



**Impact
Report**

2022



We are on a mission to
End Youth Violence





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Letter from our CEO

BIGKID continues to go from strength to strength. With COVID restrictions largely behind us, we were back to delivering full programmes, that in the last 12 months, engaged over 2,500 young people, more than ever before. An absolute highlight was receiving a visit in May from the future HM King Charles III. It was a huge honour for us to host such an event, where the King spent genuine time meeting and listening to what our young people had to say. He even tried his hand at American football!

Over the year we have truly cemented our presence at Dexters, in the heart of the Brixton community. Beyond our royal visit, we hosted several community days, well attended by all ages. Our youth club is thriving, alongside local partnerships with organisations such as the Well Centre, who help us ensure our young people have access to focused mental health and well-being support. Thanks to multi-year grants from UK Youth and Global's Make Some Noise, we are also building our own capacity, knowledge and skills in this area. So important at a time when more and more young people are noticeably struggling, in part due to the lasting impacts of the pandemic, but also the rising cost of living, making it difficult for so many to get basic necessities.

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"I'm, as always, indebted to our amazing staff team who routinely go above and beyond, our passionate board of trustees, wonderful volunteers, ambassadors and committed and ever supportive, Patron. Not forgetting our incredible funders, donors, and partners. I am truly humbled by your generosity and belief in what we do. You are all a hugely important part of the BIGKID family, thank you."

Shaninga Marasha



A word from our Patron

Although it is a very long time ago, I can still recall many aspects of my time as a young adult.

I grew up in the Midlands in a district which would today be called 'deprived' but which we called 'home'. To use that old fashioned expression, we hardly had 'two pennies to rub together' but despite the challenges that brought, my life was a happy one.

One of the reasons for that was my membership of several organisations – a youth club, the Scouts and St John Ambulance Brigade. The dedicated staff at each invested their time and effort in activities and experiences designed to compensate for some of the things their 'customers' lacked and to build our knowledge and self-esteem.

It is those recollections which make me proud to be a Patron of BIGKID.

Proud because I am able to witness first-hand how the charity helps young people from across our capital to grow and fulfil their potential.

Last year, in my capacity as Lord-Lieutenant of Greater London, I had the privilege of welcoming HRH The Prince of Wales (now King Charles III) to BIGKID's latest venture – Dexters in Brixton. During a very full visit He was able to meet staff, volunteers and, most importantly, many truly exceptional teenagers with whom He exchanged views on a wide range of topics ranging from the role of cadets to our responsibility to preserve the environment.

The impact on the youngsters was significant, but the coverage which the visit received meant that a far wider audience was able to celebrate London's youth and the work carried out by BIGKID.

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"The many uncertainties of the last two years have compounded the normal pressures of moving from childhood to adulthood. This harsh fact amplifies the need for those of us for whom growing up is a distant memory to do what we can to ease their journey.

Please join me in supporting this wonderful charity. "

Sir Ken Olisa

Bolu

Bolu has grown up mainly in and around Peckham. He recently moved to East Dulwich, where he lives with his mum. He doesn't have much contact with his dad or his four older siblings, who all live overseas.

"Living at home, just me and my mum, it's mainly quiet because it's just me. My mum works 7 until 7, so it's late for her, she gets home around 8, and she just wants to eat and sleep. I don't really get to talk to her."

Bolu currently goes to college in North London. Being keen on playing American Football, he went there because that is where NFL Academy was originally based. When applying, he didn't realise there was a separate process for the Academy itself. He managed to apply to both. He got a place at the college but is on the waiting list for the Academy.

"Not getting into the NFL academy was a big setback for me. Even though I'm on the waiting list, I felt disappointed in myself, especially because I was training with them, and everyone told me I'd get in. And then the coach to say I'm not in, it was like a bulldozer hitting my chest. I never felt that before. I felt like I'd done all I could, but I just felt like giving up."

