



www.actionforsport.com

Established - December 2018
Registered Charity - April 2020

Promoting Sport

Removing Barriers

Protecting the Environment

www.actionforsport.com

Action For Sport is a registered charity with
The Charity Commission for England and
Wales. Charity Commission Number 1188957

Action For Sport – The beginning ...



Andrew Kenure
Co-Founder
Action For Sport



Action For Sport
Established - December 2018
Registered Charity - April 2020



Clive Michallat
Co-Founder
Action For Sport

- Action For Sport is a national charity which was proudly founded in Yorkshire
- The charity operates based on self funding, sponsorship and grant funding
- Action For Sport are supported by both sporting and business ambassadors
- The organisation has an education programme to work with the future generations
- We are recommended by local government and other supporting organisations
- Action For Sport has partnered with numerous implementation organisations



Action For Sport – Aims ...



Promoting Sport
Removing Barriers
Protecting the Environment

Action For Sport was set up to achieve three outcomes:

- To prevent or relieve the poverty or financial hardship of children for the public benefit, in particular but not exclusively by providing sports kit and equipment to children living in poverty in the UK. Enabling them to participate in healthy recreational activities that they could not otherwise afford.
- To advance amateur sport for the public benefit, in particular but not exclusively by providing sports kit and equipment to children living in poverty in the UK. Enabling participation in healthy recreational activities.
- For the public benefit, the protection and preservation of the environment, in particular but not exclusively by the promotion of recycling and provision of recycled sports kit and equipment.

Action For Sport – Ambassadors and supporters ...



Alistair Brownlee
Supporter
Triathlon



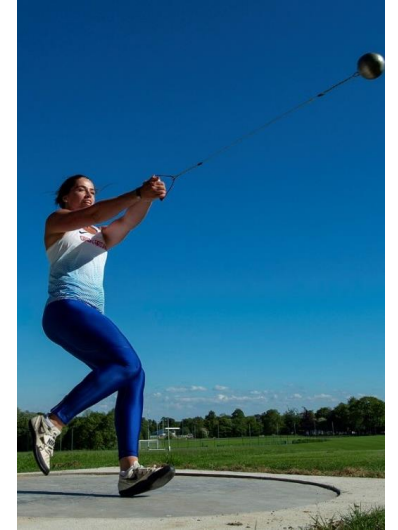
Alex Bell
Ambassador
800 Meters



Jamie Peacock
Ambassador
Rugby League



Sam Boatwright
Ambassador
Endurance



Jess Mayho
Ambassador
Hammer



Nile Wilson
Supporter
Gymnastics



Joe Wright
Ambassador
Football

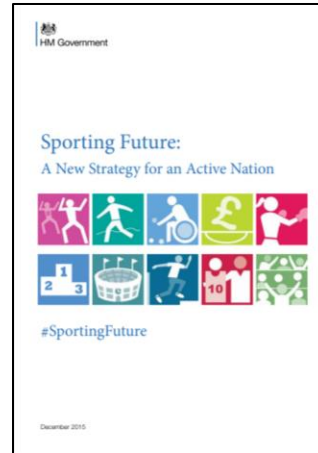


Action For Sport – The value of sport ...



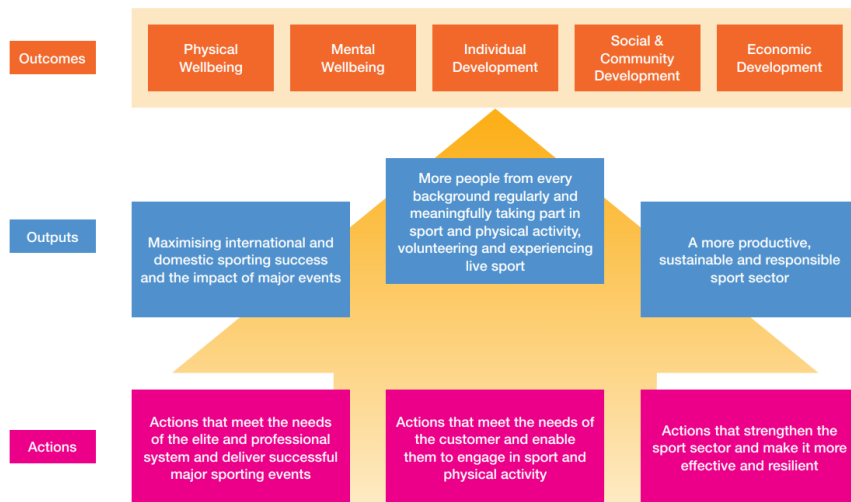
HM Government

Sporting Future - 1995



Established by Royal Charter in 1996 to give everyone in England the chance to benefit from sport and physical activity

The Framework for a new Sport Strategy



The Benefits of Sport:
Physical Wellbeing
Mental Wellbeing
Social and Community Development
Economic Development
Individual Development

Action For Sport – The impact of poverty ...

