

IMPACT REPORT 2025





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**WE ARE ON A MISSION TO
END YOUTH VIOLENCE**

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LETTER FROM CEO

As I reflect on the past year, I am incredibly proud of what BIGKID has achieved alongside our young people, staff, partners and supporters. In a challenging climate for the charity sector where many organisations are facing reduced funding, rising costs and difficult decisions BIGKID has not only sustained its work, but continued to grow, evolve and deepen its impact.

What I'm most proud of is that we kept showing up. Consistently, day after day, week after week. That matters, because for the young people we serve, consistency isn't a "nice to have" it's often the difference between coping and crashing, between feeling forgotten and feeling held.

This year, our youth clubs have continued to thrive, providing safe, consistent spaces where young people feel supported, heard and able to be themselves. Those spaces are not accidental they are built through trust, strong safeguarding practice, clear boundaries, and adults who genuinely care. In communities where too many young people feel unsafe, overlooked or labelled, BIGKID remains a place where they can breathe, belong, and begin again.

Alongside this, we expanded access to experiences and opportunities that many of our young people had never imagined from exploring the great outdoors for the very first time, to representing their country on the international stage. For some, these moments marked their first time leaving their local environment; for all, they were powerful reminders of what becomes possible when belief meets opportunity. But beyond the photos and the milestones, these experiences do something deeper -: they widen horizons, build confidence, and help young people see a future bigger than the postcode they grew up in.



It has also been a year of recognition and celebration. BIGKID has been honoured with multiple awards, acknowledging our contribution to community safety, youth development and social impact. Our athletes have represented Great Britain across national squads, competing internationally and achieving historic successes, including European titles and leadership roles. These milestones are a testament not only to individual talent, but to the power of consistent support, positive environments and long-term investment in young people.

At the same time, we've stayed focused on the less visible work that makes everything else possible: strengthening delivery quality, developing our team, improving how we measure progress, and being disciplined about where we place our time and resources. We remain committed to impact that is real, measurable, and rooted in what young people actually need, not what looks good on paper. And we continue to align our work to wider goals around community safety, wellbeing, education and opportunity, because we know youth violence is never a "single issue" it's connected to everything.

None of this would be possible without the continued belief and support of our partners, funders, volunteers and community. Your commitment enables us to keep showing up for young people creating safe spaces, opening doors, and supporting them to build brighter futures. To our staff team: thank you for your heart, your professionalism, and your resilience. And to our young people: thank you for trusting us with your stories, your energy and your hopes. You are the reason we do this work, and you continue to inspire me.

As we look ahead to 2026 and our 18th year as a registered charity, our mission remains clear. There is still much more to do, but together we will continue to create opportunities, amplify youth voice and work towards lasting change so that every young person we reach can grow up with safety, support, and a genuine sense of what's possible.



LETTER FROM PATRON

Over my years as Patron of BIGKID, I have had the privilege of witnessing an organisation that consistently rises to meet the moment. In an increasingly challenging landscape for charities, shaped by economic pressure, rising need, and growing uncertainty, BIGKID has continued not only to adapt, but to strengthen its reach and deepen its impact.

The challenges facing young people today are complex and ever-present. Pressures on mental health, wellbeing, and opportunity continue to grow, often felt most acutely during the hours after school and within communities facing limited access to safe and supportive spaces. What BIGKID provides in response is both simple and powerful: consistency, care, and belief. Through its youth clubs, programmes, and partnerships, BIGKID creates environments where young people feel safe, supported, and listened to — places where positive relationships flourish, confidence grows, and the foundations of genuine community cohesion are quietly but decisively reinforced.

What stands out most to me is BIGKID's unwavering commitment to youth voice. Young people are not treated as passive recipients of support, but as leaders, advocates, and agents of change. Whether speaking openly about mental health, stepping into volunteering and leadership roles, or representing their communities on national and international stages, BIGKID's young people are living proof of what happens when opportunity meets trust.

This year's achievements, from national recognition and awards to young people competing internationally and accessing experiences far beyond their everyday environments, are testament to the organisation's long-term vision and values. They reflect the enduring power of community, partnership, and sustained investment in young people, rather than short-term intervention.



