

IMPACT REPORT



20
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Letter from our Founder and CEO

Never has having the right people around you been more important than in a year such as this.

| Shaninga Marasha



I think I can safely say that none of us saw this year coming! 2020 will certainly be a year to remember but one we also hope to put behind us.

Like for all of us, it has been a year of huge highs and huge lows with all sorts of twists, turns and pivots along the way. Throughout it all, we have striven to keep our young people and their needs at the forefront of all that we have done. Thanks to the foresight of our team, we were equipped with a plan to move our services entirely online when the first lockdown hit us in March. And that is what we did.

It was baptism by fire, coaches became Instagram influencers and youth leaders became interviewers and talk show hosts. The team which included two new members of staff, had to pull together in a way we have never had to before, to support each other and, more importantly, our vulnerable young people. In those dark days in early April, communication was key as we knew that the young people who we didn't hear from were probably the ones most at risk. We went on the offensive and made outreach calls every day, dividing the list of hundreds of young people between our staff and sessional youth workers. With the added back up of the helpline we managed to provide food parcels, laptops and WiFi to those who needed it. With a host of online activities, we were able to provide engaging content online from 10am to 10pm almost every day.

As lockdown eased, we were back out there running as many Covid secure sessions as we could muster and when Lockdown 2.0 hit, we were able to continue running targeted groups for our most vulnerable young people.

It's hard to say exactly how many young people we have reached this year; we know it must be well over 1,000. Incredibly our online sessions garnered over 30,000 engagements!

Never has having the right people around you been more important than in a year such as this. I'm immensely proud of what our team has achieved and grateful that we have not had to furlough anyone.

I'm especially grateful to our trustees and funders who have supported us and kept us afloat through an intensely challenging year. We have never felt alone and I hope that our young people can say the same.

A Word from our Patron

I would like to sincerely thank all of BIGKID's supporters and funders for your unfailing commitment this year.

| Sir Kenneth Olisa OBE



2020 is the kind of year that can make you or break you. None of us were prepared for it and it affected everyone and everything across the globe. I am delighted that BIGKID was able to see through the panic and rise to the challenge of reinventing their services so that hundreds of vulnerable young people have felt cared for and positively engaged in a year that has shaken their education, relationships and mental health. It is a privilege to see good leadership in action and I have seen that this year at BIGKID. They have focused on the individual young person whilst not losing sight of the bigger picture and planning towards it. This year has proved that BIGKID is a strong and resilient organisation, well able to adapt to challenges and grow. It is my great pleasure to support them as their Patron and I would like to sincerely thank all their supporters and funders for your unfailing commitment this year.

Case Study

Sam (16)



Sam aged 16, grew up on an estate near Elephant & Castle, which has a notorious reputation for gang violence. Sam first became aware of this tension at the age of 11 or 12. He and some friends that he grew up with, would hang out around communal areas of the estate. They noticed violence starting to escalate.

"We'd be playing and hear gunshots. I've seen four people get stabbed and one person get shot."

Sam struggled through the start of secondary and was often on the edge of exclusion. One of Sam's teachers told him: "I don't want to see you dead or in jail in 5 years".
"That hurt me. [I] was a smart student and my behaviour messed up my education."

Sam first came to BIGKID in October 2019 fuelled by his love of American Football, which he first discovered when visiting his cousins in America. Sam was looking for opportunities to play American Football and was introduced to BIGKID by Coach Steve Verrall from the South London Renegades. Looking BIGKID up on Instagram, he noticed our Flag programme and was impressed by what we'd run with Nike and NFL UK.

Sam joined BIGKID at a pivotal point in his life. While he was becoming more focused on his dream of moving to America to play American Football, gang troubles in his area were building and he found himself witnessing and being a victim of increasing levels of violence.
After a particularly frightening incident "I thought wow and I just ran. It was going crazy, it was like the area is falling apart."

During this time, Sam was still coming to BIGKID sessions. He started to build a strong relationship with Coach Jonathan, who then became his mentor. They talked about the fear that Sam was feeling walking around his area, also his wish to change his lifestyle.

"[in a way] it was fun, it was annoying, it was scary, but [I knew] I can't be doing this no more and I committed to American Football....I said to myself, let's find a way out of it".

After another close call in the summer of 2020, Sam called Jonathan:
"I told him what I've been up to, [asked him to] help me find a way out. From there, that's when the whole situation started getting better."

With a huge amount of determination, his family's support and the BIGKID team's efforts to help secure funding, Sam is now studying and living in a new city and playing American Football for his college. He dreams of going to an American University and playing there.

"Without BIGKID I'd still be surviving and going out and praying. I don't have to look behind my back no more, though I still do that, it's gonna take time to get used to it. I can go out and jog, visit the shops and feel safe.

I didn't know I'd get that amount of support and help to move on to a whole different area. No one has ever supported me like that. The support you guys gave me changed my life. It definitely did."

Breaking Barriers: Leadership

As part of our "Breaking Barriers with American Flag Football" programme (funded through the Mayor of London's Impact Partnerships fund), we started the year delivering the Breaking Barriers element with a group of 12 year 9 students at Sedgehill School in Lewisham. Breaking Barriers is our 12-week leadership programme, targeting vulnerable young people, many of whom are at imminent risk of exclusion.

We delivered 10 weekly sessions, up until mid-March, with the 12 boys participating with energy and enthusiasm. They quickly picked up the core messages around leadership, change and respect, and enjoyed activities such as what makes a good role model, exploring their own values and at one point, applying teamwork and lateral thinking to try and fit themselves into a small square on the floor!

Unfortunately, March Lockdown brought a premature end to the sessions and meant the young leaders were not able to progress on to peer mentoring. Even so, within just 10 weeks, the positive impacts were clear:

With ongoing school closures and restrictions on external providers, we were not able to deliver more of the programme as expected. However, through extensive networking and presentations to school leaders during the autumn term, we built relationships with 5 new schools who are extremely keen for us to start, as soon as restrictions allow in 2021.



