to be associated with such an amazing organisation.

CATH HOLT

Cath has played netball for most of her life and when she moved to San Diego, where netball wasn't well known, she helped establish the San Diego United Netball Club, creating new tournaments and raising awareness of the sport throughout California. Inspired by The Change Foundation's transformational impact on the lives of some of society's most vulnerable children and the charity's pioneering use of netball, in particular, Cath is excited about using her sports development experience and professional networks to help the charity maximise the impact of its 40th Anniversary.

LUKE LITTLEWOOD

Having delved into various entrepreneurial pursuits, Luke set up Best4Systems.co.uk twenty five years ago. As a telecoms and safety equipment fulfilment company, they now support a range of public bodies, including the NHS and Local Government, as well as private businesses. A keen ex amateur rugby player and now a member of Harlequins, he enters the occasional triathlon and enjoys the active side of life. With two sporty daughters, he also has the pleasure of watching netball and hockey with Andy! As a trainer at the Brighton Surf Life Saving Club, he imparts enthusiasm, learning and opportunity to those able and those less able, to enjoy learning lifeguarding and water safety skills for themselves.

MIKE TOVEY

Until April 2017, Mike was a senior partner at Moore Stephens, a top-10 UK accounting firm and global network. Mike was managing partner for 12

years at successful mid-sized firm, Chantrey Vellacott, and led the firm into a merger with Moore Stephens in 2015. Mike has worked with clients in the charity and not-for-profit world over many years, mainly advising on financial and commercial management. Mike lived and went to school in Stepney in London's East End and experienced first-hand the powerful benefits provided to young people by family support, decent housing and personal self-confidence. Mike is proud to be an ambassador for The Change Foundation and its fantastic work in this area.

CHARLES WAUD

Charles is Director of Waud Wines, a specialist wine merchant specialising in private client wine sales, investment wine, corporate gifts and events. Charles is a big sports fan, with a particular interest in golf and rugby and he is hoping to see Leicester Tigers turn the corner in the very near future! Charles has a wide experience in running corporate events and looks forward to getting involved in organising innovative and enjoyable events to help raise awareness and funds for The Change Foundation.

PAUL WOTTON

Paul has known Andy Sellins for over 45 years having played rugby with him for Devon and for Exeter Chiefs. He is delighted to be invited to become an Ambassador for Change and be part of what Andy and his team are doing for young people who are in such need of support from positive role models and people they can trust. He is currently part of the organising for the Path of Peace Cycle Challenge along the World War I Western Front in September this year. For the past 25 years he has been a fulltime union official for the Communication Workers Union (CWU), representing people working in the postal sector. In his spare time he enjoys walking across the moors and coastal paths of Devon and Cornwall and also tries to find time to watch Exeter Chiefs and Exeter City FC.

BEVERLY HILL

A lifelong friend of Andy Sellins, Beverly has watched the journey of The Change Foundation, has met many of those who have been nurtured and is proud of how it has stayed the course and evolved into the amazing charity it is today. With over 30 years' experience in the global fashion industry, she is currently CEO of a UK based business and regularly mentors young people who have gone on to great careers in the fashion industry. She is honoured to be invited to be an Ambassador and will do all she can to help the cause.

OUR VISUALLY IMPAIRED RUGBY AMBASSADORS



DAN LINEKER
Senior Coach
Mentor

FEEL THE

PASSION

OVER THE LAST THREE
YEARS OUR VI RUGBY
AMBASSADORS HAVE
HELPED US RAISE
OVER £150,000 TO
SPREAD THE GAME
AROUND THE WORLD.

ANDY ROBINSON OBE

Current role: Head Coach of the Romania National Rugby Team

The 2003 World Cup winning coach and former England and Bath player, was introduced to The Change Foundation by John Inverdale in 2017. John mentioned that Andy's Dad was blind and used to go to his games and have the games audio-described to him. Andy came along to one of our early sessions in London and straight away saw the potential of the game for visually impaired players. Over the past three years, Andy has continued to support the game by helping design our VI Rugby coaching guidelines and developing our coaches and players through his coaching masterclasses. "Being involved with the Change Foundation has been a very enjoyable experience. I have been inspired by the dedication of the staff and the attitude from everyone to try new activities in order to change their lives. I am full of respect for the time and energy put in by The Change Foundation team to break down barriers, challenge negative beliefs and create opportunities for people to succeed." – Andy Robinson OBE

KELSEY JONES

Current Role: Lead Participation Officer for Gloucester Rugby and Wales Women International Rugby Player

Kelsey has been instrumental in developing visually impaired rugby across Wales. Her rugby journey started at the age of seventeen, when she joined Seven Sisters Rugby Club in Neath. Growing up, she used to watch her father play but never knew that was an opportunity for girls to take part until one day she stumbled in on a committee meeting for women's rugby at the Seven Sisters Club. From then on she was given the opportunity to train and play with other female players and never looked back. Kelsey is now an established player within the Wales Women's international team and now wants to use her knowledge of the game to increase participation for women and men in the new sport of visually impaired rugby.