On a personal level, BIGKID continues to remind me of the profound importance of community support in shaping young lives. Like many of the young people BIGKID works with today, I benefitted from adults who gave their time, guidance, and belief without expectation. It is this same spirit that underpins BIGKID's work and makes it so impactful.

As we look ahead, I remain deeply grateful to the dedicated team at BIGKID, and to the many funders, partners, and supporters who make this work possible. At a time when negative narratives so often dominate public discourse, BIGKID and organisations like it stand as a welcome and necessary antidote — demonstrating, through action rather than rhetoric, the enduring strength, generosity, and resilience of our communities.



64% OF YOUNG PEOPLE WERE NEW TO BIGKID IN 2025



2500+

Young people impacted from direct delivery



10,000+

aggregate attendance across all our programmes this year, amounting to almost 25,000 hours of engagement



45% of young people who attended our flag sessions were girls

BREAKING BARRIERS

This year, our Breaking Barriers programme took an important step forward as we began establishing stronger systems to ensure high-quality delivery across our partner schools. A key part of this progress was welcoming two new members to the team.

For those new to the programme, Breaking Barriers targets young people at risk of exclusion or otherwise vulnerable due to concerns around their mental health and well-being. Primarily delivered in schools, the focus is on key applications of leadership, which challenge young people to become more self-aware, consider the power of influence and perception, and their own potential as leaders amongst their peers and within their community. Almost 200 young people engaged in the programme during 2025. Analysis of the outcomes amongst cohorts during the academic year:



With your support, we will continue to scale what works, strengthen key behaviour-change components, and work closely with schools to track long-term outcomes that demonstrate sustained impact.

As part of the programme, young people take part in a reflective activity in which they write a “letter to failure,” exploring what they have learned from setbacks and how these experiences have shaped them. Here is an extract from one student:

- **77% improved their emotional well-being**
- **68% improved their social connectedness**
- **75% improved self-awareness and ability to self-reflect**
- **71% improved attitude to learning**
- **Average scores improved with strong statistical significance**
- **Behavioural indicators showed positive upward trends**

We were also pleased to welcome **Henry** as our new facilitator:

“From working as a teacher to frontline roles across London, I’ve seen the barriers young people can face. I believe that every young person deserves the chance to realise their full potential, and BIGKID offers a unique opportunity to support them in many areas of their lives. I’m excited to join the team and begin making a concrete difference to young people in my area.”

Mateo, who joined us through the Jack Petchey Internship Programme, shared:

“As someone who has experienced the challenges many young people face today, I’m passionate about helping them see their own worth and potential. Through Breaking Barriers, I hope to empower every young person I work with to believe in themselves and recognise that they have a higher purpose in life.”

I USED TO THINK FAILURE MEANT YOU ARE NO GOOD. I USED TO THINK THAT IF I FAILED, I COULD NO LONGER ACHIEVE ANYTHING. I FELT ASHAMED OF MYSELF, ANGRY AT MYSELF. I WOULD LOOK AT OTHERS WHO PASSED AND SAY, ‘WHY CAN’T I BE LIKE THEM?’

BUT NOW I KNOW THAT FAILURE IS MANDATORY. IF YOU DON’T FAIL AT SOME POINT, YOU CAN’T CHERISH THE THINGS YOU ACHIEVE. NOW I KNOW THAT PEOPLE DON’T PICK THINGS UP AS QUICKLY AS OTHERS. GOOD THINGS TAKE TIME — THAT’S WHAT I’VE LEARNED

A YEAR OF EXCELLENCE

Lambeth Civic Awards

This year has been defined by moments of pride, recognition and extraordinary achievement, moments that reflect the dedication of our young people, the commitment of our staff, and the strength of the community around BIGKID.

We were incredibly proud to be named winners of the Safer Lambeth Award at the 2025 Lambeth Civic Awards. This recognition celebrates our ongoing commitment to creating safer, stronger communities and belongs to every young person, staff member, partner and supporter who plays a role in making our work possible.

