



DALLAGLIO RUGBYWORKS

# ANNUAL REVIEW

2019/20

Dallaglio  
RugbyWorks



**BEING PART OF DALLAGLIO RUGBYWORKS HAS BEEN GREAT. TOGETHER WITH MY CLASSMATES AT JO RICHARDSON, I'VE HAD THE OPPORTUNITY TO WORK WITH GREAT ROLE MODELS, WHO HAVE HELPED US OUT WITH OUR DEVELOPMENT. WE ALL LOVE RUGBY AND TAKING PART IN THE SESSIONS HAS KEPT US ACTIVE AND HEALTHY. WE PLAYED A LOT OF RUGBY TOGETHER, EVERY SESSION WITH THE MENTORS WAS FUN AND I ALSO LEARNED A GREAT DEAL. I'M PROUD THAT I HAVE BEEN ABLE TO GO FULL-CIRCLE AND NOW BECOME A SESSIONAL COACH WITH RUGBYWORKS AS IT MEANS A LOT TO ME."**

*Gabe, 17, (left) Sessional Coach in London and RugbyWorks Alumni.*



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# THOUGHTS FROM OUR FOUNDER

## LAWRENCE DALLAGLIO OBE

### THE CONSEQUENCES OF THE PAST YEAR FOR THE YOUNGER GENERATION SHOULD NOT BE UNDERESTIMATED.

Whilst we are all facing the challenges of this pandemic, it has also highlighted that Britain has an appalling social inequality, particularly our young people who often don't get an opportunity to shine.

Whether they face challenges in their family life, through education or any other factor, this pandemic will ultimately hit disadvantaged young people the hardest. But if we are to rebuild society in a better way, young people need to absolutely be at the heart of that recovery.

I believe that recovery of a generation needs to happen post-Covid through participation in exercise and sport. This will help to build their confidence and self-esteem and also their physical health, which we have seen has also been massively impacted. Young people at fee paying schools do three times

as much sport and PE as their state school peers. These principles also need to be baked into the school curriculum for every young person. Not just those who can afford it. For every young person. Sport shouldn't be a side issue, confined to the so called ministry of fun. There's nothing fun about the life-long health risks associated with a life of inactivity.

We work day-to-day with some of the most disadvantaged kids in the country and I know having schools closed for months would have had a serious impact on them. Life is about opportunities – you are what you are exposed to - and it's about time we started to expose young people to chances so they can help us recover.

That's why they need us more than ever. Like everyone, we've had it tough this year at RugbyWorks but I believe we come out stronger and more determined than ever to help the young people we support thrive.

**Lawrence Dallaglio OBE**  
Founder



**“THAT’S WHY THEY NEED US MORE THAN EVER. LIKE EVERYONE, WE’VE HAD IT TOUGH THIS YEAR AT RUGBYWORKS BUT I BELIEVE WE COME OUT STRONGER AND MORE DETERMINED THAN EVER TO HELP THE YOUNG PEOPLE WE SUPPORT THRIVE.”**

# ALL THE STATS



A YOUNG PERSON IS 95% MORE LIKELY TO BE IN EDUCATION, EMPLOYMENT OR TRAINING SIX MONTHS INTO YEAR 12 IF THEY COMPLETED 15 GROUP SESSIONS WITH **DALLAGLIO RUGBYWORKS**



**IN EIGHT REGIONS ACROSS ENGLAND AND WALES**

**LONDON  
HAMPSHIRE  
SOUTH WEST  
WALES  
EAST MIDLANDS  
WEST MIDLANDS  
NORTH EAST  
NORTH WEST**

London was our biggest region, supporting 221 young people across 23 provisions

SUPPORTED

# 716

YOUNG PEOPLE  
IN 2019/20

**69%** OF OUR PARTICIPANTS ATTENDED MORE THAN 15 SESSIONS WITH US IN 2019/20

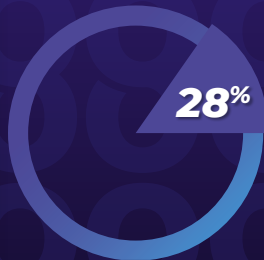
WE FILLED 554 PLACES FOR OUR YOUNG PEOPLE ACROSS OUR CAREER TASTER DAYS IN 2019/20