OUR VISUALLY IMPAIRED RUGBY AMBASSADORS

IAN MCKINLEY

Current role: Professional Rugby Player, Benetton Rugby and the Italy National Rugby Team

The Irish born fly-half, currently playing for Benetton and Italy was introduced to The Change Foundation after a meeting with World Rugby in 2018. World Rugby mentioned that they had been working with a player in 2016, who had lost their sight in one eye, to create a pair of goggles that enabled him to still play but also protect his eye. Shortly after we were introduced, Andy Sellins and Alex Bassan went to meet Ian and his wife Cordelia and share stories about rugby, sight loss and how the power of the game can change lives.

From that meeting, Ian became a VI Rugby Ambassador and a pioneer of the game, helping develop the rules, coaching drills, tactics and player preparation. He has also been instrumental in the development of VI Rugby in Italy in partnership with Benetton Rugby and delivered coaching sessions to the 'England VI Rugby Team' that toured during the World Cup in Japan in 2019.

"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."

PETER SCRIVENER

Current role: Group Marketing Director, Alpha Solutions and Wasps Legends Charitable Foundation Trustee

The former, Barbarians, England 7s, England U21 and England A rugby player has been a driving force behind spreading awareness of the game to the wider rugby family. The energy, ideas and network of contacts that 'Scrivs' has brought to the game has enabled us to spread the game at a much faster pace than would have been possible without his support. He has also helped us access fundraising events and secure the support of Wasps Legends Simon Shaw and Serge Betson. Scrivs is known throughout the world of rugby and his support will ensure that the game will soon have a truly global footprint and eventually hold its first VI Rugby World Cup.

NICK KING

Current roles: Head of Business at the Centre for Policy Studies, Senior Advisor at Hanover Communications and former Special Adviser to Savid Javid when he was Home Secretary

Nick has been a close friend of The Change Foundation since 2015 and has continued to support the charity ever since. Nick is a strong advocate of the power of sport for good and is a keen sportsman, playing for both the Commons and Lords Rugby Team and the Cricket Team. Nick has been on the VI Rugby journey with us since its launch in 2016 and he has been instrumental in supporting the development of the game and helping raise money to fund the project. Nick has also been key to the development of our international networks, introducing us to ambassadors and key government officials around the globe and securing their support.

ED MCKENZIE

Current role: Director at McKenzie and Co financial consultants, a Senior Partner Practice at St. James's Place Wealth Management

Ed has been involved in various forms of sport all his life and has been a strong advocate of using his passion for sport to generate charitable funds and charitable exposure. As a member of the CLIC Sargent Godfathers, Ed has used rugby 7s to raise funds for the children's cancer charity for over 21 years. He is also a supporter of the Bath Rugby Foundation, which helps disadvantaged children access rugby coaching and all the benefits it brings. Ed is currently in training for the Ultra-Distance 24hr Ski Erg World Record attempt. Ed has been helping to generate awareness of VI Rugby in the West Country and assisting with kit sponsors and rugby networks for the planned 'Blind Boks' v the 'Blind Lions' series in South Africa in 2021.



Our visually impaired players take on sighted opposition in an exhibition match in London.



Rugby legends, Glenn Ballard, Serge Betsen and Simon Shaw, playing for Wasps Legends in a VI rugby exhibition match at the 2019 Rugby World Cup in Japan.



GEORGE CHUTER

Current role: In hospitality and events with Under The Posts Ltd, specialising in sporting and celebrity lunches and dinners with an 'up-close and personal' approach

The former Saracens, Leicester and England hooker spent eighteen years playing professional rugby and when he retired in 2014, he had played in seven Premiership finals for Leicester and four European finals. George won the first of his twenty four international caps during England's summer tour of Australia in 2006 and was also part of the England squad that reached the World Cup Final in France in 2007. Upon his retirement, he moved into coaching, spending three years as an assistant coach at Loughborough University and two years as Director of Rugby at Hinckley RFC. He currently works in hospitality and events with Under The Posts Ltd and is a keen supporter of VI Rugby.