The year also saw outstanding individual recognition. Omari was honoured with the Mayor's Award for Young Citizen of the Year, acknowledging his leadership, resilience and unwavering dedication to young people. His journey continues to inspire those around him and exemplifies the power of lived experience, youth voice and positive role modelling.





We also celebrated remarkable international success, with Jochebed and Phoebe crowned European Champions. Their journeys are a testament to hard work, resilience and belief. Watching their growth on and off the field has been truly inspiring, and their achievements continue to open doors for the next generation.

Our impact was recognised nationally as BIGKID was Highly Commended for two StreetGames awards from over 460 nominations, reflecting our continued progress towards ending youth violence and the growing impact of our work. We were also proud to see Omari nominated for the StreetGames Youth Voice Champion Award, recognising his advocacy for young people, from amplifying youth voices through national media to speaking at a roundtable in His Majesty's Throne Room on reducing youth violence locally and internationally.

These achievements are not isolated moments; they are the result of consistent support, belief and opportunity. Together, they represent a year of excellence and a powerful reminder of what young people can achieve when they are seen, supported and empowered.



SAILING

Each year, during the final week of May, we take a group of our young people away from the city for our annual sailing residential, hosted by our incredible friends at Aldeburgh Yacht Club in Suffolk. For many of the young people involved, this is not only their first time sailing, but also their first time ever leaving London.

Over the course of the week, young people are encouraged to step beyond their comfort zones in a completely new environment. What begins with nerves and uncertainty quickly transforms into confidence, courage and leadership. As each young person faces their fears on the water, their bravery inspires those around them to do the same, creating a powerful culture of encouragement, trust and peer support.



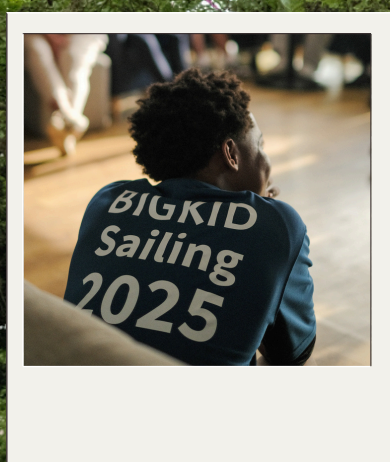
Over five days, one of our young people, Bright, built strong connections, both with peers and staff, through trust, teamwork and laughter. Even though many of the group had never met before, they shared challenges and experiences which helped friendships form quickly and organically:

"Working in groups really pushed us to support each other. Even though most of us didn't know each other before, we formed friendships so quickly. The BIGKID staff made sure we were up early, well-fed, constantly laughing and most importantly having fun. That made it easy to trust them and feel comfortable asking for help."





This experience goes far beyond learning how to sail or seeing who could make it through the week without capsizing. It is about building character, strengthening teamwork and developing resilience, while creating memories that stay with young people long after they return home.



To capture the true impact of these experiences, we also filmed a short piece with our young people, sharing in their own words just how transformative the week was. Their reflections highlight the importance of access to opportunities many had never imagined, and the lasting confidence they carry back into everyday life.

We are incredibly grateful to Aldeburgh Yacht Club and their dedicated volunteers, whose time, attentiveness and care make this residential possible year after year. Their commitment to creating a safe, supportive and inspiring environment allows our young people to thrive both on and off the water.



BIGKID ON THE WORLD STAGE

This year marked a historic milestone for BIGKID, as 10 of our young people progressed into the Great Britain national Flag Football programme, representing their country across the Under-21 squad, Men's Gold squad, Women's Gold squad and Women's Silver squad.

Each athlete competed in international tournaments, proudly wearing the GB jersey and showcasing not only their talent, but the discipline, resilience and leadership developed through their journey with BIGKID.

A standout moment came as Omari was named Captain of the GB Under-21 squad, a remarkable achievement that reflects both his ability on the field and his growth as a leader. His captaincy represents the values at the heart of BIGKID accountability, teamwork and leading by example.