Bolu's first encounter with BIGKID was back in Summer 2020, when he attended a couple of tennis sessions. Being younger then, his mum didn't like him being out too much, so he didn't continue. It was one of his friends who suggested going to BIGKID Flag in Crystal Palace, at the start of summer 2022. At the time, Bolu was training with the Warriors (an American Football team), but only once a week.



Since joining BIGKID in Summer 2022, he quickly got involved in as much as he could. He came to fitness sessions at Dexters, stayed for youth club where he benefited from a hot meal and more time to get to know other young people. He even went on a trip, Hydroboarding:

"I never knew there was actually something like that! It's opened up a new section of my mind!"

Bolu quickly bonded with BIGKID staff. He shared some of the difficulties he's been facing, not only his disappointment about the NFL Academy, but also some problems at home, where he and his mum are struggling with the rising cost of living. Recognising his potential, Bolu has started on a pathway, volunteering as a coach, supporting Flag sessions in schools and adventure play at Dexters. Once he achieves 100 hours, he'll be supported through a coaching qualification and paid as a sessional coach

In a few short months, Bolu's already achieved so much:

"Since being with BIGKID, I've achieved freedom and happiness. Before all of this, I was just stressed. BIGKID is a place for me to just slow down and just let all the stress go down onto the floor and just wash away. Because for me personally, I don't like to talk to people about my feelings. But me going to BIGKID and talking about my feelings, I gained a whole different perspective on what I thought was going on in my life because some people didn't understand what I was going through, because they never went there. People gave me advice on what to do, it just makes me breathe. These people just want to best for you. I've been at the bottom, and I felt like I should just give up. Being here made me realise there's more I can do, there's no point in giving up."

"In the future I see myself sleeping on my £12 million bed, playing in the NFL or me coaching children to play American Football, being the head coach of Alabama State. I'll get there by being a good player and having a good mindset. By not breaking my morals and my rules."



A Royal Visit



It's not every day that the future King visits Dexters! In May, we were honoured to welcome His Majesty King Charles III to Railton Road for an incredible morning with our young people, supporters, trustees and ambassadors.

HRH spent considerable time meeting with a forum of our young people, hearing from them about impacts of the pandemic, the challenges they face and the importance of the work BIGKID is doing. He shared some of his own personal experiences, reflecting on the importance of opportunities for young people to build confidence and self-esteem.

On a tour of our Dexters site, His Majesty took time to meet many supporters and Ambassadors, including Michel Roux Jr, who had helped participants from our Cook Off event prepare canapés, and tried first-hand some of the activities that we offer, from American Flag Football to Forest School and gardening. He also met a large group of young people from local schools where we run our Breaking Barriers programme.

We are so grateful to have the opportunity to showcase our work to His Majesty and for his ongoing support for our mission the end youth violence.

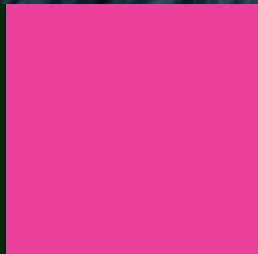




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It was so amazing to meet the future King, I can't wait to tell my mum

”



Breaking Barriers

66% improvement in well-being

61% improved self-esteem

72% improved openness and participation in class discussions



2022 was a year of growth for our Breaking Barriers programme. In our first full year post-COVID, we were able to deliver the programme in full, reaching more young people across London than ever before.

Thanks to support from Lambeth Integrated Children's Commissioning, Shaftesbury Youth Trust, Laureus Sport for Good and Limelight we engaged 189 young people from 9 schools across Lambeth, Lewisham, Hounslow, Wandsworth, and Westminster.

Over 80% avoided exclusion, with a number of these going on to take leadership roles within school, such as prefect and Football team captain.

In her final panel presentation, one young person spoke frankly about previous fears of conforming to a stereotype of being a young black girl from a low-income area. Someone who ends up as a teenage mother with few, if any, prospects. She said distinctly that being on Breaking Barriers helped her realise that she can aspire to want more for herself and that she should want more for herself.



