



TRANSFORMING YOUNG LIVES THROUGH SPORT

2023-2024 IMPACT REPORT

August 2024

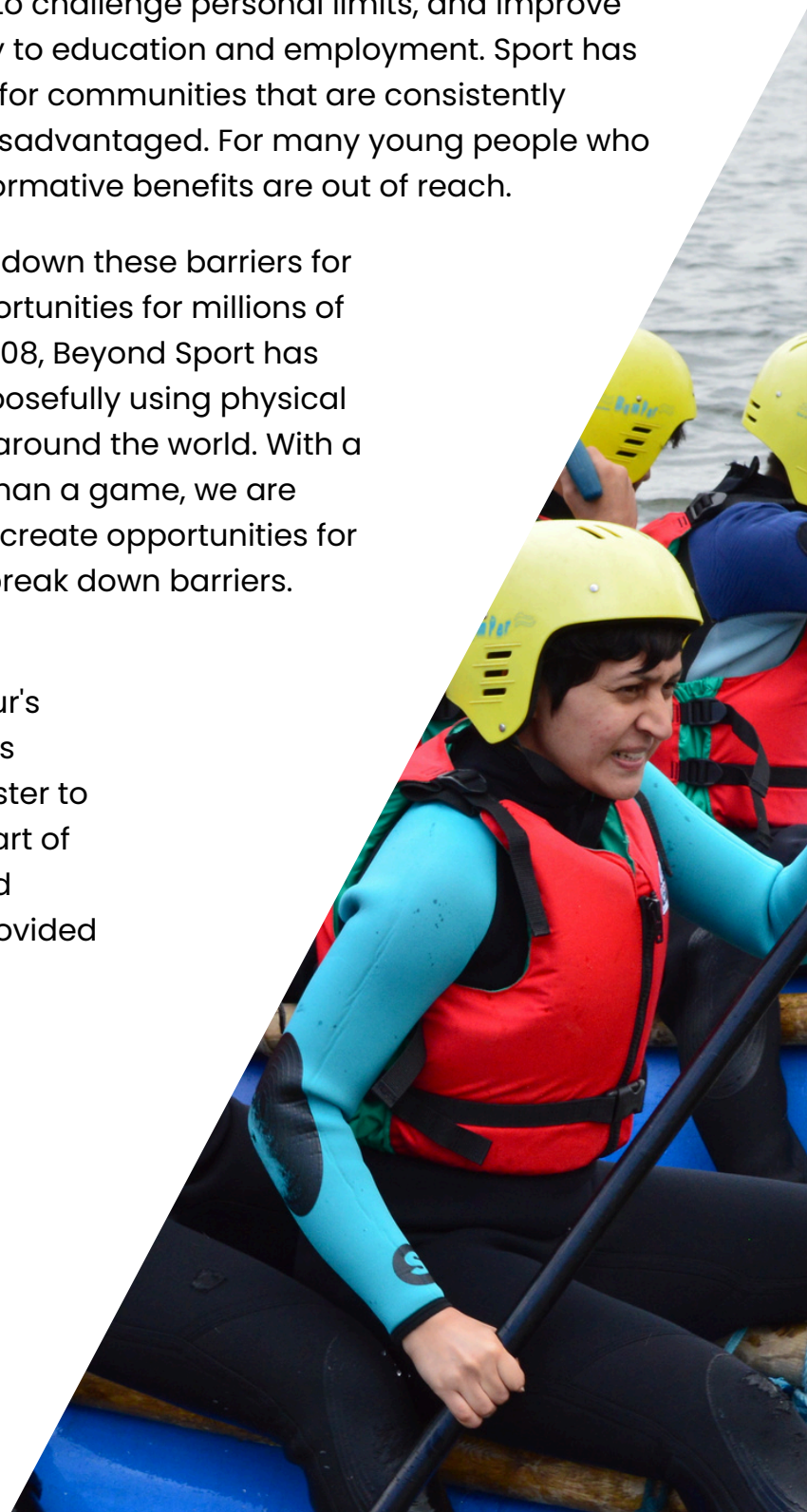


ABOUT THE PROGRAM

Participating in sport has manifold benefits, apart from physical health. Especially for young people, sport can improve mental health and wellbeing, and provide a space to connect, move and have fun. Organized sport also provides opportunities to develop leadership and teamwork skills, a chance to challenge personal limits, and improve focus, and is often mobilized as a pathway to education and employment. Sport has the potential to transform lives, especially for communities that are consistently underserved, excluded, or economically disadvantaged. For many young people who belong to such communities, these transformative benefits are out of reach.