WE WORKED WITHIN **79** EDUCATION SETTINGS ACROSS 2019/20

WORKED IN FOUR TYPES OF PROVISION



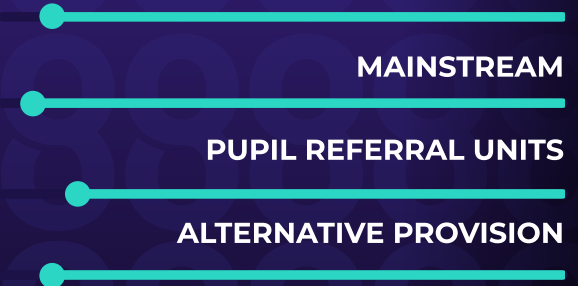
**78%** OF PARTICIPANTS COMPLETED 25 WEEKS OF SESSIONS WITH US IN 2019/20



OF YOUNG PEOPLE SUPPORTED BY US WERE FROM ETHNIC MINORITIES

# 284

YOUNG PEOPLE INVOLVED WITH US PARTICIPATED IN A CV WORKSHOP IN 2019/20, WITH 196 ALSO ATTENDING AN INTERVIEW WORKSHOP



MAINSTREAM

PUPIL REFERRAL UNITS

ALTERNATIVE PROVISION

SPECIAL EDUCATION NEEDS AND DISABILITY (SEND)



# THOUGHTS FROM OUR CHAIR PERSON

## MATTHEW KEY

What a difference 12 months makes. This time last year I wrote to you about how we were increasing our service to more disadvantaged young people and how we could see further expansion in front of us.

The pandemic was particularly harsh on RugbyWorks as approximately two-thirds of our expected income vanished overnight. We had to cancel all our events we had planned to run through the summer and autumn. This meant we had to take a serious look at our operating model and our cost base as well as how we continued to deliver a product to young people who were probably no longer situated within their school environment.

I am glad to say that we managed to significantly re-engineer the business and through some very generous donors, who accelerated their contributions, have kept a stable financial position.

We were also delighted to have some wonderful Trustees join us during 2019/20 who bring a wealth of expertise in the education and finance sectors. I look forward to working with Zenna Hopson, John D'Abbro and Nicola Hetherington and continuing our excellent work from last year.

Once it became clear that schools would reopen in the 20/21 academic year, we decided to reconfigure the business in such a way that we could continue to deliver to the vast majority of our young people.

This time also gave us an opportunity to reflect on our work in 19/20 and how we could have an even greater impact on the young people we support.

We are now progressing into exciting new fields with our digital delivery service, which has been funded by one of the aforementioned supporters, and with our theory of change, our model is designed to give young people even more skills to thrive.

However, the need for RugbyWorks is greater than ever and we must all endeavour to find a way to positively impact upon as many young people as possible.

I'm sure there will be an end to this period of our history and we will exit an even stronger and more important element in our society. Thank you once again for your continued support. We simply could not do what we do without your help.

**Matthew Key**  
Chair Person



***“THIS TIME ALSO GAVE US AN OPPORTUNITY TO REFLECT ON OUR WORK IN 19/20 AND HOW WE COULD HAVE AN EVEN GREATER IMPACT ON THE YOUNG PEOPLE WE SUPPORT.”***

# WHY WE'RE NEEDED MORE THAN EVER

## SARAH MORTIBOYS

At Dallaglio RugbyWorks, we are fully aware of the challenges young people from disadvantaged backgrounds face to succeed in life. These challenges have only been increased and heightened with the uncertainty around the Coronavirus pandemic and the impact it has had on their future – that's why 2019/20 was undoubtedly our toughest year to date.

Our skilled and experienced mentors go into schools across England and Wales on a daily basis and are acutely aware of the essential role they play in providing guidance and support young people need to make the right steps towards a positive and productive future.

The fundamental issue is the lack of opportunities for young people who are on the periphery of the education landscape, but we know how sport can help them to reengage with education and life in general.

We know how much untapped potential there is within the young people we support and how frustrating it is knowing that the additional help they could do with is sometimes not there.

They want what I want – a real change in backing our youth and sport services, so young people can enjoy an active and fulfilling future, which ultimately they drive and own.

We, in our unique and brilliant way, will do everything in our power to set them on the right path, and we know we've had some great success – but that doesn't mean they shouldn't be supported in any way possible.

Too often they are left behind without the necessary guidance and structure in their lives which can lead them to heading towards a negative pathway. As we've seen on so many occasions through our work, sport can be the spark to help young people achieve success in society. Please continue to support our work so we can make the brilliant strides we already have done into 2020/21 and beyond.

**Sarah Mortiboys**  
Managing Director



**“THEY WANT WHAT I WANT – A REAL CHANGE IN BACKING OUR YOUTH AND SPORT SERVICES, SO YOUNG PEOPLE CAN ENJOY AN ACTIVE AND FULFILLING FUTURE, WHICH ULTIMATELY THEY DRIVE AND OWN.”**

# MEET VINNIE

## USING RUGBYWORKS TO MAKE A BETTER FUTURE

Vinnie Gardner was 13 when he was kicked out of school. At the time, Vinnie, one of nine siblings, was dealing weed, drinking alcohol, stealing and getting into fights. *"I didn't go to lessons, teachers hated me, I was their daily nightmare,"* he recalled.