AYAKO MATSUI

Current role: Teacher, Kindergarten section, Saitama School for the blind and visually impaired, Tokyo Japan

Ayako has been a friend of the charity since 2018 being a pioneer in setting up and developing the game of VI Rugby in Japan and forming the Japan VI Rugby Union as Secretary General in 2019. Ayako has a wealth of experience in the world of blind and visually impaired sport. She was instrumental in the development of blind tennis across the globe being the Secretary General for the Japan Blind Tennis Federation from 2008 – 2014 and currently sits on the International Blind tennis Association as Secretary General.

OUR TRUSTEES

OUR ROLE IS TO CREATE INNOVATIVE AND EFFECTIVE OPPORTUNITIES THAT ENABLE MARGINALISED YOUNG PEOPLE TO THRIVE.



ALEX CLODE
Chair of Trustees

Alex is a senior Business Manager at Bloomberg LP, a global financial software, data, and media company, where he has held a variety of key strategic, development and marketing roles since 1993. Alex is also Chairman of Westley Richards (Holdings) and its three manufacturing subsidiaries. As well as a strong track record in business strategy and product development, Alex has considerable experience in finance, risk, technology, regulation and governance; this has involved investing in and supporting early stage businesses and social enterprises. Alex has an Economics degree from St. Andrews and is a member of both the Merchant Taylors' and MCC.



VICKY LOWE
Vice-Chair of Trustees

Vicky has over twelve years' experience working in the sport and sport for development sector. Having trained as a PE teacher, she spent a number of years coaching PE in schools and sports clubs, before moving to Saracens Rugby Club. Following a master's degree in Sports Management, Vicky spent five years at Barclays Bank, managing the global CSR initiative 'Spaces for Sports'. Rugby and all sports are her passion and she spends her own time slowly running marathons, triathlons, and any other challenge that comes along. Vicky is currently Head of Development at Laureus Sport for Good, a global sport for development charity working in over 35 countries and manages a number of funding relationships and corporate partners.



JAYA HANDA
Trustee

Jaya is a data protection and technology solicitor in the financial services sector. She has also won a number of awards for her work in Diversity & Inclusion. She has sat on the advisory board for multiple legal and insurance access charities and has experience on advising on risk, regulatory compliance, technology and alumni engagement. Jaya is passionate about the power of sport in transforming young people's lives which she has seen through her years of boxing. As an all-round sport lover, Jaya will try her hand at any sport she comes across (always hoping for beginner's luck!).



STEVE WOOTTEN
Trustee

Steve is a recently retired PwC audit partner after thirty eight years auditing, twenty eight as Partner. He started his career in London working predominately with FTSE 350 listed companies. For the last sixteen years of his career Steve was in charge of PwC's Uxbridge and then Gatwick offices. Steve's clients in those offices were a mixture of listed companies, private equity backed companies and private companies including charities. Steve has attended over 200 Audit Committees of those clients, where most of the meetings are focused on Risk and Governance.

IN SPORT WE

TRUST



HELEN WEBSTER
Trustee

Helen is a solicitor with thirty years' experience in a City law firm. Originally Helen's background was in Commercial Litigation. Helen became a partner of Norton Rose Fulbright and moved to the role of General Counsel for the EMEA region. Helen became involved in the business side of a large international law firm, in particular, in relation to areas of insurance, compliance and risk. Helen was a Trustee and Director of Kingston Grammar School. Helen sat on their finance and general purposes committee and also their risk committee. Helen was also a director and trustee of Rowan Preparatory School, which was a charity. Helen became the Vice Chair of the Board and sat on the finance committee and the main board. Helen is a mother of three daughters, aged 22, 20 and 18.



RACHEL BILLSBERRY-GRASS
Trustee

Rachel has over twenty five years' experience working in leadership roles in the voluntary sector. For almost eighteen years she has run her own business, Causeworks, providing fundraising and marketing services including Interim Director cover, for charity clients. She has recently taken on the role of Chief Executive at Wessex Cancer Trust. Rachel is a keen netballer; she founded Midhurst Netball Club and now coaches the juniors, as well as playing herself.



DANIEL DRURY
Trustee

Daniel is a Chartered Accountant, with wide-ranging professional experience gained during in-house finance roles within leading PLC groups. Most recently these have centred on improving business performance, planning capabilities and management decision-making, as well as involving responsibilities across governance, investments and technology developments.