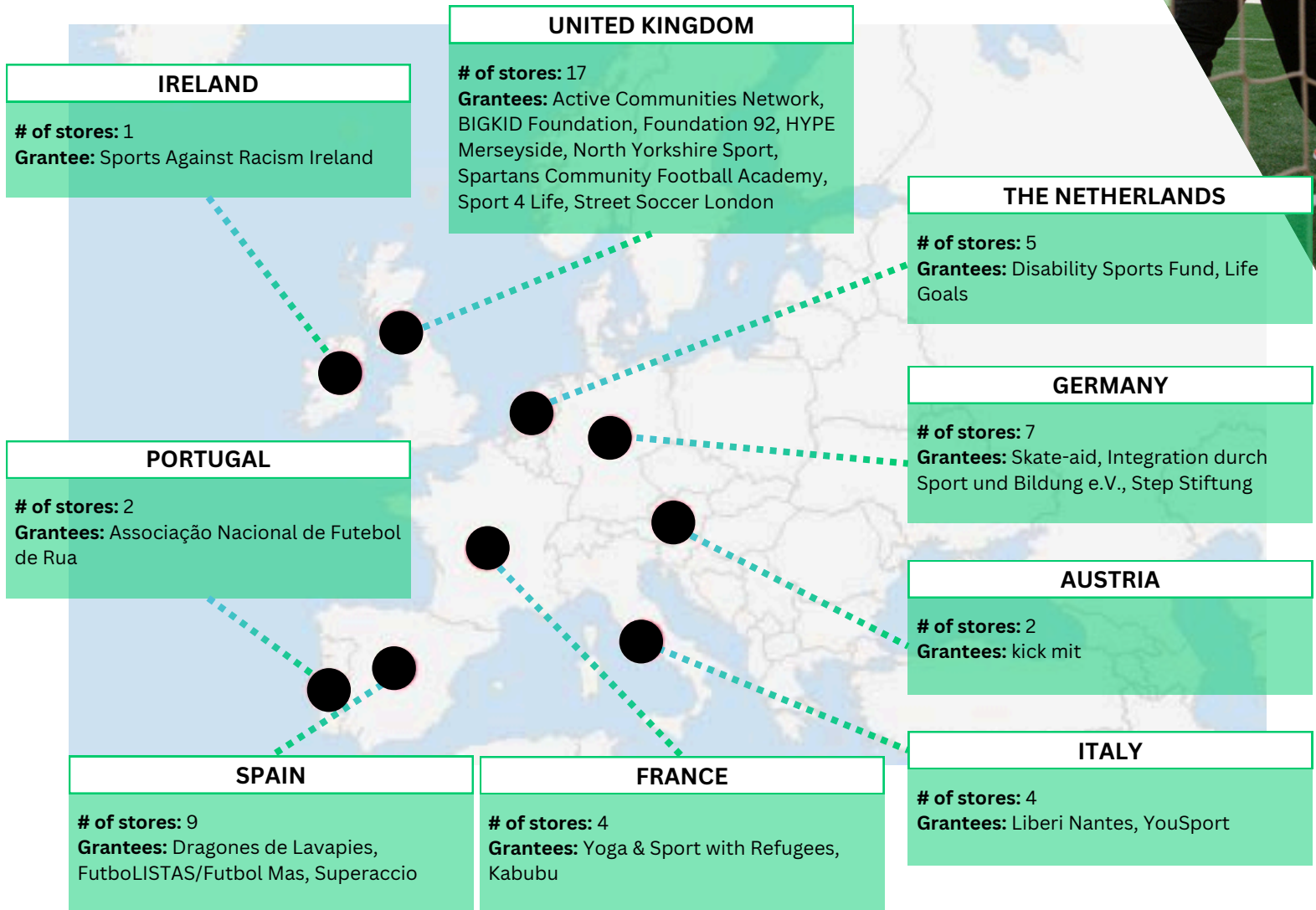
Under Armour has committed to breaking down these barriers for those who strive for more by creating opportunities for millions of youth to engage in sport by 2030. Since 2008, Beyond Sport has partnered with organizations that are purposefully using physical activity to positively impact communities around the world. With a shared belief that sport is so much more than a game, we are proud to join Under Armour in its efforts to create opportunities for millions of youth to engage in sports and break down barriers.

