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iMPACT
REPORT
2018

SOLIDARITY SPORTS
EVERY CHILD DESERVES HAPPINESS

solidaritysports.org /  @SolidaritySport /   @SolidaritySports

A Word from our Founder & Director: Sean Mendez

First, I would like to thank our volunteers - from our wise editor who works for the United Nations amongst others, to a 14-year-old young carer who faithfully places all our children's rubbish in a bin bag after our picnics.

Each of you is a vital member of our extensive family. You may not always realise the profound impact you are having on these children's lives, today and in their future. Your selfless sacrifice means children wake up looking forward to the precious hours we share together and go home feeling more valued.

Thank you to 180 Degrees Consulting, a group of students from the London School of Economics, who kindly put this report together. They have gone well beyond our expectations by regularly volunteering and embedding themselves in our work. They observed our approach, our philosophy, and how we work to create hope, seeds of resilience and, most of all, happy moments for each child.

I am grateful to all our supporters, who have been so generous over the years. Without you our trips during the past decade would have been limited to free museums and play in the parks. You make it possible to provide our children unique magical memories and a range of positive experiences - from the trip to Disneyland Paris in memory of our precious Firdaws, to cleaning the pigsties at Farms for City Children.

Finally, and most importantly, I would like to thank our children. They have taught us that unconditional love can heal the deepest of wounds. For each kind word they absorb, they shower us with endless smiles and hugs. For each moment we spend together, they keep reminding us how precious life is and why we continue our work.

One day, during our bus ride back from a day in the park, two of our children sitting next to me asked if I had any food. I discovered a pack of raisins in my rucksack and handed it to them. One of them said: 'I have an idea, Sean, put out your hand.'

He meticulously placed the raisins on my palm, counting them one by one. 'There are 27!' he proudly exclaimed, 'what is 27 divided by 2?' 'That's impossible to do,' the other child sighed. After much debate, they finally agreed it was 13 each, with one left over. 'Sean, you can have one,' the first child told me. I ate it, and we continued our journey.

For more than 10 years, we have tried to share all our 'raisins', our hope to make our children's world a better place.

We are sure you feel the same way.

Sean Mendez



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SOLIDARITY SPORTS

We believe in the transformative power of play.

Through our work in west London we have helped hundreds of children from disadvantaged backgrounds, or those who have experienced trauma, become part of our family through sports, adventure and other types of activities. They gain happiness, confidence, and friendships that cut across different backgrounds and cultures.

Established in 2007, Solidarity Sports initially focused on sports – a fun, easy and healthy way to bring people together. Since then we have listened to our children and their carers and added healthy eating initiatives, arts activities, educational group trips, mentorship programmes and holidays within the UK and abroad.

What these programmes have in common is a long-term commitment to creating a safe, open-minded, inclusive and nurturing environment, where we can come together and happy memories can be made.



Our activities:

- School holiday projects
- Term-time weekend trips
- Friday trips to Kidzania
- Week-long holidays
- 1-on-1 mentoring sessions
- Practical support for carers

Our children

Our children come from the most deprived parts of west London, an area with significant inequality and child poverty. They have few safe spaces in which to play and learn outside school.

Solidarity Sports believes every child deserves happiness regardless of their background. For more than 10 years we have been working within the stark inequality existing in Kensington and Chelsea and beyond, providing vulnerable children with out-of-the-ordinary experiences and on-going support they wouldn't be able to get otherwise.

100% of parents reported their children being happier after joining Solidarity Sports

Theory of Change

Our Vision

We want to live in a world where every child, including those on the margins of society, has the confidence to choose any path in life and follow it with strength and skill.

Our Mission

Our mission is to nurture the wellbeing of very vulnerable children in west London. We create a safe and loving environment where happy memories and friendships can flourish and confidence can grow.

Inputs

Skilled, caring and dedicated staff and volunteers who work directly with no more than 2 children.

Funding from trusts, foundations and individuals as well as corporate partners.

Pro-bono support from a range of agencies, free and reduced trips, free office space.

Outputs

Healthy eating, creative and sports activities, positive and stimulating experiences.

Holistic support for carers including befriending to tackle isolation, advocacy and making referrals.

Educational trips and holidays, in the care of a consistent adult/mentor.

Outcomes

Children learn about the importance of a healthy lifestyle and start to embed better habits for life.

Carers are less anxious and therefore more stable; they become more emotionally available for their children.

Children broaden their horizons and their self-esteem grows; they feel supported, safe and "worthy" of love.

Impact

Our children develop physically, emotionally and mentally. By receiving consistent support and love, they learn to overcome the trauma they've been through. Both carers and children become resilient and happier as a result.