"The Breaking Barriers Program does exactly what it says...it enlightens....BIGKID has allowed them to understand what their inner potential is"

James Potter, Deputy Head
Sedgehill School

"Leadership is when a good leader takes responsibility for his or her actions and influences others positively"
Chrisandre, Yr 9
Sedgehill School



"I've found the sessions really beneficial; they have helped me a lot"
Tyrell, Yr9
Sedgehill School



Mentoring

2020 has been a year of adaptation and growth for our mentoring programme. We started with regular monthly Mentor drop-ins at our Stewarts Road Youth Club, where our young people and mentors could get to know each other and start developing the positive strong relationships that mentoring is based on.

Though lockdown put a stop to face-to-face meet ups, mentoring did not stop. Like many of us, a number of our young people have needed extra support through this tricky time. A mentor can bring much needed advice, direction and opportunities. There have been lots of innovative approaches to adapt to restrictions, including outdoor walks, canoeing, Zoom calls, chats on a park bench or on the sidelines of a football session.

Mentoring even went live, with regular Instagram live talks about setting and keeping goals, overcoming challenges, friendships and how we can influence our community. We are also thrilled to have taken on six amazing new mentors, who bring a wealth of new experiences and ideas, along with energy and enthusiasm to give back and connect with our young people.

From September we started running monthly mentoring catch-up and training sessions where all our mentors can get together (virtually!) and share experiences. This has been a great opportunity for new and established mentors to meet, learn and develop, helping us stay connected during a year when that has been so important.



13 young people received direct 1-2-1 mentoring support

*"Not only do you feel part of someone's life, you become a role model and inspire young people to achieve the best version of themselves",
BIGKID Mentor*

100% of mentees said that having a mentor has improved their communication and outlook on life

Pre-Lockdown

ANTICS

GUILTYBEATZ Listening Party

It's not everyday you get the opportunity to attend a Grammy-nominated producer's listening party! The world-renowned, Guilty Beatz, who has produced on amazing projects including Beyoncé's Lion King album, invited us to bring 3 of our young artists to attend a star-studded event to promote and celebrate the upcoming release of his album.



Lights, Camera, Fashion

To kick off 2020 some of our young leaders attended a men's London Fashion Week show in central London. An amazing and inspiring opportunity to see up-and-coming designers showcase their new designs in a thrilling catwalk show.

"Being invited to this event was a great opportunity to see the different styles of clothing. As someone who does photography, I need to keep an open mind about outfits when doing my shoots. This was a good time to get inspiration. I was amazed to see so many people come to the show, considering it was only about half an hour long. It made me realise that fashion is a big thing in our community today and is a very influential thing."



In February 2020, in an unprecedented move, Britain's Secret Intelligence Service invited 30 young people from BIGKID to MI6 headquarters in Vauxhall to learn all about the world of espionage and to meet Britain's top spy, Sir Alex Younger. The mission had to be kept top secret, none of the young people knew where they were going until the minibus pulled into the famous gates in Vauxhall. The story made the front page of The Evening Standard but more importantly our young people had the opportunity to consider a new career and who knows, maybe the next 007 is in the BIGKID ranks!

<https://www.standard.co.uk/news/uk/mi6-teenage-recruits>

Evening Standard



TEENS JOIN MI6 IN SPY CYBER BATTLE

MINIMUM AGE CUT FROM 21 TO 18

EXCLUSIVE

The Credible Deputy Political Editor

He's spied the Alex Younger

It makes us stay ahead in a new

They could later switch to being间谍

highly skilled intelligence analysts

Continued on Page 9

TYSON, YOU LOOK

Pre-Lockdown

ANTILOS



Our Founder and CEO was awarded an NFL Local Heroes Award in 2019, which included two tickets to the 2020 Super Bowl in Miami!

Yes, JLo, Shakira, DJ Khalid, Demi Lavato, Yolanda Adams, Mahomes and more.

Shaninka and Helen experienced the whole thing up close and personal. You can watch their video diary - check out @ShaninkaBIGKID on Instagram.

Thank you NFL and Efe Obada for this amazing experience! #GoChiefs

Music is a big part of youth culture and in 2020 we had the privilege to offer piano lessons to 3 of our young people, thanks to William Horseman who kindly volunteered his expertise. Over a 4-week taster, our young people participated with great enthusiasm.

Feeling inspired, our young people wanted to go further and learn to read music. A huge thank you to Will and the Horseman family who immediately responded with books to help. For one young person in particular, who previously had had to give up piano lessons, they loved having the chance to play again.

There's nothing like kicking off the year with a trip to the Nike store! Our girls were invited to Nike's Oxford Street store to mark the launch of Nike Town's women's floor. A revolutionary moment for our girls to be a part of, they were treated like stars and went away with bespoke Nike essentials including jackets, scarfs and sports bras.

6 (pre-Lockdown) opportunities for our young people access unique experiences

"The GuiltyBeatz listening party was a great experience. It was a great opportunity to find new music/projects whilst also enjoying the vibe."

Increased confidence
Raised aspirations

Sports Engagement

Football

Our football sessions, continued during 2020, whenever restrictions allowed.

Though at times numbers and access to venues were limited, we still engaged over 200 young people.

During times of lockdown, we were inventive and went virtual!

Challenge Videos

Our young people and staff all got involved with various challenges that went viral all-over social media during lockdown. Don't Rush, Keepy Ups with toilet rolls, we did them all. Coach Andre and our young people even showed off their talents by completing the Maradona and the Shooting-into-a-Basket Challenge!

Football Skills Workout

Our Celebrity Ambassador Risky Javan came to flex his football prowess and challenged Coach Andre to see if he could reenact the same skills. Risky really brought energy with his challenges, looking like he could play in the Premier League, but Andre stepped up to the plate and showed everyone why he is highly praised as our top football coach.



Tournament

Jumping at a rare chance to play competitively during 2020, the Next Gen Cup tournament in October was also our first 11 a side tournament. Our boys and coaches had a lot of fun and gained great experience, they even made it to the semi-finals against tough competition! We faced a few challenges but overcame them as a team and created strong bonds.