The new point of purchase campaign was launched on June 26, 2023, in Under Armour's retail stores in the UK and expanded across Europe. Customers can donate at the register to support #SportForSocialChange, and as part of its commitment to create more access and opportunity within sports, Under Armour provided seed funding in each local retail market to support community partnerships.



THE IMPACT

As of August 2024, the in-store donation campaign is live across 51 Under Armour stores in 9 countries in the United Kingdom and Europe. Donations are distributed to 23 community organizations twice a year through the duration of the campaign. To date, we have raised 11,760 GBP in the UK and 17,974 EUR across stores in Europe.



The case studies and testimonials presented on the following pages, outline the experiences of coaches and participants from our grantee organizations as they use sport and movement to transform their lives. Since June 2023, we have positively impacted over 30,000 young people aged 10-25, with 60% of the community organizations stating that the funds they received in 2023 have enabled them to engage with more participants.



UNITED KINGDOM

LAUNCHED JUNE 2023



**LONDON,
ENGLAND**



**CREATING OPPORTUNITIES & INSPIRING
CHANGE TO TACKLE INEQUALITY IN
MARGINALISED COMMUNITIES**

ACTIVE COMMUNITIES NETWORK

I didn't participate in many activities except one which was dancing at a local studio. I wasn't very confident; I knew I was good at dancing, but it wasn't what I wanted to do. I enjoyed football and found out about free football sessions at the weekend. So, I started attending and my mum was keen for me to attend after meeting the coaches.

I have a single mum who can't afford activities like playing football. I wanted to improve my fitness and was quite self-conscious about my weight and wanted to lose it. I also get bored sitting at home and would much rather be out and active. After attending the sessions consistently, I realized that I wanted to be involved in coaching.

I have learned and grown as a person – physically and mentally by being active with my body. The sessions were enjoyable and the highlight of my week. Also, through this, I have been able to take part in other activities such as paintballing, and trampolining – things that I couldn't otherwise experience because I couldn't afford to.

I feel more confident as a person, interacting with other people and being a leader. It has enabled me to help and volunteer in some sessions too. I am more confident being in front of a camera and have had the opportunity to represent Active Communities Network as a youth ambassador. I learned that I want to become a coach and want to pursue this. I would tell someone to take part because you can't lose anything, only gain new experiences.



LONDON,
ENGLAND



HELPING YOUTH AT RISK OF SOCIAL
EXCLUSION & VIOLENCE TAKE
CONTROL OF THEIR LIVES

BIGKID FOUNDATION

FO grew up in Peckham and still lives there with her family, who generally, she gets on well with. It's a lively, busy neighborhood. She currently attends 6th form.

FO has been coming to BIGKID for around 2 years. She first came to Flag Football at Crystal Palace, with a friend who recommended it. She was really nervous coming to the first session, especially as she only knew one other person, but thought the vibes were amazing and found everyone really friendly. FO started attending regularly and from barely being able to throw or catch, she's hugely improved and has become a very competitive player, joining in additional sessions at Larkhall Park and representing BIGKID as a coach at NFL community events.

During the holidays FO tried some of the youth club sessions at Dexters, then also started attending these regularly. When she reached the age of 16, she started on our volunteer pathway, supporting the delivery of both Flag Football and the youth club. She's had further opportunities to go on trips and residentials, including hydro-speeding and sailing in May 2023.