Another standout was Jochebed being crowned a European Champion, alongside BIGKID ambassador Phoebe, marking an extraordinary achievement on the international stage. Their success is a testament to years of dedication, belief and perseverance, and serves as powerful inspiration for the next generation of BIGKID athletes.



These achievements highlight the growing impact of BIGKID's flag football pathway. What begins as an accessible, inclusive programme rooted in fun, community and personal development has evolved into a proven route for young people to progress into elite environments. Through consistent coaching, positive role models and a strong emphasis on character as well as performance, our flag programme continues to create opportunities that many of our young people once believed were out of reach.

Beyond medals and selection, the true impact lies in what our athletes carry with them, confidence, discipline, ambition and a belief in what is possible. Seeing BIGKID young people succeed on the international stage reinforces the power of sport as a vehicle for long-term change, leadership and opportunity.



OZI GOES TO THE SUPERBOWL

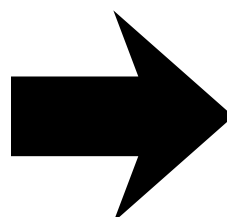


This year, we saw a powerful example of what belief and opportunity can unlock as Ozi travelled to the Super Bowl, moving from his local community to one of the world's biggest sporting stages. To capture the significance of this moment, we produced a short documentary following his journey and reflections along the way.

For Ozi, the experience represented far more than attending a sporting event. It was a moment of exposure, confidence-building and possibility, stepping into a global space many young people never imagine themselves in. For others at BIGKID, it serves as a reminder that opportunities beyond familiar environments are achievable with the right support.

Youth voice sits at the heart of the documentary. Ozi shared his story openly, offering insight into his journey, the challenges he has faced and the responsibility he feels to represent his community. His voice reinforces the importance of trusting young people to tell their own stories and be visible in spaces where they are often underrepresented.

Ozi's journey reflects the wider impact of BIGKID's work, creating safe spaces, opening doors and investing in young people long-term. By sharing this story, we hope to inspire others to believe in what is possible when young people are supported to step beyond their limits.

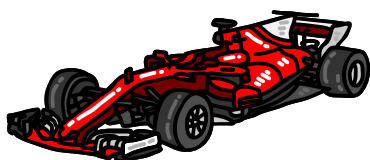


SUMMER PROGRAMME



This summer, BIGKID delivered a programme filled with opportunity, exploration and unforgettable moments. Through a wide range of trips, activities and shared experiences, over 110 young people were able to try something completely new; many for the very first time.

Young people stepped into spaces they had never imagined themselves in. From Silverstone, watching Formula 1 qualifying with the Aston Martin Formula 1 Team, to Sky Studios, where they created a short film and explored careers in media and broadcasting. They played golf at Ascot, experienced Harry Potter in the theatre, and celebrated alongside partners and community at our Summer Reception.



"SEEING LANDO NORRIS AND JUST THE WHOLE SPORT OF FORMULA 1 WAS A DREAM COME TRUE FOR ME THAT I NEVER THOUGHT I WOULD BE ABLE TO LIVE" - PEYTON

"I'D NEVER BEEN ANYWHERE LIKE THIS BEFORE. IT MADE ME FEEL LIKE THERE'S MORE OUT THERE FOR ME, AND THAT I CAN ACTUALLY GO AFTER IT." - FAVOUR

Back at youth club, the summer was filled with joy and connection; cookie making, water fights, creative sessions and moments of laughter that strengthened friendships and built trust between young people and staff.

These trips are about far more than days out. For many young people, they represent access to new environments, new possibilities and new ways of seeing themselves. Stepping outside familiar surroundings helps build confidence, curiosity and aspiration, while reinforcing a sense of belonging in spaces that may once have felt out of reach.

The programme also enabled us to build new partnerships and deepen existing ones, opening doors to future opportunities and pathways for young people beyond the summer months.

By combining fun, exposure and meaningful experiences, our summer programme continues to play a vital role in supporting young people's wellbeing, ambition and personal growth, leaving a lasting impact long after the summer ends.



110+ YOUNG PEOPLE ENGAGED

10+ UNIQUE TRIPS & EXPERIENCES

MOVEMBER



For Movember, Omari & Amelia worked alongside our young people to create a powerful short film focused on mental health, giving them the space, trust and platform to speak openly about their experiences, the pressures they face, and what they believe needs to change.