Fifa

During the first lockdown we held live Pro Clubs featuring the great Holy Boka commentating. He created a great atmosphere, almost like watching a real game! It was a brilliant opportunity to entertain and boost the mood of everyone watching via live stream.

260 outdoor sessions

"BIGKID feels like a family. We're all different in our unique ways, but when we're all together, we're all connected."

Holy (17)

Improved communication skills

Improved football skills

Introducing

Edson



We are delighted to welcome our first BIGKID young person onto the trustee board this year! **Edson Dombele** is a BIGKID through and through, he attended his first BIGKID session at the age of 14.

He volunteered as an Outreach Worker and trained to be a BIGKID coach, which he has now been doing for 3 years. He is currently studying PE and Youth Development at St Mary's University and hopes to become a PE teacher when he graduates.

Marina



Marina Sa is a BIGKID success story who we are really proud of. She first joined us as a shy 14-year-old on our girls' football programme. Over 5 years, she has grown in confidence and got involved with all our programmes, including sailing where she faced (and conquered) her fear of water. In 2018 she started volunteering, supporting at football sessions, and after achieving 100 hours, started working as a coach.

Gaining skills and experience at every opportunity, she was always an integral part of the BIGKID family. In February 2020 we were incredibly proud to hire Marina as our first beneficiary turned permanent employee! Riding the waves of 2020, she's already shown herself to be an incredible asset to the team.

"I like to take every opportunity I am given and always have a smile on my face when helping others. I am passionate about young people and grateful for the support I've had from BIGKID. I became a trustee to help be the difference in young people's lives."

I believe that we are able to change young people's lives and demonstrate that the impossible is possible. BIGKID is able to see every child succeed and grow.

Jonathan



Jonathan Cobham joined BIGKID as our first American Football Outreach Officer in February 2020. Having first met BIGKID through our pilot American Football programme in 2018, Jonathan continued to volunteer, often bearing the brunt of refereeing and making tricky calls during hotly contested games!

We are delighted for him to take on this new full-time role, bringing with him vast American Football experience that will drive our programme forward, helping us bring this exciting sport to more young people than ever before.

As someone who grew up being very shy and quiet, I know what it feels like to be sheltered from the rest of the world. This is why I am highly motivated to utilise my experiences to help young people fulfill their potential. There is nothing better than seeing someone come out of their shell and act upon their newly discovered talents to go on and be successful.

Youth Club



Book Club
"If you don't like to read, you haven't found the right book." - J.K. Rowling
We couldn't have said it better! We started our very first book club during lockdown with the aim of challenging our young people to embrace more literature. We've read 'That Reminds Me' by award winning British writer Derek Owusu, 'Rise Up' an Autobiography by British Rapper Stormzy, 'Mamba Mentality' an autobiography on Kobe Bryant and many more. Posting our book reviews on social media, we hope to have inspired many others!

Games Night
Staying connected is so important during lockdown, so we made it a priority to have weekly game nights, giving the team, our coaches and volunteers, a chance to connect and feel a part of something. Hotly contested quizzes, games, even some compelling debates and discussions, it quickly became a highlight of the week.

Social Justice talks
With the video of the execution of George Floyd shattering hearts around the world, BIGKID launched its first Social Justice Talks. Firstly, as an opportunity for young people to voice their opinions and experiences, and furthermore to allow a safe space for education, re-education, and possible solutions. #BLM #racialprofiling #ProtestsInNigeria #Trump. No topic was out of bounds. These discussions are now giving way to a podcast as young people feel more confident to share their views more widely. We hope that the youth voice will be heard more in 2021 and beyond.

RISE UP 'THE MERKY STORY SO FAR'

STORMZY BOOK REVIEW



Youth Club

Keep Fit and Stretch
The first lockdown caught everyone by surprise, but our amazing coaches rose to the challenge and created online strength and conditioning exercises suitable for the novice to the elite athlete. With daily stretching routines and weekly challenges, our young people found a great outlet and routine that helped them stay sane through it all.

Movie Nights
Locked down, no problem! Grab your popcorn and meet Coach Marina for Movie Night! From blockbusters to budget films, there was time for all of them and it proved to be an important opportunity for our young people to connect and feel part of our BIGKID family.

A Year Of Challenges
2020 was the year of challenges and we rose to all of them, especially the social media ones! Pass the BIGKID Hoodie, Choose Your Character, The 2.6 Challenge, When God Made Me, and of course Don't Rush.....TWICE! To watch them all check out our Instagram Page @BIGKIDFoundation

Youth Club



Tonight @7pm



Podcast

It seems like whenever our young people gather, compelling discussions are had, so we decided to create a platform to share that youth voice over social media - BIGKID Podcasts were born! Topics ranging from American football to social justice, football and music, they are recorded each week and broadcast across multiple platforms. It is amazing and important to hear what our young people have to say on such pressing matters. It reminds us that youth voice is powerful and deserves to be heard.

Listening Sessions

Just before March lockdown we helped some of our talented young people with dreams of becoming professional musicians, record their own music for the first time. Lockdown didn't stop us - using Instagram Live as a platform, we hosted several listening parties, giving our young people an exclusive listen to these hot new tracks. It was an awesome time full of vibes and good music!

Sound Clash

They say music is good for the soul. So, what better way to raise the spirits during lockdown - hosting a sound clash on Instagram! Over several weeks our young people went head-to-head, playing their choice of song for varying scenarios. What song would you play if you were going through a heartbreak, to hype you up for gym or celebrate the end of lockdown?? Those joining in on the live voted for the best choice of song in each round. Competitiveness was off the scale, with some surprising winners!