In the summer of 2023, she did Snow Camp, where she was able to try skiing. She passed onto their graduate scheme (6 weekends in the autumn) and has been selected for their 2024 Excel course, which will include a residential in the Alps and qualifying as a ski instructor. She also took part in our Cook Off event, working with Chefs from our partner, Livelyhood Pubs, to prepare and serve a 3-course meal for 60 people.

Without BIGKID, FO admits she wouldn't be anywhere near as active, and most likely would be staying at home all the time. She enjoys attending sessions at BIGKID and all the opportunities it's brought; she's made many new friends and even won a Jack Petchey Achievement Award acknowledging her contribution to what we do. Her focus is on studying and working hard with hopes to go to university and study physiotherapy or sports science; and/or through Flag Football, gaining a scholarship to a US university.

Reflecting on other young people who might think of coming to BIGKID, she'd encourage them, saying that if they're struggling in any way, there's always someone to support them to help try and achieve their dreams, whatever they may be.



**MANCHESTER,
ENGLAND**



**IMPROVING LIVES THROUGH SPORT
& EDUCATION WITH AN EMPHASIS
ON POSITIVE WELL-BEING**

FOUNDATION 92

For the past 16 weeks, Foundation 92 has been supporting a young man called Ryan. Ryan is 20 years of age and lives with significant life-limiting conditions, which unfortunately he has lived with since birth. Ryan has transitioned through many support programs, which have had very little benefit in enabling him to lead the healthy, positive, and independent lifestyle he craves.

Ryan loves football. He lives and breathes football. Through football, he feels a sense of purpose and belonging. Recognizing this, Foundation 92 put in place a comprehensive one-to-one personal development offer, which through the power of football, aimed to help Ryan improve his:

1. Ability to participate in sport and physical activity, in a community setting.
2. Ability to confidently engage in community activity which helps him feel more involved in the community.
3. Ability to improve his interpersonal and communication skills.
4. Ability to effectively problem solve.
5. Ability to understand the correct level of education to access, which helps him achieve his potential.
6. Ability to map out future goals.

Ryan entered this program very dejected and said he felt like he wasn't wanted. This was very sad to hear and motivated Foundation 92's mentors to deliver a bespoke personal development offer which enabled Ryan to:

1. Feel better about himself.
2. Feel more confident.
3. Feel valued.
4. Improve his aspiration and self-worth.
5. Improve his communication skills.
6. Improve his goal-setting skills.
7. Improve his knowledge and understanding of how to enter and sustain engagement within education.

Through this support, Ryan has successfully commenced a college course, began his journey towards independent living, and has successfully undertaken 25 hours volunteering with Foundation 92, helping others less fortunate achieve their potential.



HYPE MERSEYSIDE

Cahill, aged 15, shared his exhilarating mountain biking adventure from Liverpool to Llandegla in December 2023, expressing the sheer thrill in his own words: "I've never been anywhere like this before, it was boss! The best part was when we got the chance to come down the hills at speed and then jump at the end. Thanks to Matt and Carl who led us on the trails; I'm looking forward to getting back out here soon."

Cahill's use of the term "boss" emphasizes the extraordinary nature of the journey. His account vividly captures the excitement of speeding down the hills and navigating challenging jumps at the trail's conclusion. The adrenaline rush and the sense of adventure are palpable in his description, showcasing the profound impact the experience had on him.

Acknowledging the crucial role of guides Matt and Carl, Cahill expressed gratitude for their leadership on the trails. Their expertise not only ensured the group's safety but also enhanced the overall enjoyment of the adventure. In Cahill's own words, their guidance played a pivotal role in making the trip a success.

Cahill's anticipation of a return to Llandegla underscores the lasting impression the adventure left on him. His statement reflects a genuine enthusiasm for future outdoor escapades. It suggests that this mountain biking journey was not just a one-time event but a transformative experience that has ignited a passion for nature and outdoor exploration.