“

I can actually compose myself and I hope to keep this positive attitude in my lessons

”



“

I feel more confident to open up and express my feelings and emotions toward my friends and family I am around.

”



Dexters

What a year it has been at Dexters! Over 600 young people attended sessions delivered throughout the year, including youth club, holiday programmes, One O'clock club, Forest School, gardening and adventure play. We also hosted a number of community events with over 1000 people in total coming through our gates, we also hosted our first in-house Christmas party and of course, royalty!



“

“I love coming to Dexters because everyone is really friendly and welcoming, I also love playing on the adventure playground with my friends.”

Dexters Redevelopment

Redevelopment of Dexters is underway! The first stage completed was resurfacing our basketball court, which has been hugely popular and adds a real pop of colour to the site. Beyond basketball, the court has also been used for a plethora of different activities, including strength and conditioning, badminton, and our brilliant roller-skating sessions in the summer.

We have great plans for developing the site further, ensuring Dexters is firmly established as a thriving, dynamic, inclusive safe space for both young people and the wider community. We are delighted with the progress made so far; we look forward to implementing more of our plans over the coming years.



BIG KID FLAG

This has been our biggest year of American Football to date, with so many achievements and accolades. Once again, we entered a South London Renegades x BIGKID U17 team into the National British American Football flag league. This was our largest-ever squad featuring a majority female presence, who showed just how dominant they can be. We reached the national finals in Manchester, with the team putting on a great performance but falling short of the title. Our young women were inspirational though, as no other team had more than 2 female players at the finals. Even better, 2 of our young women were awarded MVPs for the season.

Building upon the hard work of everyone at BIGKID, we had lots of our young people apply for the Great Britain squads at all levels. Onrie, Mky, Ibrahim and Kingsley all made GB Under-19, Programme Officer Paris, Jochebed, and Genevieve made GB Women's All-Star and finally our Programme Manager Jonathan made GB Adult. What is even more impressive is that these are all full-contact squads!





We worked closely with the NFL and the NFL Foundation for the London Games. Our team and young people visited open practice sessions to help facilitate fun-filled flag workshops for schoolchildren, who even had the chance to practice their new skills with some of the players! Elsewhere, we also helped at the launch of the NFL Foundation UK at the Tottenham Stadium, which featured big-name sports stars like Maurice Jones-Drew, Osi Umenyiora, Jermaine Defoe, and Ledley King.

To cap off the year, Dallas Cowboys defensive coach Aden Durde nominated BIGKID as his chosen charity for the NFL's My Cause My Cleats campaign, where a custom shoe is worn on matchday and then sold by auction. The Nike Airforce trainer worn by Aden was designed by Idris Elba, who came down to one of our community flag sessions at Crystal Palace to see what we are all about and the impact we have on young people. Idris showed off his skills as a Running Back and took countless selfies with all our participants, which likely made their year!

You can catch all these events on our YouTube and Instagram pages.



Ibrahim

Ibrahim is 17 and has been coming to BIGKID since summer 2021. He has grown up in south London, moving several times to different areas.

"My current area is very quiet, but I feel like it's very lonely as there's not a lot of people my age, and the ones that are my age aren't really the best version of teenagers".

Ibrahim's first contact with BIGKID was during our Summer Programme, when we offered flag football on Clapham Common. He found out about us through local team South London Renegades, who he later joined as a player. On his first BIGKID session, Ibrahim said:

"It was very fun – a lot of people were there, high in energy, a good vibe".

Enjoying his experience with BIGKID so much, Ibrahim quickly progressed to becoming a volunteer for both media and flag football. As a volunteer he has had to learn skills such as mediation, planning, coaching, problem-solving and how to keep participants engaged. He took up photography as a hobby and has found he has a real knack for it.