Our volunteers feel fulfilled and motivated by the impact they make on our children. The valuable skills they accrue lead to paid work opportunities as well as vocational, positive career choices.

Assumptions

We assume that everyone has potential and that there is never a reason to give up on a child. In our experience love, consistency and patience can help even a child in the most vulnerable circumstances start to heal and feel secure. We believe that helping parents and removing their barriers and stresses will positively impact the child's experience. We think habits can change over time.

I just can't put into words how grateful I actually am, not even a year with you and my girls have had the most amazing experiences that I could only dream of giving them. What you do is very special, the support of Grenfell and the Hashim family is amazing, all in all the most inspiring group of people I have ever had the pleasure of being around, so I know my girls are in the best, safest and kindest hands, and they know it too, they absolutely adore you all. I could never thank you enough, but here is just a little gesture of appreciation to show what you do goes far from unnoticed.

WE LOVE YOU ALL.

- "Mother of 2"

The level of trust between us and our families is incredibly high, which means conversations that might otherwise be uncomfortable can take place. The guidance and encouragement we give our families comes from a place of love and trust. This trust is core to everything we do.

Volunteers

Our volunteers are indispensable. From award winning photographers, to young people not in education or employment, we value the people who give us the generous gift of their time. Most of our volunteers are aged 16-21. They gain valuable experience with us to help them become the change-makers of tomorrow.

'What this charity is doing is beyond inspirational. It warms my heart to another extent. It was amazing to spend time with the most beautiful children ever. It's really unlocked a sense of purpose and passion for me. Just being able to be there and lend a helping hand has been so meaningful for me. I feel so proud.' - Taquiera, Solidarity Sports volunteer



Rian & Terrell

'I shut myself in. If it was not for SS, I would probably be still in my house moping about, I wouldn't have gone outside to talk to anyone...' – Terrell

When Rian was 13 and his brother Terrell was 10, their father passed away due to cancer. Terrell and his mother entirely lost their interest in life for almost six months, refusing to leave their house and hardly eating. Rian, who had to take charge of the family, discovered many of the hardships of adult life very early.

At this time Solidarity Sports began an after-school football club in their area. Rian explains, 'We were able to mingle with others and think about something different. It was good to be around other people. I learned how to cook and provide food for my brother and mum.' With time the brothers began spending time outdoors, became more open, and continued with their education. Their mother also recovered and went back to work when she saw her children happy again.

After volunteering for a few years and taking child development qualifications, Rian (22) and Terrell (19) are now both staff members, helping other children in need. Rian has become more sociable, self-confident and understanding while Terrell has learned to be more self-reliant and patient. Having developed with the charity for over 10 years, they are respected and loved by all our children. Team members like these are the true heart of Solidarity Sports.

'...it was even pretty hard for me to talk to my own brother and mother.'
– Terrell

'Solidarity Sports for me is like a second family. Sean has become a father-like figure.' – Rian



Value Added: £1 Cash = £4.25 Value!

Since our inception we have always been very resourceful. We truly believe that we have a responsibility to all our stakeholders to spend our money wisely. In the past year we have negotiated hundreds of thousands of pounds worth of free resources or pro-bono support. For every £1 we fundraised (approximately £100k in 2017-8), we levered an additional £3.25 worth of value either as discounts or gifts. This is not a Social Return on Investment (SROI); the savings we have made the state and society are far greater again.

Item of Expense	Savings
Volunteer support valued at £15ph for skilled keyworker x over 11,600 hours p.a. for trips, mentoring and other volunteer duties	£174,000
Entire branding suite designed and produced by Build including pro-bono design, office refurbishment and marketing support all year	£37,000
Magical and educational indoor city Kidzania tickets for weekly use for our children. Generously doubled after Grenfell by the Director Ger Graus	£33,000
Free rent at our High St Kensington Office p/a by our Trustee	£20,000
Restaurant Ours give us 2 events worth £7,000 each plus additional ad hoc meeting room use worth over £1000	£15,000
"Farms for City Children" week long holiday to Wales – entirely free, including travel and food for 27 children	£12,000
Discount on 2 x PGL trips @£150 reduction per child	£7,500
All printing & posters produced for free by First Colour Printers	£5,000
Pro-bono advisers on strategy, HR, governance and safe-guarding @£500 p/d	£5,000
Coaching, food and drinks for 50 children (25 p/w) from Campden Hill Lawn Tennis Club in Kensington	£5,000
50% discount on film production from Mendez Media.	£3,000
Subsidized software and IT support from Survey Gizmo, Mail Chimp and Xero	£2,000
Discounts from Mark Bennet coach company	£2,000
KX Gym trainers who provide over 40 hours support p/a	£1,200
Allyens School – Sports facilities and trainers	£800
A range of other smaller ad hoc discounts and freebies p/a	£2,500
Total	£325,000.00