Youth Club

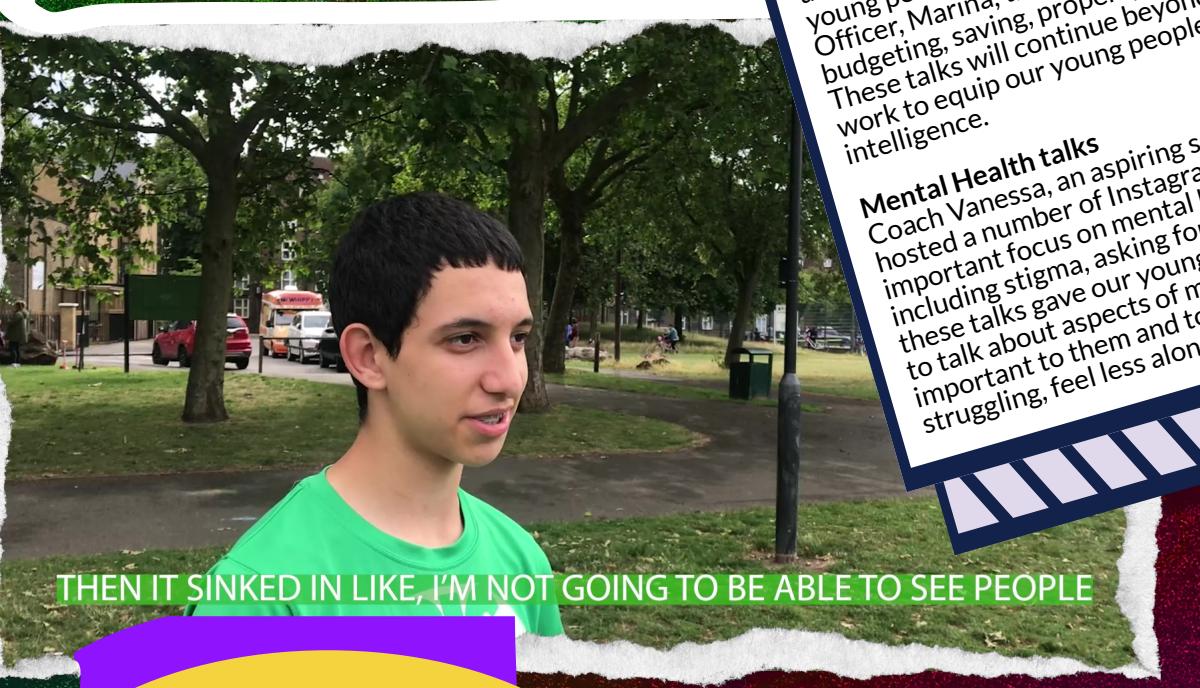


'I have people to talk to and they are like family'

'made me active, get involved, communicate & socialise'

Money Talks
Over lockdown our Development Director, Helen, hosted weekly Instagram Lives talking all about money, finance and business with our young people. Along with our Outreach Officer, Marina, they covered topics including budgeting, saving, property and business. These talks will continue beyond 2020 as we work to equip our young people with financial intelligence.

Mental Health talks
Coach Vanessa, an aspiring social worker, hosted a number of Instagram Lives with an all important focus on mental health. Topics including stigma, asking for help and gender, these talks gave our young people safe space to talk about aspects of mental health that are important to them and to help those struggling, feel less alone.



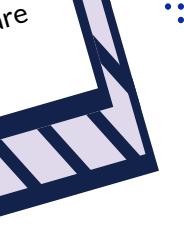
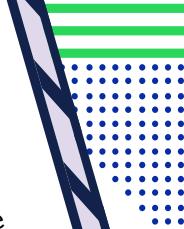
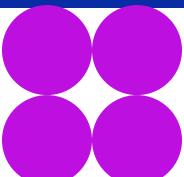
THEN IT SINKED IN LIKE, I'M NOT GOING TO BE ABLE TO SEE PEOPLE

- Over 30,000 engagements online
- 92% of our young people said our virtual youth club helped them feel a part of the BIGKID family.



A QUARANTINE MOVIE

BY BIGKID FOUNDATION



Lockdown 1.0 Interviews

Live Instagram interviews with key personalities were another way that we inspired our young people during lockdown. A massive thank you to all who took part!

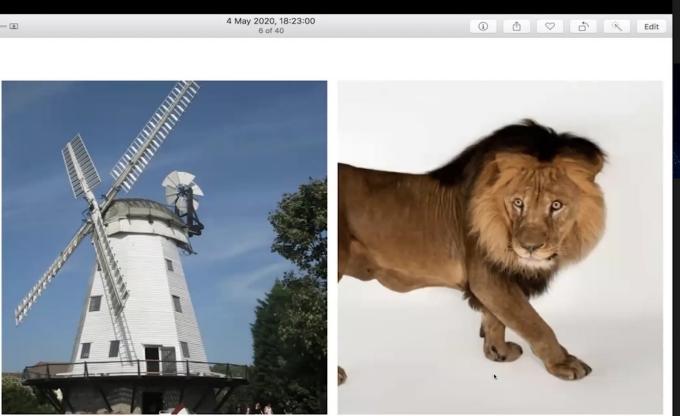


Phoebe Schecter
Christian Scotland-Willanson
Jason Brisbane
Bamidele Olaseni
James Faminu
Ifeanyi Momah

Jon Shocka
Kim Ngo
Shaq B. Grant
Tigie Sankoh
Nicole
Edgar Pacheco

Brandon
Derek Owusu
Risky
DJ Semtex
Steve Verrall
Danny Tinker

Guess the word



OMARI

Stay fit during quarantine with the 'Block Workout'

"Thanks for all the tutorial videos guys, feeling very sluggish a lot lately, watching what you guys are still doing gives me that extra push in the morning"

Lockdown 1.0 Online sessions

1

Omari's Block Workout:

When lockdown was announced, it came as a shock to Omari, one of our volunteers who lives in Streatham. Having been so focused on studying for his GCSEs, he suddenly found himself with no exams, confined to home for the foreseeable future.

Inspired by the challenge of keeping active with limited time outdoors, Omari decided to start leading daily community workouts – not only a way to keep himself active, but helping get others get moving, instead of sitting down, doing nothing.