ASHA HAJI
Trustee

Asha's professional experience has spanned leadership positions in technology, marketing, talent acquisition and sales. Asha has supported a number of charities on crafting their digital strategies to help accelerate fundraising growth and improve marketing communication.

THE NEXT PHASE

OUR PLANS FOR THE FUTURE

“IT LOOKS LIKE TWO ISSUES WILL BE DOMINATING OUR CREATIVE THINKING FOR THE FORESEEABLE FUTURE – YOUTH UNEMPLOYMENT AND OUR USE OF SPORT TO IMPROVE THE MENTAL FITNESS OF OUR YOUNG PEOPLE.”

HENRY GLYNN, HEAD OF PROGRAMMES



ANDY SELLINS
CEO

Developing a sense of hope and purpose are common themes across our current programmes and our new pilot programmes, all of which have been created by our young people with support from our Coach Mentors.

Having learnt about the power of online programming and mentoring during recent lockdowns, we expect our recently developed Esports programme to become an integral part of our programme delivery in the year ahead and for it to remain an important part of how we recruit and engage young people for years to come. We are also developing new employment focused partnerships with four corporate partners – New World Tech, Ardevora, Modest! Golf Management and TDR, all of whom will be helping us prepare our young people for jobs in employment sectors including IT, hospitality and sport.

Our young Coach Mentors and our walking sports players have developed ‘Table Tennis 4 Change’, a pioneering intergenerational programme based at our Centre in south London, which will link together people, aged sixty and over, with young people from our London Futures programme. Each group will teach each other new skills, work together to reduce feelings of social isolation, play table tennis together and keep mentally and physically fit.

Dance 4 Change will also be relaunching after a review by our young people and a re-structure, with a new emphasis on using dance with young women who are suffering from mental health challenges.

In partnership with Imperial College, our anti-knife crime programme, 12 Rounds, will expand its reach to west London, enhanced through a groundbreaking, new ‘knife crime simulation roadshow’. The programme teaches years six and seven children how to get home safely after school, by far the most common time for knife attacks. As the programme expands, it will be supported by a new anti-knife crime app, which has been created by two of our young programme graduates, who themselves had been involved in knife crime in their early teens.

Our Street20 Academy has been renamed the Street20 Premier League and will expand to eight cities across the UK, uniting young people from a range of religious, ethnic, cultural and geographic backgrounds, through competitions and residencies. Netball 4 Change is also growing, and the

year ahead will see the programme expand into two new London boroughs and two more UK cities as it seeks to inspire more and more teenage girls to make sure their social media use has a positive rather than negative effect on their lives.

Throughout the summer, our trainers will be visiting each of the Premiership rugby clubs training their development teams to set up their own visually impaired rugby teams in preparation for the first National Visually Impaired Rugby Festival in the autumn. We will also be working with each of the Six Nations to create their own national visually impaired rugby programmes and prepare teams for the first Visually Impaired Rugby World Cup, which we are planning for 2023. An associated new ‘eye health’ campaign will use a host of high-profile rugby events to educate sighted rugby players and fans about the need to look after their eyesight and a new online training platform will educate and inspire players and coaches across the rugby playing world to join us in making visually impaired rugby a truly worldwide sport.

The drive to give back is very strong in our young people and we will continue to help unlock their energy and ideas through our expanded ‘Innovation Fund’, which all of our young people can use to fund new ideas that increase our impact.

We will work with our Ambassadors to continue to grow our network of employers who are open to welcoming our young people into their workforce and running employer workshops to prepare them to recruit and support young people from a range of non-traditional backgrounds.

Our 40th Anniversary celebrations are a huge milestone for the organisation and our staff, trustees and ambassadors are each undertaking a fundraising event or challenge, with the money raised going into our expanded Innovation Fund and helping to fund new pilot programmes, including our first use of golf, a women and girls safety campaign created by our young people and a new rugby programme for year six primary school children teaching them about the dangers of county lines drugs gangs. It looks like the 40th country we will have worked in will be Gambia, where we are delighted to be working with Run the Bases, a relatively new NGO which uses softball to teach children about gender equality.

We know that many charities have struggled over the last twelve months, however, through innovation, being open minded, comfortable with change and adapting our practices, we feel proud to report that we are busier and more in demand than we have ever been. Here’s to a great 40th birthday.

A SPECIAL THANK YOU

WE COULDN'T HAVE
DONE IT WITHOUT OUR
AMAZING PARTNERS.