14.5 MILLION

PEOPLE ARE OFFICIALLY CLASSED
AS LIVING IN RELATIVE POVERTY
BY THE UK GOVERNMENT

THAT'S JUST OVER 22% OF THE TOTAL POPULATION OR TO PUT
IT IN A SIMPLE WAY

1 in 5
OF THE POPULATION



THIS INCLUDES **4.3 MILLION** CHILDREN LIVING IN
POVERTY IN THE UK

WHICH EQUATES TO **31%** OF THE UK POPULATION OF
CHILDREN

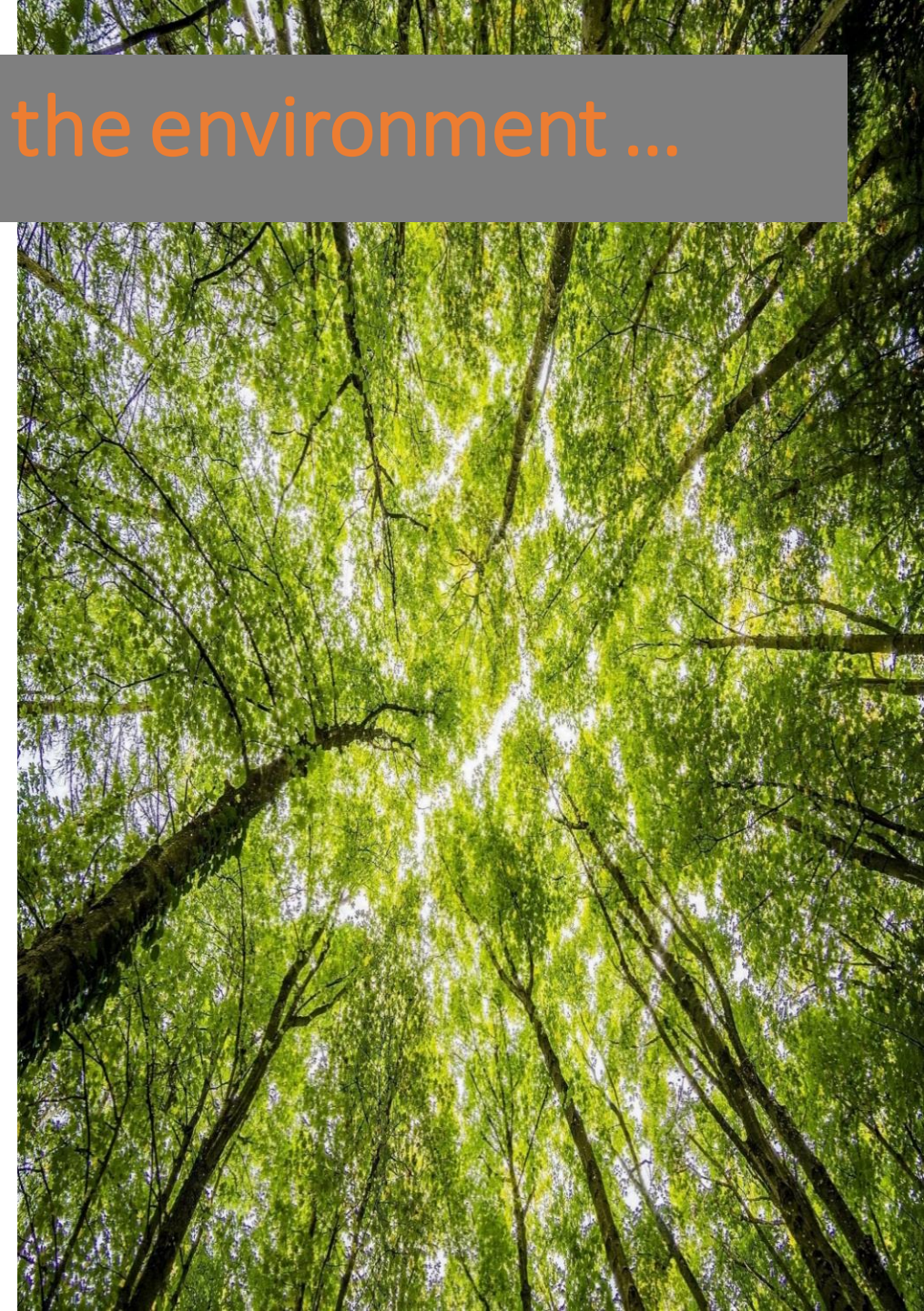
- ☐ Poverty is a **vicious circle**. It is about more than shortage of money
- ☐ Poverty **reduces opportunities**, including the opportunity to do well at school or work and to get a good job
- ☐ Poverty generates **multiple disadvantages** through unemployment, low income, low attainment, poor housing, inadequate health care and barriers to lifelong learning, culture and of course life choices
- ☐ Poverty has a harmful effect on many aspects of people's lives, especially **physical and mental health**. People on the lowest incomes are twice as likely as those in the richest 40% to be experiencing anxiety and depression