We are so proud of Omari and were able to support him with press coverage in news outlets like The Brixton Buzz, promotion via social media and even live streaming his workouts to a wider audience.

<https://brixtonblog.com/2020/05/bigkid-teen-keeps-his-community-active-during-lockdown/>

2

Coaches Corner:

With it impossible for our team to get together and maintain bonds over lockdown, we introduced Coaches Corner, where our young coaches could join a Zoom call once a week to participate in games or discussions, encompassing all things from movies to relationships. These sessions were filled with lots of funny, intriguing and thought-provoking moments, some of which were shared on social media.

3

Baking With Lucas

One of our young NFL players, Lucas, decided that he would use his time in lockdown to practice some baking and cooking, which led him to make his first baking video! He's always had a passion for cooking, thanks to his older brother who's a chef. Lucas wanted to help inspire others to try their hand at the culinary arts. Lookout for BIGKID Bake Off!

4

Helpline:

During the first lockdown we set up a BIGKID helpline for any young people who needed some extra support or just someone to talk to in a time of need.

400
Online
sessions

85% of our participants said thanks to BIGKID, they know there is always someone to go to if they need help



Trips & Residential



In February Andre and Coach Jessie took eight young women on a residential, organised by sports clothing brand, Champion, with the focus on mental health. The girls had a wonderful time playing team games, doing challenge adventures and getting to know each other.

They planted trees and had a chance to think about their future. They built strong bonds as a group, which has already helped them through lockdown, as well as for many years to come.

Shifa (16) said: "it was a great opportunity to get outside, try new things and make new friends"

Trampolining

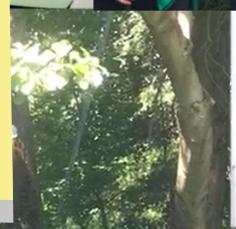
Over the summer we took seven young people trampolining in Croydon. A fantastic opportunity to relax and let off steam after lockdown 1. The group really enjoyed bouncing and trying tricks, a wonderful way to get them moving and laugh again, after a tough start to the year.

Sports Day

To mark the end of our summer programme, our BIGKID sports day included 5-a-side football, weight lifting, tug of war, relay races and for those feeling more leisurely, a picnic, all in Larkhall Park. 25 young people got thoroughly stuck in to the competition, trying new sports and enjoying being with their friends.

Thorpe Park

During the summer we took 25 of our young people to Thorpe Park over three trips. These trips are always a thrilling highlight of the year, even more so this year, after being isolated for so long.





Paddle Boarding

A big highlight of the year and a new sport for BIGKID....Paddleboarding! A group of 10 drove out to the Thames near Maidenhead on a glorious hot sunny day. After a wobbly start everyone found their sea legs and soon we were all floating along exploring this beautiful part of the river. We found a rope swing into the river - the whoops of delight from our young people could be heard back in Stockwell! After paddleboarding we headed to a park for a picnic by the river and more swimming. A wonderful relaxing day out, with memories for us all to treasure.

Miniature Golf

BIGKID does golf! We took a group of 12 young people to the Dinosaur Crazy Golf Centre in Wimbledon. The group really enjoyed the new challenge, getting into the competitive spirit under the shadow of dinosaurs. Three even managed a hole in one - maybe we have found the next Tiger Woods!

Bike Ride:

Over the summer holidays we hired Boris Bikes for seven of our girls to bike around Clapham, Battersea and Larkhall. They covered five miles and ended the days feeling tired but happy! A great way to hang out together and explore, in a socially distanced way.

Beach

To round off the summer, we took nine of our coaches to Camber Sands for the day. They sunbathed, played football on the sand, threw an American football about in the water - a much-deserved mini holiday for our hard-working coaches.

Staff and Coaches Picnic and Rounders

All of our staff and coaching team went to a summer picnic in Larkhall Park on a glorious summer's day. After a delicious spread we played an extremely competitive game of rounders. A wonderful way to spend an afternoon and re-connect, after so much time in lockdown.



78

young people
taken on
trips

"The mini golf was great way to be out of lockdown. I managed to technically learn a new sport and it was a great way to catch up with my friends. Hopefully there are more activities which are like these!"

92% of young people say the BIGKID programme has helped them feel less lonely/isolated

American Football



Renegades Weights Session

In collaboration with Coach Steve Verrall from the South London Renegades, we held weights sessions over the summer to inspire a passion for fitness! A big thank you to Coach Steve for providing the equipment and leading the programme.

Cage League

Our 2019 Cage league ran into 2020 with the Lions, Alphas, Wolves and Trailblazers competing head-to-head. The competition was fierce with many tight games that went down to the last whistle. This sport continues to grow in popularity with new participants showing up every week. Can't wait to get it going again in 2021!

Training for NFL Academy + Videos

The NFL Academy opened up its doors to applications for the 2020 class with many of our eager young players wanting to apply. Jonathan and Coach Steve Verrall held weekly sessions to train the applicants for challenging tests that they would be subjected to. Thanks to technical support from Dellali and Jonathan to create their application videos, six of our young people applied with one being successfully offered a place!



American Football



862

Aggregate
Attendance

“The flag programmes and events ran by BIGKID last year, were essential to keeping me busy during the pandemic, and ensuring I stayed fit and optimistic”

78% of participants say they have made new friends

Sedgehill Sessions

Working together with the South London Renegades at Sedgehill School in early 2020, our young people had the chance to progress from flag to contact football. 15 young people stepped up to take this challenge on. The sessions were so successful that players from nearby schools joined in and at one session we even had a surprise visit from our celebrity ambassador, Efe Obada! This culminated in a scrimmage between the players from Sedgehill and other youth players from South London Renegades - Sedgehill were victorious with a 21-20 victory!

BIGKID Summer Flag tournament

As part of our summer programme, as lockdown restrictions eased, we held a Flag tournament, filled with music, food, laughter and tough competition. 25 young people participated, including the UK Dukes (well-known Flag football influencers), NFL Academy students and even young people from as far as Tottenham. The day was filled with electrifying energy which was capped off in the finals where our CEO Shaninga led a BIGKID team filled with coaches and beneficiaries to beat the NFL Academy!