Cahill's account paints a vivid picture of a remarkable mountain biking experience, using his own words to convey the excitement, challenges, and camaraderie of the journey. His quote encapsulates the essence of the adventure, highlighting the thrill of the ride, the importance of skilled guidance, and the lasting impact that promises to shape his future outdoor pursuits.



NORTH YORKSHIRE SPORT

Stepping Up is an early intervention project that uses mentoring to divert children and young people who have not yet entered the criminal justice system but are beginning to show signs of risky or challenging behavior within school, home, or their local community. Collaborating with North Yorkshire police and a range of partner referral agencies, we have worked with over a hundred young people to build their confidence, motivation, and interpersonal skills. With a mentor, they also explore different activities they might like to try and are signposted to access local provision and positive community activity.

J experienced problems at home and was referred to Stepping Up by his school after noticing a shift in his behavior which from further conversations, his mother confirmed was also the case at home. J lived with his mum who was a single parent and therefore had no male role model. He had multiple siblings and saw his role in the family home to protect his younger siblings.

J had little to no confidence when he joined Stepping Up, and was a completely closed book, reluctant to open up about his feelings, and struggled to accept compliments or see how well he was doing. He had no motivation and low aspirations for his life.

We supported J initially through mentoring which continued through the holidays. School was his safe space away from problems and responsibilities at home, however by working with local sports providers, they supported him to build trust in both the place and providers, thus extending the places he felt safe within his community.

Stepping Up has supported him to join a rugby club and he regularly gets chosen for the team, however, remains determined when not picked. He is also part of a local scout club and is supported by the opportunities they provide.

J told us: "If I need someone to talk to, I'll talk to James because he listens to what you have to say, and I feel like he doesn't judge me when I'm talking to him. We've done kayaking, and surfing - which took me out of my comfort zone, but I really enjoyed that." (talking about his athlete mentor, James Kirton)

"We've got about 150 people we work with on a 1-2-1 basis, and I could give you reels and reels of positive moments. Some young people were making some really poor choices out in the community and by us challenging them and by giving them a positive role model they start questioning that and they make those little changes." (James Kirton, Athlete Mentor)



SPORT 4 LIFE

Jamie is the epitome of passion. A young person who has been through a lot throughout their school and post-school years but has come such a long way and is changing her life through the power of art, education, and hard work.

Jamie's continual experience with mental health challenges has meant she's had to battle the 'conventional' for most of her life. Sadly, as a consequence, her passion for drama, art, and the performing arts was put on hold indefinitely after struggles with her mental health in her second year of college.

Disheartened but determined to continue with her independence and self-improvement, Jamie enrolled with Sport 4 Life after two years of moving from job to job and frequent hospital visits.

Relationships have always been a significant part of Jamie's life, and they've always helped her maintain stability and inspired her in difficult times. In joining Sport 4 Life's employability programs, Jamie quickly found herself surrounded by like-minded people who could offer much-needed support.

Jamie's mentor, Don, comments: "Jamie has seized every opportunity provided to her. She attended our Get Fit 4 Employment three-week program, an NEC event with our partner OCS UK, Active NEET Trips, Boxing sessions, and our own Sport 4 Life careers fair. Not only have I seen her confidence grow, but I've also seen her make new friendships – which have been invaluable."

Jamie comments, "I am so thankful and happy because, through Sport 4 Life, I met people who are now friends for life. I was bullied throughout high school and fell in with the wrong people. I struggled a lot. Everyone at Sport 4 Life really believed in me and understood me. I didn't think I was ready to apply for jobs before coming to Sport 4 Life, but Don's continued support made me realize I'm actually ready. I realized I can take charge of my life and I am now fully aware of what I need the most from life."

As a result of her excellent relationship skills with the young people at Sport 4 Life, Jamie was offered an Assistant Sports Coach role.

"I love that I get to help other young people. I know from experience how important it is to build positive relationships and support young people."



STREET SOCCER LONDON

“Before coming to SSL, I was in a hostel for two years at Camberwell, Centrepont. I wasn’t working and I wasn’t really doing anything due to the lockdowns. After a while, I luckily got a house in the area and found Street Soccer London. I was extremely grateful to secure a coaching role with SSL, which was massive for me – having no qualifications or experience.