TAKE A BOW



ANDY SELLINS
CEO

This amazing brochure was designed on a pro bono basis by Charles Vallance's wonderful team at VCCP. Max, Lee, Gavin, Cem, Conrad & Ella, you are all geniuses. To see 40 years of work presented in this way has been mind-blowing. Thank you from everyone at The Change Foundation. Charles, you have been so generous with your ideas and time to me and the charity for over ten years. You are a true star.

There are some other people who have also gone over and above in supporting our, often, untested and untried ideas and I thank you all so much for your faith in us. Rob Perrins, Sally Dickinson, Harry Lewis and Sophie Harrison at the Berkeley Group have supported us with one of our toughest programmes – Street Elite – for nearly ten years and you are all heroes. Comic Relief, the Mayor of London's Office, Children In Need and Investec, you have all been next to us for nearly the same length of time. Thank you too for your crucial long-term commitment.

Five individuals have also been a great support and inspiration to me personally, so a big thank you to the very special Nick King, Steve Wickham, Glenn Ballard and Iain Kennedy and to the legendary Matthew Spacie at Magic Bus. I would also like to thank my daughter, Lara, for checking and improving all my written work and my daughter, Erin, for her brilliant work creating our latest green action plan.

We currently have a brilliant staff team, fantastic Trustees, Young Ambassadors and an incredibly supportive set of Ambassadors for Change. Thank you to you all for your hard work, positivity, creativity and preparedness to take a risk with new ideas and new approaches.

There have been a particular group of people whose hard work and creativity over the last 40 years have enabled our wonderful charity to be what it is today. If it was not for the dedication of Jenny Wostrack, Paul Wickham and our long-term President, Phil Tufnell, we would not have our unique Centre and charity HQ in the London Borough of Sutton in south London. Thank you to Jenny, Paul and Phil for our wonderful home.

John Gilbert was Chair of Trustees through our incredible period of growth and experimentation in the late 90s and early 2000s and he was followed by our current Chair, Alex Clode, who has led us through another period of expansion and innovation over the last ten years. Thank you to John and Alex for your calm leadership and unstinting support throughout the last twenty years. Without the stability and wisdom shown by you both, we would not be the multi award winning charity we are today.

Our current Senior Management Team of Carol Driver, Henry Glynn, Alex Bassan, Navjeet Sira and Henry Werekko continues to 'innovate and share' on a daily basis and the charity is lucky to have any one of them, let alone all of them. Thanks guys.

Finally, three people who more than anyone else in the 40-year history of the charity helped transform us from a London based cricket charity to a pioneering international NGO – Andy Dalby-Welsh, Carol Driver and Hailey Sellins. Andy's years spent creating and running our ground-breaking programmes, Carol's nearly thirty years as a trustee and running our Centre and Hailey's years spent raising millions of pounds of funding for us, were critical in creating our reputation, our profound social impact and our long-term sustainability. Our legacy is your legacy.

RECENT AWARDS

2020 AWARDS WON

DIANA AWARD
[Shedaine Henry](#)

THIRD SECTOR BUSINESS CHARITY AWARDS
[Street Elite in partnership with the Berkeley Foundation](#)

CHARITY TODAY AWARDS
James E. Smith Special Recognition Award
[Andy Sellins](#)

BIG ISSUE TOP 100 CHANGEMAKERS 2020
[Sport category](#)

**THIRD SECTOR EXCELLENCE AWARDS
RISING STAR AWARD**
[Maddy Ford](#)

**CHARITY TIMES SUPPORTING LEADER
OF THE YEAR**
[Navjeet Sira](#)

2019 AWARDS WON

**NATIONAL LEARNING DISABILITIES
AND AUTISM AWARDS**
Sporting Chance Award
[Maddy Ford](#)

**THE ROYAL BOROUGH OF KENSINGTON AND CHELSEA
SPORTS AWARDS**
Community Engagement Project Award
[London Futures West](#)

NEW GENERATION FUNDRAISERS
[Navjeet Sira](#)

HIGHLY COMMENDED / RUNNER-UP

SUTTON BUSINESS AWARDS
Best Charity Award

CHARITY TIMES AWARDS
Fundraising Innovation Award
Our [Innovation Fund](#)

SHORTLISTED

EUROPEAN DIVERSITY AWARDS
[Charity of the Year](#)

RHINO GRASSROOTS RUGBY AWARD
[Visually Impaired Rugby](#)

AN OUTSTANDING BUSINESS PARTNERSHIP



TAKES REAL CHANGE REAL SUPPORT



The Berkeley Foundation, the independent charity established by the Berkeley Group, has been supporting The Change Foundation's Street Elite programme since 2013. The initiative uses sport to help young people impacted by crime, violence and inequality.