Lockdown 2.0



When lockdown 2.0 hit in November, government restrictions allowed us to continue, although in reduced form. Creating 'support bubbles' with limited numbers, we delivered as many of our sessions as possible. As our usual pitch in Larkhall Park was forced to close, we had to look elsewhere. This brought opportunities to work with two of our existing partners in a new way - Streatham Youth and Community Trust hosted our sports sessions on their newly constructed 3G pitch in Streatham Vale whilst Livelyhood Pubs offered a home to our youth club in the Treehouse at their Clapham North pub.



196
aggregate attendance over 4 weeks,
25 outdoor sessions,
10 podcast sessions



Case Study: Mally



"The love of music can inspire people to do great things"



Mally started coming to BIGKID to play football, as he lived locally to Larkhall Park. He saw the sports going on and "the good workers there, it felt great, there was a good energy...they made me feel welcome, they made everyone feel welcome".

Mally stopped coming along to football for a while as he became more focused on his music. He kept in touch, often stopping for a chat in Larkhall Park. As we started growing our music programme, Mally was a natural addition. He became very involved and feels that BIGKID has offered him many opportunities:

"Through meeting people like DJ Semtex, going to a concert, that was a good experience as it was the first time I've been to one, keeping good energy, keeping me going, they made me meet people and see things".

Jon came to BIGKID as a mentor in the summer of 2020. He has huge experience in music production, music events and has many contacts in the music world. This seemed like the perfect mentor pairing for Mally. As soon he and Mally were introduced, the mentor-mentee relationship sparked. Mally was excited about the prospect of meeting a mentor "(Jon's) a really good guy. How I look at it is that it's more help and more opportunity"

Jon was impressed by Mally from the outset, "I really like and respect his energy, his passion for the music..he's got confidence and..is humble as well...he has openness to work with me. He's got a good balance. We were talking for a long time by that football pitch, all about music...it's been good. I've really enjoyed it..I'm looking forward to the next 12 months. Mally has benefitted from BIGKID already and having good people around him"

Jon and Mally speak, and when restrictions allow, see each other regularly. Mally sends Jon new music a couple of times a week and they talk about it.

"I speak to Mally more than I speak to my own mother...and I like my mum!!!!"

Jon organised a session in a studio with a producer for Mally:
"that studio is banging!...it was good...great energy...I was loving it, it was proper".

Unfortunately the studio has been shut due to lockdown but when music events are back up and running Jon and Mally are planning to get back in the studio and out to gigs and festivals together. Mally feels closer to the artists "because of Jon and it feels more real, like I am nearly there".

Mally currently has two jobs to support himself as he works on his music.
He's aiming high:

"I want to be big! I don't know how long it's going to take, but I know it's going to happen and I'm not going to stop until it happens".

With BIGKID and Jon by his side the sky's the limit!



CREATIVE ARTS



Visual Arts Exhibition

Following on from our first art and photography exhibition in 2019, we invited all young people and staff alike, to reflect on 'Quarantine: Through My Eyes' and submit their photos or art work. These formed an online virtual exhibition, which still be viewed on our website. A chance for us all to consider and share our experiences of life in lockdown.

<https://www.bigkidfoundation.org/online-exhibition>

VISUAL EXHIBITION 'QUARANTINE THROUGH MY EYES'

4000+

views of our
BBC London
piece on
YouTube.

69% of our young
people say the BIGKID
programme has helped
them feel better able
to manage their mental
health

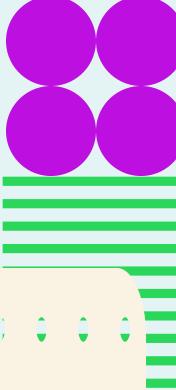
Film Festival St Mary's

We featured in our first ever film festival! St Mary's Youth Club, based in North London created and hosted this amazing initiative - a film festival showcasing youth-led content! We partnered up to make this project happen, with some of our young people joining the panel to review the applicants. They saw so many brilliant youth-led creations, all made during lockdown. It was a reminder that creativity and young minds cannot be restricted. Truly inspirational!

Lockdown Film

It's safe to say that Lockdown was something new to us all. Having to deal with the repetitive nature of our days, the same thing day in and day out. To help channel that frustration, as well raise awareness for mental health, our young people created a short film to show their lockdown experience. Entitled, 'Quarantine: Through My Eyes' it highlighted how much we took for granted in life pre-Covid. Circulating the film to local media, we were thrilled for it to be picked up by the BBC and developed into a piece on Young People and Mental Health, with additional footage filmed by our young people at home and at some of our early post-lockdown football sessions.

<https://www.youtube.com/watch?v=WDLHOI44XO4>



FUNDRAISING



Over £235,000
raised through
grants from trusts
& foundations



Livelyhood Lockdown Meals

Our fantastic corporate partners at Livelyhood Pubs jumped into action when the first lockdown was announced, to prepare some incredible meals for our young people and their families. A huge help at a time of much uncertainty.

Aldeburgh Bookshop

In September, Aldeburgh Bookshop very kindly auctioned off a rare, signed copy of Robert Galbraith's new Cormoran Strike novel, Troubled Blood. Initially hoping to raise a couple of hundred, we were astounded when the winning bid came in at a whopping £1,950! A massive thank you to Aldeburgh Bookshop, all who bid and shared, and of course to Darren, the highest bidder!

Kitchen Social

Thanks to support from the Mayors Fund for London via Kitchen Social, we supplied 540 hot meals during our 4-week summer programme.

Clothworkers Foundation

A huge thank you to the Worshipful Company of Clothworkers for awarding us £15,000 towards a new minibus!