"I'm learning photography now with Dellali. He showed me a couple of things and now at flag, I interact with the camera a lot and try to take a good number of pictures."



Ibrahim has met lots of new people since coming to BIGKID, creating new bonds and friendships. He loves the chance to meet all kinds of people from different backgrounds, that he might not otherwise have met in everyday life. He has embraced every opportunity he can from our sailing residential in Suffolk to employability sessions at the PwC head offices in London Bridge. A personal highlight for Ibrahim was the Green Bay Packers Community Day where he got to meet his favourite pro NFL player, Jaire Alexander.

Ibrahim has faced some challenges in his life. Moving around so much has meant changing school three times in the last two years. Each time he has had to get to know new people and get used to completely different environments. Throughout this time, being with BIGKID has offered him stability and he feels the experience has helped him be more resilient, more open, and approachable to others. This in turn has really helped his coaching and focus on ensuring activities are inclusive, so that no one feels left out. He epitomized this by supporting his close friend Kingsley on the sailing residential to overcome his fear of water. Ibrahim also appreciated support from BIGKID staff, particularly coach Jonathan, who is helping him consider his options for university, including opportunities in Manchester and Nottingham, where he can continue American Football alongside his studies. He has also made it into Team GB Under 19s. A massive achievement, helped by his exposure through BIGKID, playing in the UK Flag finals and other high-profile events, and the friendships and connections he is made.

Beyond the BIGKID Flag programme, he has attended several employability sessions, really gaining a huge amount of inspiration from opportunities to learn first-hand from firms such as PwC and Goldman Sachs. Ibrahim is ambitious, feeling confident, optimistic, and focused on his future, whilst also staying dedicated and true to himself.



Paris's

Camp
America

Trip



In June, I had the amazing opportunity to work at a summer camp in New Jersey with Camp America. I was very privileged to have such generous and supportive friends and colleagues who helped contribute towards my journey to camp. Not to mention a huge help from the Camp America - Maria Dalrymple Bursary that I won.

I was recruited in January at a CA Recruitment Fair in Westminster. I was quite nervous as I went there by myself and knew no one there! Fortunately, a lot of the staff members and soon to be camp counsellors were really nice and welcoming. It took me a good two hours to find a camp that was right for me, and I'm glad to say that it was worth the search. I immediately clicked with the Camp Executive of Hi4y - Camp Vacamas - Lee Bell (Crunchy) and one of their camp counsellors, Raf. After the recruitment fair, I was so excited for my start date. I chose to work at an underprivileged camp, one in which isn't all fancy with big jet skis and ones where you can parasail etc. Instead, I chose a camp where I knew that I could make the most impact, and where I could educate and cultivate young people with their personal development. I was able to teach key social and life skills such as building confidence, communication, and self-esteem and also learned about their stories and one where I could empathise with other young people who come from a similar background to me.

On my arrival, everything was so different to my everyday life. For example, the scenery as I'm so used to living in the city, the cultures, and the people. However, I felt at home within a few days of being at camp, and I built lots of friendships and made lots of memories.

I would say that being a camp counsellor was definitely challenging. Each camper had their own unique personality and communicated in different ways, but I found ways to approach them and build friendships. Being a counsellor to my campers has given me a lot of new leadership skills and confidence. I'd say that my favourite thing about camp was developing friendships with the young people and impacting their lives.

Sailing

During the last week of May, we took a group of 15 young people on our annual sailing trip to Aldeburgh in Suffolk.

For both the young people and the staff it was very hands on, packed with fun activities including horse riding and swimming in the sea. They had three mornings learning to sail, with expert guidance from AYC's instructors.

With many of our young people having a fear of water, the activities pushed them out of their comfort zone. Over the week, they challenged and ultimately conquered these fears, making friends and having lots of fun along the way. By the end of our trip, all grew in confidence and became leaders, able to sail on their own and encouraging each other as they embraced the challenge.