When I first joined the team, I was very nervous and very scared. I had to deal with kids who had maybe been through the same experiences as me, so I didn’t want to let them down. I was very excited but very nervous to start as everything was very new to me. However, Street Soccer London were very welcoming, and I fit in perfectly.

Favorite moments? Every session was my favorite for me, but a highlight had to be when we visited Crystal Palace with the U16s to participate in a tournament. To be able to have the chance to lead a team there was big for me – I felt like a real coach! Our team did really well and won their tournament, so it was great to see all the kids so happy, some of them had never won a medal before. The fact I got to give some of them a nice experience was amazing.

Football for me growing up was an escape. My parents weren’t around, so every day after school I wanted to be outside with my friends. You’re never alone in the football world and that’s what is so special. There is always someone who wants you to do well or wants you to flourish. Football has given me a place of safety and a sense of belonging. It’s given me the chance to make a lot of friends and I am who I am today due to my determination and willpower, and I developed that thanks to football.

Being part of Street Soccer London has been a great experience. The staff were always so supportive, always cheering for me. They have given me a great opportunity and made me feel so welcome. They are always saying how proud they are, and I really value that, as I don’t always feel acknowledged in that way. I love being part of that team and we are all together in helping create change.



IRELAND

LAUNCHED AUGUST 2023



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SPORT AGAINST RACISM IRELAND

**DUBLIN,
IRELAND**



**PROMOTING SOCIAL INCLUSION,
HUMAN RIGHTS & RESPECT FOR
CULTURAL DIVERSITY**

SPORT AGAINST RACISM IRELAND

Zinedin is an 18-year-old SARI player and coach living in Dublin with Mauritian roots. Zinedin first got involved in SARI in 2017 through our Soccernites program, which offers free weekly football training to young boys and men from migrant, refugee, or socio-economically deprived backgrounds. After a few years in this program, Zinedin took a step on his leadership journey in SARI when he started work experience as a coach in the organization. He has been involved in multiple SARI programs ever since.

While still an avid football player, Zinedin is keen to improve his skills as a coach and has secured 3 coaching badges while with the organization. He is part of SARI's coaching team working with the International Organization of Migration in one of Ireland's emergency accommodation centers and transit hubs based in Citywest, Dublin providing regular football and table tennis sessions to international protection system applicants. He has also contributed to our Football versus Discrimination workshops as an educator/coach using sport as an educational tool to address racism and discrimination and promote inclusion in primary schools across Ireland. Zinedin was recently selected to represent SARI as the youth leader for the Irish delegation at Festival 24, a sports event hosted by Sport Dans La Ville as part of the Paris 2024 Olympics.

Zinedin's favorite part of being involved in SARI is coaching young children in the Northeast Inner City of Dublin, one of the most socio-economically deprived areas in Ireland. He feels passionate about working with young people and loves supporting the development of their skills both on and off the pitch. SARI has had a significant impact on his own life - helping him build his confidence, develop his leadership skills, and become a better coach. SARI is delighted to have such an ambitious young person involved in our organization.



GERMANY

LAUNCHED SEPTEMBER 2023



**FUTBALO
GIRLS**

**OSNABRÜCK,
GERMANY**



**WIR STÄRKEN MÄDCHEN UND FRAUEN
DURCH FUßBALL UND BAUEN
GENDERSPEZIFISCHE BARRIEREN AB**

FUTBALO GIRLS (IDSUB)

I am Hanna, a 23-year-old Session Head Coach and Instructor with the Futbalo Girls team. My journey with Futbalo Girls began when I took on the role of leading a group of about 15 girls, conducting weekly training sessions in a primary school gym. It has been a remarkable experience to see these girls bond as a team over six months, discovering and embracing their strengths and weaknesses.

They have grown in confidence, leaving each session more prepared to face their everyday challenges. For over two years, I have eagerly anticipated each week's session with the girls. This role has not only been fulfilling for them but also for me. It has enhanced my communication skills, improved my leadership presence, and prepared me for my future career as a teacher. I've learned to assert myself in a leadership role, gained skills in varying exercises and games, and become adept at conducting reflective sessions.