End of Comic Relief Funding

November 2020 marked the end of a 3 year grant from Comic Relief for our boys football and social action programme. It's been an amazing partnership for BIGKID, bringing with it opportunities including appearing on Sport Relief, Blue Peter and #iwill week coverage. The project has helped us embed social action into our core delivery, promoting the youth voice to a wider public audience. A huge thank you to Comic Relief for the support!

COVID Funding

Though sadly unable to hold our usual fundraising events due to COVID restrictions, we were grateful to secure extra funding from funders including the Walcot Foundation, the Lund Trust, Comic Relief/Department for Culture Media & Sport and Lambeth Council to help us to respond and adapt to the ever-changing situation.

PwC - ColourBrave Charity

Excited to be one of 25 organisations selected to be part of PwC UK's ColourBrave Group. Set up to help accelerate racial equality in the UK, we'll be receiving financial support along with mentoring, networking and skill sharing with PwC UK professionals.

Burberry

In December we are thrilled to be selected from 600 organisations to be one of 15 to work with luxury retailer Burberry and Marcus Rashford MBE, through our partnership with London Youth. We have been funded over £40,000 to alleviate hunger, help disadvantaged pupils catch up on education as well as support young people's mental health over the next 2 years.

DEXTERS & ONE O'CLOCK CLUB

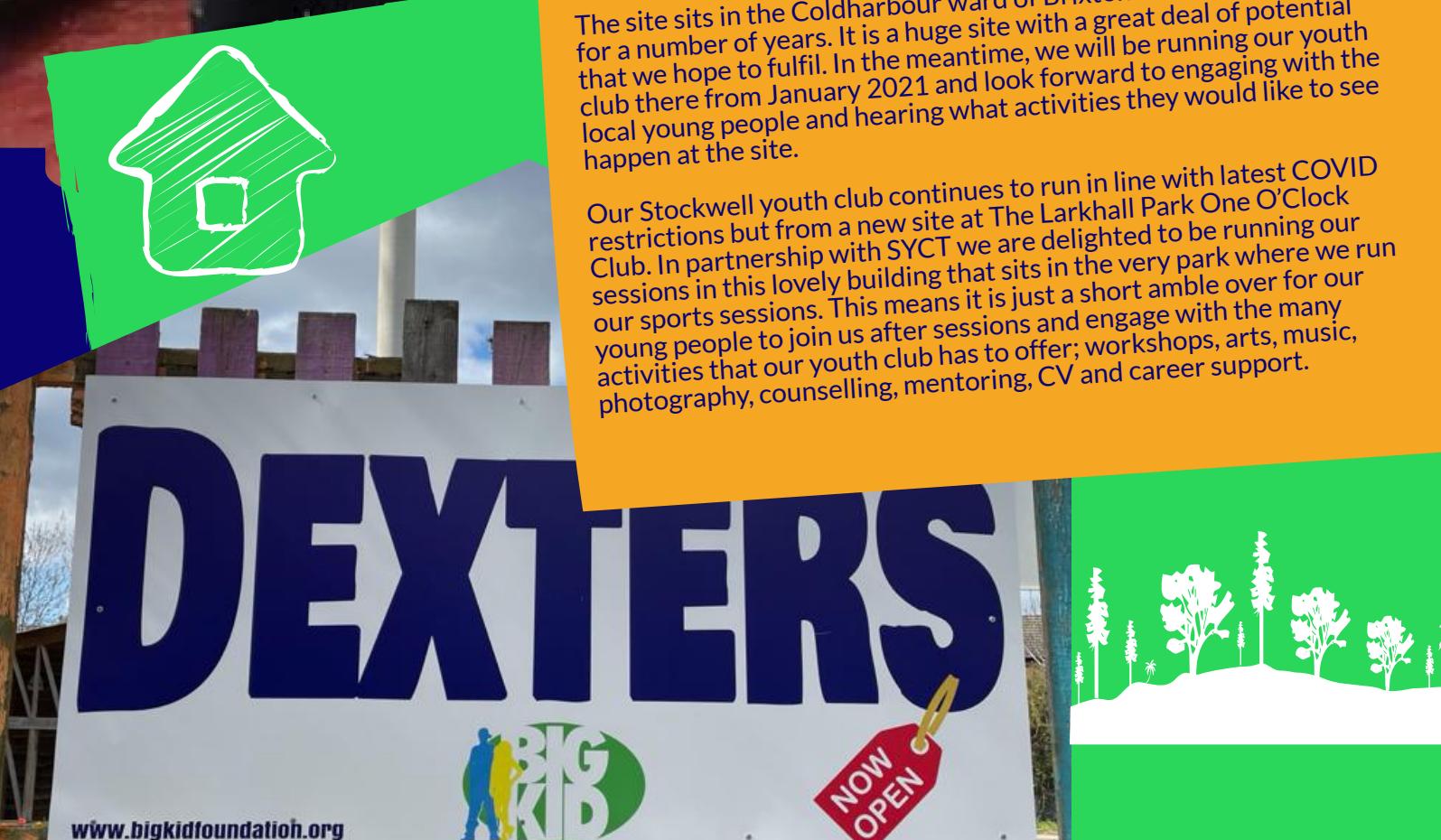


We are thrilled to announce that we have finally taken over the management of a building in Lambeth!

BIGKID put in a proposal to manage Dexters APG on Railton Road, back in January 2019. We were delighted to have been chosen out of over 30 organisations to run the site. The paperwork took a lot longer than expected but on 10th December 2020 we were finally handed the keys.

The site sits in the Coldharbour ward of Brixton and has been disused for a number of years. It is a huge site with a great deal of potential that we hope to fulfil. In the meantime, we will be running our youth club there from January 2021 and look forward to engaging with the local young people and hearing what activities they would like to see happen at the site.

Our Stockwell youth club continues to run in line with latest COVID restrictions but from a new site at The Larkhall Park One O'Clock Club. In partnership with SYCT we are delighted to be running our sessions in this lovely building that sits in the very park where we run our sports sessions. This means it is just a short amble over for our young people to join us after sessions and engage with the many activities that our youth club has to offer; workshops, arts, music, photography, counselling, mentoring, CV and career support.