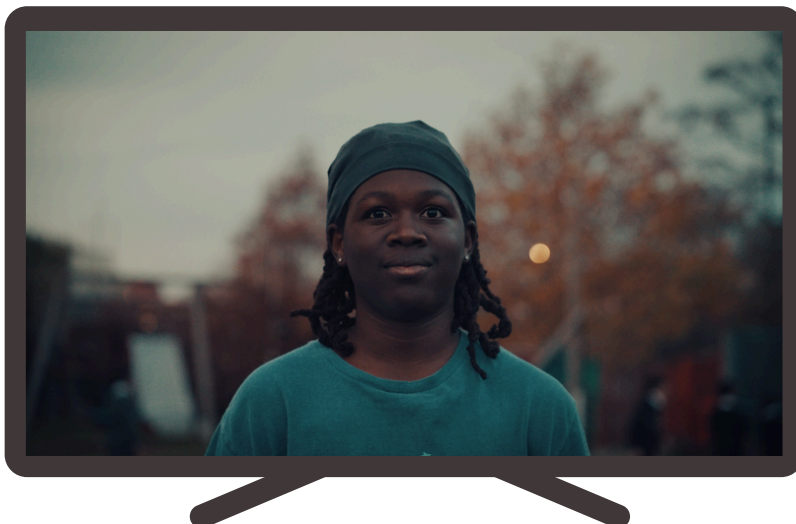
Mental health continues to be a critical issue for young people, particularly those navigating complex environments, expectations and transitions. Through this project, young people shared honest reflections on feeling overwhelmed, unheard and misunderstood, while also offering insight into what genuine support looks like from their perspective.

The impact extended far beyond the final film. The process of creating it, through guided conversations, reflection and creative expression, became a powerful exercise in confidence and self-worth. Many young people told us they felt seen, valued and empowered, often for the first time, simply by being listened to without judgement and trusted to tell their own stories.

"BEING PART OF THE VIDEO MADE ME REALISE MY FEELINGS MATTER. IT HELPED KNOWING OTHER PEOPLE FELT THE SAME, AND THAT WE COULD ACTUALLY SAY WHAT NEEDS TO CHANGE." - YULIAN