HASHIM FAMILY LEGACY

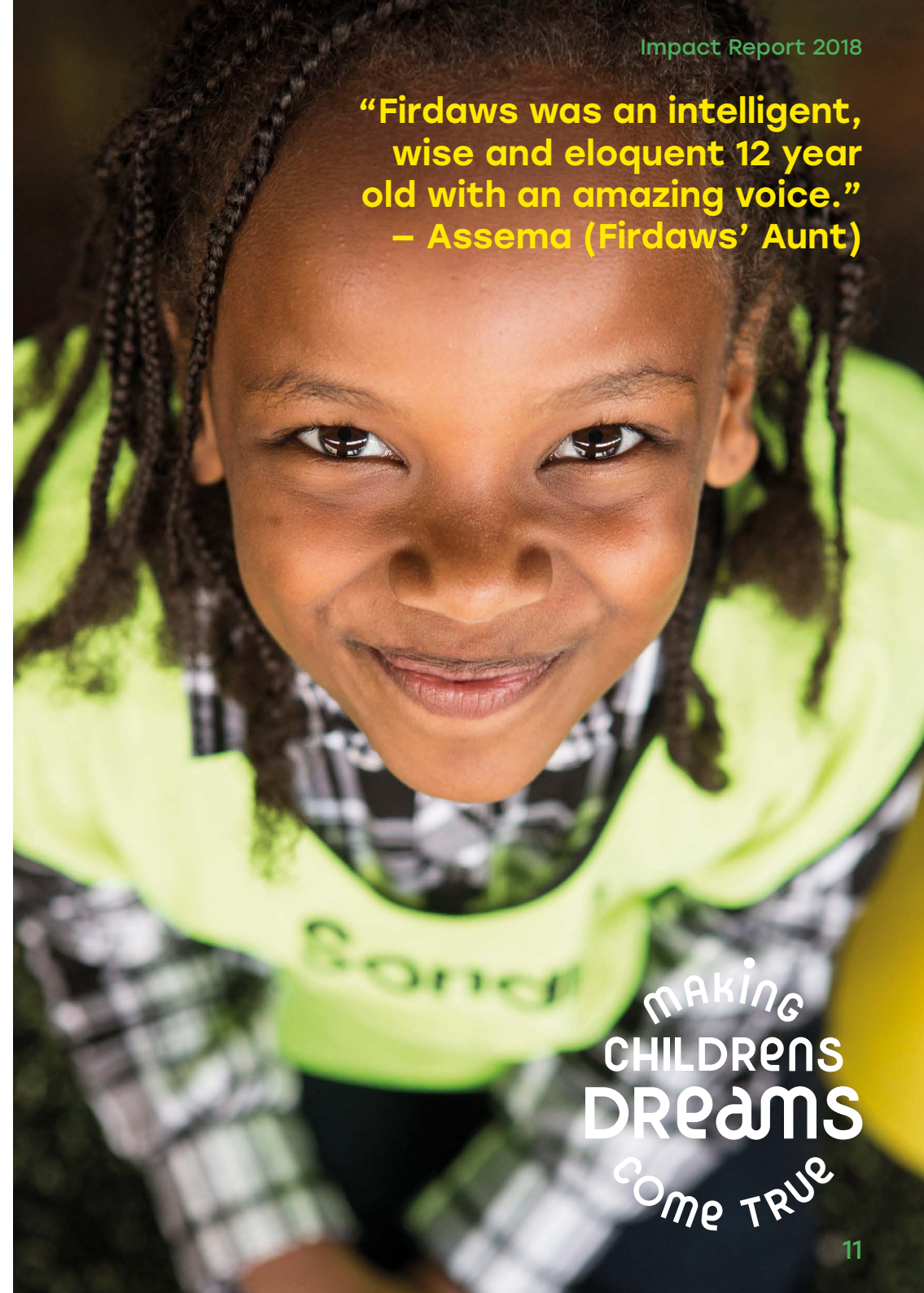
In the Grenfell Tower fire in June 2017, three of our Solidarity Sports children and their parents – the Hashim family – were all tragically lost.

Firdaws, 12 (p. 7), was one of these children: a bright and rising star, she dreamed of visiting Disneyland. In the family's honour Solidarity Sports launched the Hashim Family Legacy, whose purpose is to help make children's wishes come true.