BIGKID LIFE



Blue Peter

Blue Peter

Thanks to our funding from Sport Relief, we had an amazing opportunity to appear on Blue Peter! Presenter, Richie Driss, came down to one of our boys football sessions to film the footage. He even put his goal keeping skills to the test and attempted the crossbar challenge! Everyone there was so thrilled to be given a much sought after Blue Peter badge.

<https://www.instagram.com/p/B9tUjHfwdx/>

BBC Feature

Our quarantine short film was picked up by BBC London and formed the basis of a wider piece on young people's mental health (with extra footage filmed by our young people), which was aired on digital platforms and BBC London news. So amazing to see our youth voice shared on a public platform!

Nicole

We are thrilled to announce that one of our young people, Nicole Fernandes da Silva, won Global Good's Canon Young Champion of the Year award! Nicole has been coming to BIGKID on and off for the last 5 years. She is a talented photographer and since showcasing her work in our 2019 art exhibition, she has been volunteering with us, helping us capture (and edit) amazing visual content for social media. Her help was vital, particularly during lockdown. She's also played a massive part in our film workshops, developing ideas and even venturing in front of the camera, as part of our quarantine movie. We're exceptionally proud – well done Nicole!

Windrush

To mark Windrush Day on 22nd June we created an incredible video to celebrate and remember the first 500 people from the Caribbean who were invited by the British government following World War 2. This was shared as part of a virtual event created by a partnership between the Brixton Project and Lambeth Council.

<https://www.facebook.com/BIGKIDFoundation/videos/583892865890604>

Not A Red Flag

Acknowledging the positive impact of our work on young people's mental health, we were shortlisted as Not a Red Card Award finalists in the category, Innovative Use of Sport!



BIGKID LIFE

Thank you to all of our supporters for helping us to change the lives of young people in London!

Our Wonderful Funders

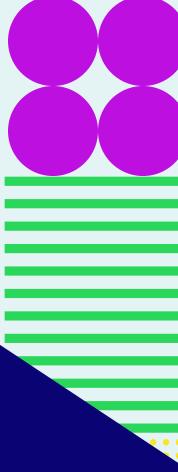
Comic Relief
Worshipful Company of Leathersellers
Treebeard Trust
London Community Foundation
Mayor of London's Impact Partnerships Fund
Walcot Foundation
Pipeline Trust
Lund Trust
Nike UK
National Football League UK
Lambeth Local Authority
Larino Design
London Youth
Jack Petchey Foundation
Wimbledon College
Broad Oak Trust
Mohn Westlake Youth Achievement Fund
The Thirkleby Trust
Livelyhood Pubs
Aldeburgh Bookshop
Members and Friends of Aldeburgh Yacht Club
Worshipful Company of Clothworkers
La Gavroche
Latham & Watkins
The MBA
The Collision Conference
GQ Magazine
Mayor of London's Stronger Communities Fund
Anton Jurgens Charitable Trust
#iwill Youth Social Action Fund
Lambeth Community Fund
Tony and Sheelagh Williams Charitable Fund
Mayor's Fund for London/Kitchen Social
Brewin Dolphin
Department of Culture, Media & Sport
Burberry
PwC

Thanks to your support
all of this impact was
achieved at a cost of less
than

£340,000



How to get Involved



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

01

DONATE

Any donation, big or small, has an impact on
the lives of young people in London.

To donate:

Visit our website - www.bigmorfoundation.org
Email - info@bigkidfoundation.org

Shop at Amazon and fundraise using Amazon
Smile.

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 www.giveasyoulive.com/join/bigkid-foundation and start guilt-free shopping!



We are so proud to be partnered with Livelyhood, South
London's neighbourhood pub group.
They have six pubs: The Perky Nel in Clapham, The Mere
Scribbler in Streatham, The Clapham North, The Regent Balam,
The Old Frizzle in Wimbledon and the Faber Fox in Crystal
Palace. Look no further for great drinks, delicious food, fun
events and an inviting
atmosphere. And, if you order one of the selected items on their
menu, they will donate £1 to BIGKID.



Fundraise

You can do anything to fundraise for BIGKID!
Want an excuse to get your friends together? Why not host a
coffee morning!

Want some motivation to get back in the gym? Why not run a
10k!

Email us your ideas at info@bigkidfoundation.org



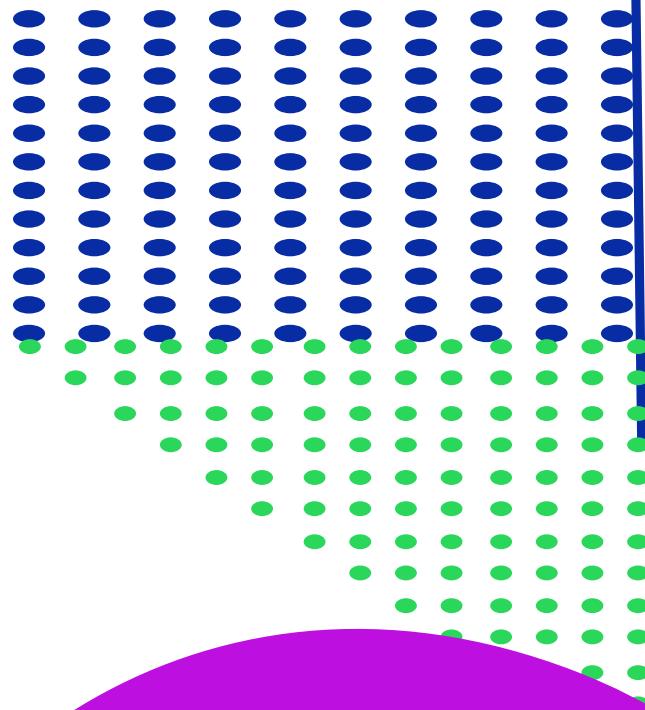
Leave a Legacy

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, so please
introduce us to your
employer. 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



Thank You!

Visit our social media channels and
give us some more love!