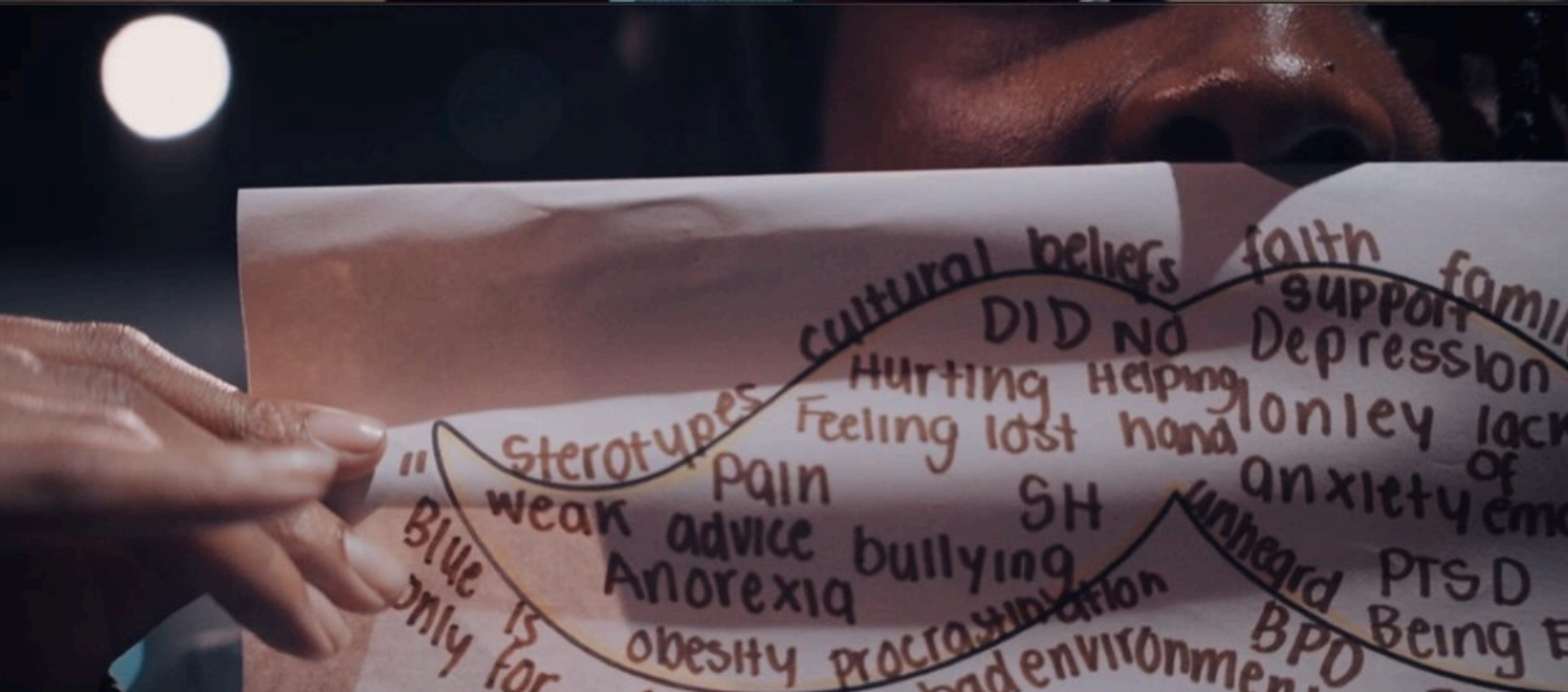
Young people also reflected on how sharing their voices collectively reduced feelings of isolation and strengthened peer support. Seeing their stories treated with care and used to raise awareness publicly, reinforced that their experiences are valid and that their voices can influence change.

This initiative embodies what Be The Turning Point means in practice: creating spaces where young people feel safe to speak, supported to reflect, and empowered to lead conversations that directly affect their wellbeing. By embedding mental health discussions into our youth work, we continue to normalise openness, build resilience and ensure young people know they are not alone.





It's okay for boys to cry



stereotypes pain SH unhealed PTSD
Blue is weak advice bullying procrastination bad environment BPD Being E
only for obesity procrastination bad environment BPD Being E
cultural beliefs DID NO Depression anxiety em
Hurting Helping lonely lack
Feeling lost hand anxiety em
faith family support
Anorexia

YOUTH CLUB

This year has been a particularly special one for our youth clubs. More young people than ever walked through our doors, bringing new energy, new stories and a growing sense of belonging. Alongside this, we saw the emergence of new volunteers including former BIGKID young people stepping confidently into leadership roles and helping to shape the culture of our sessions.

The increase in attendance reflects the vital role youth clubs play during the critical hours after school. These hours are widely recognised as a time when young people are most vulnerable to risk and harm, including youth violence. By providing consistent, trusted provision at this time, we offer a safe alternative, a space where young people can stay engaged, supported and connected.

Throughout the year, we introduced new initiatives designed to meet the needs of our young people. This included the launch of HER Collective by **Amelia**, creating a dedicated space for young women to build confidence, connection and peer support. We also delivered a wide range of workshops focused on wellbeing, life skills, leadership and creativity, giving young people opportunities to learn, reflect and grow.

At the heart of our youth clubs are relationships. Young people know they are listened to, respected and valued. The presence of trusted adults and positive role models creates an environment where young people feel safe to express themselves, ask for help and build meaningful friendships.

Youth clubs remain a cornerstone of BIGKID's approach to prevention and early intervention. They provide structure, stability and opportunity in the moments it matters most; helping young people feel safer, more confident and more hopeful about their future.