The diversity within each group has taught me how to effectively cater to the individual needs of the children, helping them reach their full potential. My enthusiasm for this work led me to take on an additional role as an Instructor within the Inspiring Coach Workshop. For nearly two years, I have been organizing tournaments and camps, and training young people to become coaches. This role has been incredibly rewarding, allowing me to inspire older groups in the art of coaching – a role that brings me immense joy. The creativity and dedication of these young coaches continually inspire me, bringing new perspectives and ideas to my coaching approach.

Overall, my time with Futbalo Girls has been transformative. It has taught me the value of responsibility, the importance of embracing diversity, and has significantly boosted my confidence and self-assurance. This experience has underscored the beauty and impact of volunteer work and the essential role it plays in empowering girls. It's a powerful reminder of the importance of strengthening girls, not just in sports but in all areas of life.



BERLIN
& MÜNSTER,
GERMANY



WIR MACHEN KINDER STARK UND
FÖRDERN INTERKULTURELLES
VERSTÄNDNIS WELTWEIT

SKATE-AID

I think skateboarding is more than just a sport. Skateboarding means community and freedom to me. At skate-aid, we not only enable kids to learn a new "sport", but also give them the opportunity to immerse themselves in the special world of skateboarding.

During the workshops and the resulting cooperation with many kids, I've been able to see for myself how kids grow beyond themselves through skateboarding and how values such as community awareness and openness are promoted. Seeing kids blossom with the help of skateboarding and go home with a glow has confirmed for me that skate-aid's work really does help to make the world a little bit better.

I like the internship at skate-aid very much. In addition to my personal life, skateboarding is now shaping my work life as well. I couldn't imagine anything better. The skate-aid team is awesome and I feel very comfortable, but the internship itself is pretty educational too. By conducting skateboard workshops and gaining insight into the different facets of skate-aid's work, I learned a lot, gained a lot of experience, and got to know a lot of people. Especially the GIRLS SKATE! Tour, where I was allowed to participate as a coach, was a very special experience. I'm grateful for everything that I can experience through skate-aid.

I think through skate-aid we have the chance to reach kids in different life situations and offer them a space to develop freely. I've already seen many kids leaving our workshops stronger by challenging themselves and proving something to themselves. Whether at the GIRLS SKATE! - Tour, at 'Skating instead of Ritalin', or at schools with 'skate-aid@school'. That's great to watch!



SPAIN

LAUNCHED SEPTEMBER 2023



**BARCELONA,
SPAIN**



**EI USO DE LA ACTIVIDAD FÍSICA PARA
FOMENTAR LA INCLUSIÓN SOCIAL Y
EL DESARROLLO PERSONAL**

ASSOCIACIÓ SUPERACCIÓ

25-year-old Lahcen left Morocco at the age of 16, undergoing a challenging and dangerous journey to find refuge in Spain. Arriving in a new country with no means or support system in place, Lahcen had to navigate a new language and a new home. After being referred to a center for minors, Lahcen found comfort in focusing on his studies and sports, providing him with a sense of belonging and consistency. Sport became a valuable outlet for Lahcen, helping him feel more connected both to himself and his new community.

Lahcen was first introduced to Superacció at a football match at his local youth center. After a few months of participating in their activities, the founder of Superacció, Zouhair Zammouri, invited Lahcen to come and train with them. He soon became hooked on their triathlon training, becoming more and more involved with the organization. With time and dedication, Lahcen soon made the move from participant to educator.

Now as a sporting educator at Superacció, Lahcen has combined his passion with his career, coaching young people who have gone through the same experiences that he did.

“When I started working here, it was one of the moments when I felt most proud. Not just anything gives you that confidence. It’s a big responsibility. I have been through the same process as they have. These kids see me as a role model, someone like them who has managed to learn the language and get to work. They see it can be done. I always tell them that there is light at the end of the tunnel, and they should not give up.”