MEASURABLE OUTCOMES

The partnership shows the significant outcomes that can come from a corporate and charity partnership, particularly when employers are engaged. Research, by Bean Research in 2019, showed that Street Elite generates over ten times that in social value over a period of three years - £10.72 for every £1 invested; this is done through reduced negative health behaviours, increased skills and employment and through engaged and active young people.

The partnership will continue until 2025, when a further 440 young people from London and Birmingham will have taken part in the intervention programme to get them engaged in education, employment or training.

Over the last eight years, the collaboration has supported over 500 young unemployed people. At the end of the training, more than 75% of them moved into work or further education.

Street Elite costs just £4,000 for nine months' work with each young person. By contrast, youth unemployment will cost the UK nearly £7bn in 2022.

This remarkable, multi-level partnership between one of the biggest companies in Britain, a corporate foundation and a ground-breaking charity has modelled a new way of tackling youth unemployment. But what is it that makes this partnership so successful?

A LONG TERM PARTNERSHIP

More than just ticking a corporate social responsibility box, this partnership is long-term and strategic. The Berkeley Foundation has committed to a twelve year partnership with Street Elite and will invest over £2m during the lifespan of the programme.

MUTUAL BENEFIT

All parties benefit from the partnership. The Berkeley Group has the opportunity to recruit bright young talent, as well as make connections to its communities, boost staff morale and increase team cohesion, whilst The Change Foundation receives support on capacity building, marketing and advocacy.

REAL JOB OPPORTUNITIES

Every participant who completes the course is offered a placement with the Berkeley Group or its subcontractors. Graduates who impress are given full time, paid employment, alongside mentoring and support. It is this concrete offer of opportunities at the end of the programme that interests many of the young people.

“WE CHALLENGE EACH OTHER. WE SERVE THE YOUNG PEOPLE. AND WE SHOW WHAT CAN BE ACHIEVED WHEN BIG BUSINESS AND CHARITIES GET TOGETHER.”

ROB PERRINS, CHIEF EXECUTIVE OF THE BERKELEY GROUP





ALEX BASSAN
Head of Business
Development

HOW TO GET INVOLVED

If you are an individual or a business, there are multiple ways to get involved through our events and challenges.

INDIVIDUALS

Undertaking a fundraising challenge such as a cycle ride

Organising a fundraising event such as a quiz

Recommending us to your company to be their charity of the year

Recommending us to your children's school to be their charity of the year

Becoming an 'Ambassador for Change'



BUSINESSES

Adopting us as your charity of the year

Funding us through your foundation

Sponsoring one of our programmes

Offering work placements to our young people

Offering internships to our young people

Supporting our young people to apply for jobs at your company

Providing staff to undertake fundraising challenges for us

Your staff volunteering to mentor our young people



UP TO THE PLATE STEP



THE

EVENTS & CHALLENGES

Quiz night

Fun run

Three peaks challenge

Kilimanjaro climb

Sports day

Bake off

Strictly Come Dancing

Cycle ride

Golf day

Touch rugby tournament

Netball tournament

Kayak the Thames

Virtual wine tasting

Virtual cycle or run

Virtual Esports competition





RAE TASYAKA
Administrator

GET IN TOUCH

MY VOLUNTEERING DAY WITH THE CHANGE FOUNDATION CHANGED HOW I SEE THE WORLD.

HOW TO CONTACT US

To find out more about The Change Foundation or about becoming a corporate partner please contact Andy Sellins, CEO andysellins@changefdn.org.uk

To find out more about our programmes please contact Henry Glynn, Head of Programmes henryglynn@changefdn.org.uk

To find out more about our design and impact approach or our charity to charity partnerships please contact Navjeet Sira, Director of Design and Impact navjeetsira@changefdn.org.uk

To find out more about our Centre please contact Carol Driver, Corporate Services Director caroldriver@changefdn.org.uk

To find out more about more about running a fundraising event or challenge for us or becoming and Ambassador for Change please contact Alex Bassan, Head of Business Development alexbassan@changefdn.org.uk

To find out more about our Young Ambassadors please contact Maddy Ford, Women and Girls Programmes Manager maddyford@changefdn.org.uk

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