725+ YOUNG
PEOPLE
ENGAGED

30+ REGULAR
ATTENDEES
EACH WEEK

10+ NEW
VOLUNTEERS

AFTER SCHOOL IS WHEN THINGS CAN GO LEFT. BEING HERE GIVES ME SOMEWHERE SAFE TO GO, PEOPLE I TRUST, AND SOMETHING POSITIVE TO FOCUS ON - RYAN



A HELPING HAND

Each year we are astounded and incredibly grateful to all the support towards helping us do what we do, whether that's financial, time, expertise or raising awareness, it all has an impact. Some highlights from 2025 include:

Events:

Our annual calendar events are always a lot of fun, a great chance to bring supporters together, provide a platform for our young people to share their journey and raise funds along the way. Our dinner at Aldeburgh Yacht Club in May was a huge success, raising almost £16,000. The Cook Off in October, co-hosted with our Ambassador, 2-Michelin starred Chef Michel Roux Jr and our amazing friends at Livelyhood Pubs, raised over £5,000 at the same time as offering an exciting chance for some of our young people to be Chefs and Front of House for the evening. We rounded off the year with a new event, a showcase of short films created by our youth-led media team, with soundtracks created by students from the Guildhall School of Music; this inspiring evening of creativity served as a soft launch of our Impact Circle, which celebrates high-level donors and supporters. Contact us to find out to be a part of this amazing group!

Grants:

Despite an increasingly challenging fundraising landscape, grant funding from trusts and foundations continue to be a key source of support for our work. December 2025 brought us to 3-years of our strategic partnership with the King Charles Charitable Fund. This core support has been amazing, coming at a time of transition both in the team and operationally; it also brought opportunities to share more about the vital impact of our work at high profile events, including Round Tables discussions convened by the His Majesty himself. This year we also secured new funding from the Steel Charitable Trust for our Breaking Barriers programme; from the Gosling Foundation for our sailing residential, Salters Foundation towards youth club and for delivery in 2026, the Cicely Northcote Trust are supporting us to pilot delivery of Breaking Barriers with young people with experience of the care system.

Corporate partnerships:

Our amazing corporate partners help us in a huge range of ways, some financial – did you know that ordering dishes with a '♥' from a Livelyhood pub menu donates £1 to BIGKID? – some pro bono, such as PwC and Latham & Watkins and/or offering amazing experiences to our young people that broaden horizons, offering the chance to explore different career pathways. We are massively grateful to TA Associates for their third annual donation, also to Stratton Chase and ICG who donated to us for the first time. We were particularly excited to mark the end of 2025 by signing a new 2-year strategic partnership with NFL UK.

A THANK YOU FROM EVERYONE AT BIGKID

4 Parish Brixton
Abercrombie & Fitch
Aldeburgh Yacht Club
Aston Martin
Brixton Streetwear
Broad Oak Trust
Building Young Brixton
Cawston Press
Charbonnel et Walker
Charles Hayward Foundation
Chez Roux Ltd
Chicago Bears
BBC Children in Need
Christ Church London
Cicely Northcote Trust
Daily Bread
Department for Culture, Media & Sport
eBay UK
e-Sports Youth Club
G-Tennis
Goldman Sachs
Gosling Foundation
Greater London Authority
Greenwich Peninsula Community Fund
Hedley Foundation
ICG (Intermediate Capital Group)
Jack Petchey Foundation
Jo Malone London
KA Drinks
King Charles III Charitable Fund
Knight Dragon
Lambeth Council
Lambeth Integrated Children's
Commissioning
Latham & Watkins
Livelyhood Pubs

London Community Foundation
London Screen Academy
London Sport
London Youth
Maureens Kitchen Brixton
Maureen Luxe Studio
Metropolitan Thames Valley Housing
National Lottery – Million Hours Fund
Neighbourhood Well-being Delivery
Alliance
NFL Foundation
Players' Coalition
PwC UK
Q Charitable Trust
Salters Foundation
Sovereign Network Group
Steel Charitable Trust
Stratton Chase Foundation
StreetGames
TA Associates
Tesco Stronger Starts
The Laundry Brixton
Thriving Minds
Tukela
UK Youth
Under Armour
Vintners Foundation
Worshipful Company of Leathersellers



HOW TO GET INVOLVED