Our first dream fulfilled was a trip to Disneyland Paris in October 2017, in memory of Firdaws. We will never give up on our children's dreams, and we pledge to continue to help them come true.

'...I just find it hard to sleep as the last time I went away, I shared a bunk bed with Firdaws, and now she is gone.'
– Sara, 11



**"Firdaws was an intelligent, wise and eloquent 12 year old with an amazing voice."
– Assema (Firdaws' Aunt)**

MAKING
CHILDRENS
DREAMS
COME TRUE

Corporate Social Responsibility

Partnering

Is your organisation looking to develop a real, lasting partnership with a local charity?

Are you interested in adding value to an already incredibly efficient, highly effective organisation?

At Solidarity Sports we value and nurture relationships with our children, our carers and our partners.

We have a lot to offer your organisation, and a range of ways you can get involved in making children's dreams come true!

Why partner with Solidarity Sports?

- **This partnership can boost morale** by giving your employees an opportunity to positively give back to society. It is a welcome break from the office environment and can provide them with a sense of pride and fulfilment.
- **This is a chance to build effective relationships** among different departments that may not often have the chance to interact normally. This can create a more cohesive office dynamic and a stronger sense of unity.
- **Our trips and activities can be an ideal team-building activity** for adults as well as children, fostering a better understanding of one other and developing trust.
- **This can be a valuable networking opportunity.** You can be part of our larger family of like-minded businesses coming together for a joint cause: helping to bring joy to our children.
- **Join us on fantastic trips throughout the year and have fun.** Your employees can join us on weekend trips throughout the year. These trips take place every Saturday and last approximately 5 hours. You can choose from a wide range of sports, educational and cultural trips.
- **Participate in a pro-bono consulting project and develop teamwork skills.** As a growing charity, we are constantly working on innovative ways to support our children. Based on their availability and expertise, your employees can take part in short-term projects aimed at helping us develop new resources or skills. Such an experience will allow them to bond outside the office environment and diversify their skillsets, enhancing their learning and development.
- **Bring our kids to your office and inspire them.** Showing your work environment to our children can be an amazing opportunity to shape children's dreams and have a real impact on their future.

Marketing

- Your logo included on our website with a click-through link.
- Your logo included in the 'current partnerships' section of our **annual impact reports**.
- Thank-you posts throughout our **social media**.
- Your logo on our **inspiring annual film**, which you can share on your website/ social media.
- An invitation to our **annual event**, with photo/press opportunities.

Here are some examples of what your gifts can achieve:

SOLIDARITY FRIENDS

£1000

Recruitment, training and support for intensive mentoring of a troubled child during a period of at least 6 months. This gives the child opportunities to escape a chaotic environment and find inner calm with a skilled and committed mentor who will support and care for them.

SOLIDARITY FOOD

£3000

Food for children and volunteers on our term-time Saturday day trips for upwards of 20 children (for 38 weeks). We provide healthy, fresh, nourishing food for our children and volunteers during all our activities.

SOLIDARITY DAYS OUT

£5000

Make it possible for more than 30 young people to participate in a Christmas project full of fun trips and activities like Winter Wonderland, ice-skating and the London Aquarium. And help make Christmas a special, memorable time for children who have suffered severe trauma.

SOLIDARITY HOLIDAYS

£10000

Take up to 20 children to Disneyland Paris as part of our Hashim Family Legacy, helping to make children's dreams come true.

Carolyn's message, Chair of Solidarity Sports

Solidarity Sports is a small charity that punches well above its weight. We offer places to some of the hardest to reach families, many of whom would not be accepted by other children's charities for a variety of reasons which may include behavioural issues, child protection orders, disability or learning difficulties.

Providing a variety of activities across the year, our children enjoy a fun, safe environment where they can make friends, learn life skills and feel valued. Many of our children live in challenging circumstances where they lack the space or resources to enjoy what most would consider to be a 'normal' childhood.



The impact of learning social skills, making friends and coming into contact with positive role models cannot be overestimated. Going on day trips or longer residential trips with the charity may be the first opportunity some children have had to leave London and thus broaden their horizons and experiences. Their confidence and self-esteem are built and their aspirations developed in a way that just would not be possible otherwise.

Solidarity Sports is extremely lucky to have a strong core of volunteers from a variety of backgrounds. They are an incredible group of inspirational people and, as well as being the lifeblood of the charity, clearly gain a great deal from their involvement themselves. As a charity, we are aware of the need to provide development opportunities for our volunteers in return for their generosity.

The impact of our small 'boutique' charity is significant and varied - we offer something like an extended family to our children and hope that the benefit of our work spreads to the wider community as we do our bit to make a lot of children happy.

PARTNERS



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