All this would not have been possible if not for Aldeburgh Yacht Club, its members, staff and amazing volunteers, who not only taught these young people how to sail but also assisted with cooking meals, baking tasty treats and taking groups out on their cruisers. A huge thank you to you all!



I had so much fun throughout the week, trying out different activities I've never tried before. I made new friends and enjoyed being a Skipper. The sailing trip was an unforgettable adventure!

Josh

Josh has a strong interest in media and a talent for editing and videography. Joining BIGKID in April 2021, as we began to re-open after lockdown, Josh immediately built a rapport with staff member, Dellali, who leads media projects at BIGKID.

Josh started volunteering, helping Dellali document our activities and events and creating content for social media. Keen to further develop his skills and experience, Josh took advantage of any opportunities available, including workshops on digital marketing and photography. He also attended the Jo Malone inspiration event, and tried his hand at a few new things, including Snow Camp, where he had the idea to vlog the experience.

Josh finished college in July 2021 but wasn't sure what to do next. Partly because of the pandemic, he didn't feel ready to go straight on to university. He decided to take a gap year. Dellali encouraged him not to waste the time, but to be productive and gain as much experience as he could. In response to this, Josh completed his volunteer hours and started working for BIGKID on a sessional basis, covering events such as our annual fundraising quiz. This led to an opportunity to cover a London Youth event, as the staff were so impressed with the quality of his work.

He did not stop there. Josh went on to secure an apprenticeship with Jo Malone, working in their creative content division and through a BIGKID professional mentor, has had the opportunity to shadow his work covering high-profile media campaigns. Josh is now feeling more confident and excited about his future.



New Team Members



This year we welcomed three new members to our team!

Pam is our new Programme Coordinator. Based at Dexters, she is busy developing a huge range of community engagement sessions, including adventure play, One O'clock Club, fitness, gardening, and cookery.



"I love working with members of the community and supporting them to reach their full potential."

Paris is our new Programme Officer. With a focus on improving the mental health and well-being of our young people, he is running regular support sessions, as well as building a network with local organisations. He also happens to play and coach American football, so additionally brings that knowledge and experience to what we do.



"I love supporting young people to become resilient, self-aware, reflective, and kind to themselves and one another. To let them know it is ok not to be ok and that me and BIGKID are there to support them through their journey."

Sam is our new Development Coordinator. Focused on fundraising and communications, he is helping to raise our profile and expand our reach to more vulnerable young people across London.



"I'm passionate about creating the conditions for young people to thrive and overcome challenges with their peers. Building a community through an activity like sport has been a big part of my life, and I would love to see more young people have access to that."

Fundraising

Events

In May, we held our annual BIGKID Cook Off at the Treehouse in Clapham. With our amazing Ambassador, Chef Michel Roux Jr in attendance, supporting our young chefs as they prepared an incredible four course menu, it was truly a sumptuous evening. Our young people learnt some great new skills, not just culinary, but also confidence from trying something new.

We saw out the year with our annual BIGKID Quiz, hosted by Sounds Familiar. All of the teams tested their musical knowledge, with Hambro Perks emerging as champions!

A huge thank you to everyone who attended, bought raffle tickets, bid, and/or donated prizes for the auction! Thanks to you, our brilliant events this year raised almost £10,000 towards our programmes!

Challenges

A huge well done to all our challenge fundraisers this year. Irshad and Marlon completed the gruelling Ride London-Essex 100 cycle in 7.5 hours and 5.5 hours respectively and raised a collective £1,500. We also had two runners take on the London Marathon – Jen and our Development Coordinator Sam. They both did brilliantly in the race and we're so proud of their achievements!

A group of runners from Sam's Team in Suffolk took on the Royal Parks Half Marathon and Whole Hog mud run in October. Their hard work was worth it, as they raised over £12,000. Hopefully the Whole Hog's socks have dried off by now!