Action For Sport – The importance of the environment ...

- ☐ The human race has eventually **woken up** to the value of our planet and its vital resources
- ☐ Sadly, we are at a point where **drastic action** is required to rectify the damage that has been done through thousands of years of human activity
- ☐ Sport has a **massive part** to play in this and needs to grasp the vitality of our role
- ☐ This should not stop us doing anything – we just need to re-think our approach and put **thought for the environment** into every aspect of our lives

‘Take only photographs, leave only footprints’

‘We do not inherit the Earth from our ancestors; we borrow it from our children’



Action For Sport – Targets ...



Action For Sport was set up to achieve the following goals:

- To prevent poverty being a barrier to children participating in sport
- To protect and preserve the environment through the recycling of sports footwear, clothing and equipment
- To encourage all children to participate in sport, which should result in a positive impact on their physical and mental health
- To advance amateur sport and personal development
- To deliver an education programme to help educate future generations about the alleviation of poverty, the importance of sport and the protection of our planet



Promoting Sport

Removing Barriers

Protecting the Environment

Action For Sport – Current projects ...

'BRING YOUR BOOTS'

COLLECTING SPORTING FOOTWEAR

Many children and young people are prevented from playing sport because their families can not afford to buy them sporting footwear.

Action For Sport collects new and used sporting footwear to distribute to children and young people living in poverty in the UK.

'FUTURE STARS'

DISTRIBUTING SPORTING FOOTWEAR

Action For Sport works with schools and sports clubs to identify children who are living in poverty.

Action For Sport then works with these children and young people's families to ensure that they have the correct sporting footwear to enable them to enjoy and participate in sport.

'HOPE, HELP AND HEROES'

EDUCATING THE FUTURE GENERATIONS

Our education programme works with schools and colleges to deliver the essential message around helping others.

We work to educate children and young people about the effects of poverty, the benefits of sport and about their physical and mental health.

'ACTION FOR SPORT EVENTS'

SPORTING EVENTS WITH SUPPORT AND EDUCATION

We organise and deliver our AFS Events to promote the importance and availability of sport. We offer support to those who need it and encourage others to give back. These events focus on unlocking a love for sport and life.

Action For Sport – Current projects ...

'BRING YOUR BOOTS'

COLLECTING SPORTING FOOTWEAR

✓ **Promoting Sport**
Many children and young people are prevented from playing sport because their families can not afford to buy them sporting footwear.
✓ **Removing Barriers**

✓ **Protecting the Environment**
Action For Sport collects and distributes old and worn-out footwear to distribute to children and young people living in poverty in the UK.

'HOPE, HELP AND HEROES'

EDUCATING THE FUTURE GENERATIONS

✓ **Promoting Sport**
Our education programme works with schools and colleges to deliver the essential message around helping others.
✓ **Removing Barriers**

✓ **Protecting the Environment**
We work with children and young people about the effects of poverty, the benefits of sport and about their physical and mental health.

'FUTURE STARS'

DISTRIBUTING SPORTING FOOTWEAR

✓ **Promoting Sport**
Action For Sport works with schools and sports clubs to identify children who are living in poverty.
✓ **Removing Barriers**

✓ **Protecting the Environment**
Action For Sport then works with these children and young people to ensure they have the correct sporting footwear to enable them to enjoy and participate in sport.

'ACTION FOR SPORT EVENTS'

SPORTING EVENTS WITH SUPPORT AND EDUCATION

✓ **Promoting Sport**
We organise and deliver our AFS Events to promote the importance and availability of sport. We offer support to those who need it and encourage others to give back. These events focus on unlocking a love for sport and life.
✓ **Removing Barriers**
✓ **Protecting the Environment**

Action For Sport – Public relations and media ...