FUTBOL MÁS AND FUTBOLISTAS

What I liked most about the camp is that I was able to spend the whole summer with girls I didn't know and who love football as much as I do. I've had a lot of fun being with them and becoming friends. I can always talk to them about football as well as with the monitors and I love that. I've learned a lot about football too and now I play better than before because I've been able to play with the girls and the monitors who have taught me that sport is not just for boys.

We've put in a lot of effort.

It's also great that there are only girls on campus because whenever I've played with boys I've had to prove that I'm good to be allowed to play and now I feel more confident with my teammates. I can compete and have fun without having to prove anything because we are all friends and colleagues and we are equal. It's like it's a safe space for me and my friends.

We've also seen the Women's World Cup, a lot of matches, and I've learned a lot of names of players that I didn't know and a lot of Spanish players, but also from other parts of the world. We have learned the techniques of how they play and how they treat each other among teammates and countries because every time a match ends they shake hands and congratulate each other with sportsmanship.

My favorite is Aitana Bonmatí because she is very fast and very smart on the field, she also shoots very well. We have also met professional players from Sporting de Huelva in person and that was super special. We were able to ask them questions, and they played with us, they also signed my football boots. That's why I like to go on excursions with the camp because we know women who are athletes and teach us how to improve and have fun with sports.





FRANCE

LAUNCHED NOVEMBER 2023



**PARIS,
FRANCE**



**AMÉLIORER LA SANTÉ
PHYSIQUE ET MENTALE DES
COMMUNAUTÉS EXILÉES**

YOGA AND SPORT WITH REFUGEES

Rahman, our running coach in Paris, is one of the longest-serving members of Yoga and Sport with Refugees (YSR). He has been involved since the beginning of YSR. He started as a running and fitness student when he first arrived in Lesbos after meeting Estelle, the founder of YSR.

When he left Greece for France our project here was just being established and he took the lead, becoming our running coach and a motivation for others to join YSR. For Rahman, sport is not about being the best, it's about being together. He embodies the spirit of YSR.

“In November 2017, exactly 2 weeks after I arrived in Lesbos (Greece) I met a girl, Estelle, who was running from Mytilini to Moria refugee camp every day. She would run and encourage the guys to come run with her to go to an organization called One Happy Family. There we would do different sports and that's how I got to know Estelle and other friends, as I started doing sports from that time, especially fitness with Kamara, our coach. I have had a long friendship with Yoga and Sport with Refugees – since the creation of the organization. I didn't stop until I arrived in the country where I wanted to stay (France). The things that I realized about practicing sport and being in a sports team is that you will get to know a lot of people and it will help you to integrate. It will help you to learn the local language, to learn the culture from the people that you meet. I decided to be a coach for YSR to spend time with people from my own culture and others and to feel the happiness of being in a team.”



ITALY

LAUNCHED NOVEMBER 2023



**PARIS,
FRANCE**



**AMÉLIORER LA SANTÉ
PHYSIQUE ET MENTALE DES
COMMUNAUTÉS EXILÉES**

YOUSPORT

Giorgio is a 13-year-old boy who attends Puecher Middle School. His parents are both originally from China; however, he and his younger brother were born in Italy.

Giorgio has joined the YouSport Heroes team this year and has always had great consistency in attendance at practice.

He is a big fan of sports in general: above all soccer, but he also enjoys athletics a lot. He says that the YouSport sessions have allowed him to improve on several aspects: first of all, on the technical level, with "playing soccer" – he noticed firsthand a marked improvement; the workouts also allowed him the opportunity to make new friends.

He cannot point out a "best friend" over the others, but he says he likes everyone and is happy that thanks to YouSport he has met other boys from the school with whom he can establish a relationship.

On Thursdays, he always comes to camp very happy because he can train with different people, with different skills. He feels he has improved especially in 1-on-1, his favorite exercise.

Thursdays are becoming his favorite day precisely because he gets a chance to train with a real team and this brings him great satisfaction. He feels he has improved especially in 1-on-1, his favorite exercise.

Giorgio has become one of the most participative kids on the team, constantly asking what the exercises of the day are and always trying to come up with his favorites.