Fundraising

Trusts & Foundations

We have been fortunate to have the support of several trusts and foundations this year. Funding has come from UK Youth, Global Make Some Noise, and the Michael & Betty Little Trust, among others. Thank you to all of our funders for working with us in 2022!

We were also so pleased to be selected as a recipient of a BBC Children in Need grant to fund our core youth club delivery at Dexters. As part of their annual campaign, TikTok influencer Luke Vernon visited Dexters, along with Pudsey, to feature our youth workers Paris and Unika in their 24-hour TikTok livestream.

Corporate

Corporate partners continued to provide much-needed funding and opportunities for our young people in 2022. Huge thank you to PwC, Livelyhood Pub Group, Jo Malone, Nike, NFL UK, Limelight, Goldman Sachs and more for their support!

We were thrilled to continue as a PwC ColourBrave Charity again this year. As part of this, and a wider partnership with one of the company's business units, we received a huge amount of support, both practical, through their volunteer day at Dexters, and strategic, helping us focus on our organisational development – so important as we grow in response to ever growing needs amongst young people in our city.

Goodbye Helen

After 14 memorable years, I stepped away from BIGKID Foundation at the end of 2022.

I remember writing the Charities Commission application form with Shaninga back in 2008, and it is incredible to see how much it has developed since. Building BIGKID and watching it grow has been the absolute privilege of my life.

To see the impact on the nearly 25,000 young people we have worked with since founding BIGKID has been amazing. I've met some incredible people and made some wonderful friends throughout my time here.

Thank you for the support, encouragement, and friendship that all our supporters and partners have given me over the years.



Thank you to all of our supporters, funders and partners

Broad Oak Trust
Bureau of Silly Ideas
Cawston Press
Charbonnel et Walker
Children in Need
Engineering Education
Grants Scheme
G-Tennis
Global's Make Some
Noise
Greater London
Authority
Goldman Sachs

Guys & St Thomas'
GVC Fund
Incredible Edible
Lambeth
Invesco
Jack Petchey
Foundation
Jo Malone
Lambeth Council
Lambeth Integrated
Children's
Commissioning
Latham & Watkins
Laureus Sport for Good

PwC
RRAF Charitable Trust
Shaftesbury Young
People Trust
Sport England
UK Youth Thriving Minds
Vinci Foundation
Visit London Taxi Tours
Walcot Foundation
Worshipful Company of
Leathersellers

Le Gavroche
Limelight
Livelyhood Pubs
London Community
Foundation
London Youth
Michael & Betty Little
Trust
Mighty Hoopla
Nature Vibezzz
NFL Foundation
Nike UK
Pipeline Trust
Pizza Pilgrims

How to get involved

Volunteer

If you would like to volunteer with BIGKID, please get in touch at unika@bigkidfoundation.org

Donate

Any donation, big or small, has an impact on the lives of young people in London. To donate: Visit our website – www.bigkidfoundation.org
Email – info@bigkidfoundation.org

Use Give As You Live to shop online at 100s of stores including Tesco, ASOS, and eBay and you will raise funds for us at no extra cost to you. Visit giveasyoulive.com/join/bigkid-foundation and start guilt-free shopping!

Fundraise

You can do anything to fundraise for BIGKID! Want an excuse to get your friends together? Why not host a quiz night? Want some motivation to get back in the gym? Why not run a 10k? Email us your ideas at info@bigkidfoundation.org

Leave a Legacy A gift in your will, however small, will allow us to continue our life-changing work, and ensure you leave a legacy. If you are interested in donating a gift to us in your will, then please email info@bigkidfoundation.org

Corporate Partnerships

We are always looking to partner with like-minded corporates hoping to make a difference. Introduce us to your employer to arrange a volunteering day at one of our Hubs. You could also ask your employer to match any funds you raise for BIGKID or get involved in a give-as-you-earn scheme. For more information, email info@bigkidfoundation.org.





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