Action For Sport is supported by a national communication company

We promote our messages at both local and national events and conferences

We have had excellent media exposure, including:

- BBC Breakfast, Look North, BBC Radio Leeds – Breakfast Show, BBC Radio Leeds – West Yorkshire Sport Daily, Telegraph and Argos, Yorkshire Times, Lancashire Times, Cumbria Times

We have strong social media channels

- Facebook @actionforsport
- Twitter @actionforsport
- Instagram actionforsport



Action For Sport – National hubs ...

Action For Sport is facilitating suitable partners to deliver our **Action For Sport National Hubs**



These hubs will provide the proven Action For Sport projects, with centralised support, systems and training

NATIONAL HUB NETWORK

**ACTION FOR
SPORT**

www.actionforsport.com

National Project – Local Partners

Action For Sport – A project in action ...



School – One In a Million, Bradford Time – 6 Months



35% of the school have been supported by Action For Sport

75% of Pupil Premium students have received support

85% of students in receipt of and EHCP have received support

100% of Children Looked After have received support

100% of students who are Refugee/Asylum seekers have received support

20% of those receiving support have increased their attendance at school and participation in PE and after school clubs

The schools Persistent Absence rate has reduced by 1.8% following our targeted work with these students

Action For Sport – A project in action ...



School – One In a Million, Bradford Time – 6 Months



Year 8 Boy and Year 10 Boy - Me and my brother both got new matching Bradford City tops and trackies a few weeks ago. We both wear them to play 5-a-side on a Wednesday night.

It was my brother's first ever sports top. He thought he was Ronaldo!

Year 7 Girl - I have received two pairs of joggers and a pair of running trainers from Action For Sport in March. My old trainers were very worn and I was waiting for my birthday for some new ones, but I was lucky enough to receive a new pair of Nike's! I was buzzing!

Year 9 Boy - I got some Adidas football boots and trainers just before the Easter holidays and it was just in time for my first session attending the football enrichment. I felt very comfortable and they helped me play better!

Year 8 Girl - I arrived in the UK from Iran this year and have settled into school quickly. My last school was very different and we didn't have a lot, but I really enjoy playing sports. After my first week at school, I received a pair of trainers and a tracksuit top that I can wear for PE. This is something I never expected and it made me smile and feel really happy.

Action For Sport – The story so far ...

Action For Sport



10,113

families living in poverty offered
sporting footwear and sportswear

**ACTION FOR
SPORT**

www.actionforsport.com

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Action For Sport – The story so far ...



Action For Sport



£147,238

of sporting footwear and
sportswear distributed to
families living in poverty

3.93 Tonnes

of sporting footwear and
sportswear saved from
landfill

Action For Sport – In action ...

www.actionforsport.com Online Support

Offering families and individuals greatly discounted items of sporting footwear and clothing

Signposting families and individuals to activities and events

Offering sporting footwear and sporting kit to Local Authorities, schools and other organisations

Local Support

Supporting families living in the UK to participate in sport by providing them with free sporting footwear and kit

Preventing poverty being a barrier to sport



Working Together

SPORTSSHOES.COM



Department
for Education

Local Authorities



HM Government
HAF Programme



Active
Partnerships
Engaging Communities, Transforming Lives



Ministry of
JUSTICE



Action For Sport – Sportsshoes.com



SPORTSSHOES.COM



A partnership that will change lives for the better

Sportshoes.com is supporting Action For Sport by:

Selling families living in poverty in the UK discounted sporting footwear and kit through the Action For Sport web portal

Providing Action For Sport with free sporting footwear and kit to provide to our local networks to support those most in need

Providing sporting events to allow everyone to have the opportunity to participate in sport

Action For Sport – The impact ...

HEALTH

EDUCATION

CRIME

ENVIRONMENT

ECONOMY

SOCIETY

COMMUNITY

LIFE CHANCES

HAPPINESS

CONFIDENCE

INDIVIDUAL SKILL

SELF WORTH

FRIENDSHIP

**ACTION FOR
SPORT**

www.actionforsport.com

**The impact is truly
immeasurable**

Action For Sport – The future ...



www.actionforsport.com

In just four years,
we have come so far,
but we have so much further to go



www.actionforsport.com

Coming Next ...

Action For Sport Online Support

Work in support of the Department of
Education and the Ministry of Justice

Action For Sport National Hubs and
local partnerships

In the last twelve months, on average,
we have offered help to:

**2 FAMILIES - EVERY HOUR
EVERY DAY**

The next steps ...
partnerships to support millions



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