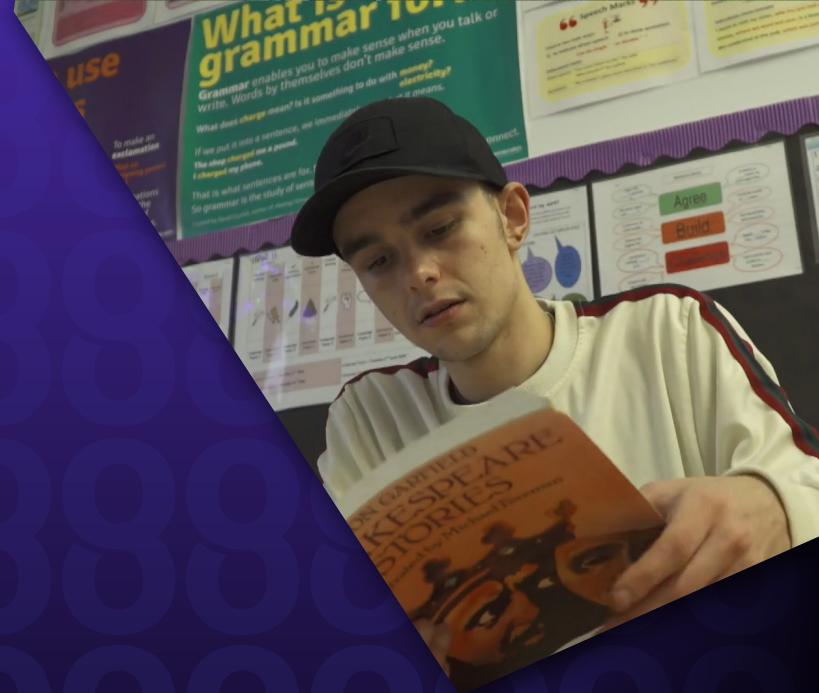
When Vinnie arrived at The Pavilion pupil referral unit in north London, he was already, he admitted, *"out of control"* — but then his father died of alcohol poisoning in the following year and he became even worse.

*"I felt angry because my dad was dead and I decided I wanted to be*

*like him,"* he said. *"I started to carry a knife, I thought I was the boss, the big man. I bullied other children and they were terrified of me."*

We started working in The Pavilion the year Vinnie joined the school. At first, Vinnie was not keen to attend. *"They played touch rugby which means if someone catches you, it's like a tackle and you have to give them the ball,"* he said. *"I hated being caught. I would swear, 'give me the f\*\*\*ing ball or I'll punch you'.* Nobody stood up to me. But then the RugbyWorks Mentors pulled me aside and said, *'we don't talk like that here'.*

**“ THE MENTORS TAUGHT ME TO ACCEPT THERE WERE RULES AND TO UNDERSTAND THE BENEFITS OF DISCIPLINE AND TEAMWORK. I STARTED TO GET INTO IT AND FOUND THAT IT HELPED ME BLOW OFF STEAM.”**





# MEET VINNIE

## USING RUGBYWORKS TO MAKE A BETTER FUTURE

Vinnie, now 20, is a reformed man, attending a college for the performing arts. Two things, he said, turned his life around. The first was a gifted teacher at The Pavilion who helped him find a different path. The second factor was rugby.

*"People tell me I am going to be a big success." He grinned. "But given what I've done and where I've come from, I feel already am.*

**“ I WOULDN'T BE WHERE I AM TODAY  
WITHOUT THE HELP OF DALLAGLIO  
RUGBYWORKS – SO I WANT TO SAY THANK  
YOU TO THEM AND ENCOURAGE EVERYONE  
TO SUPPORT THEM BECAUSE THEY'RE  
AMAZING!”**



# MEET OUR SQUAD

**OUR BRILLIANT SQUAD MAKE RUGBYWORKS TICK! THEY ARE AN AMAZING GROUP WITH GREAT ENTHUSIASM AND ENERGY THAT ALSO HAVE A RANGE OF SKILLS, BACKGROUNDS AND EXPERIENCES THAT MEAN THEY ARE COMMITTED TO CHANGING THE LIVES OF YOUNG PEOPLE THROUGH OUR WORK. MEET SOME OF OUR PASSIONATE TEAM BELOW AS THEY SHARE WHAT IT'S LIKE TO BE PART OF THE RUGBYWORKS SQUAD!**



**NAME: DAN FIELD**  
**ROLE: DELIVERY CO-ORDINATOR**

**Joined RugbyWorks:** Summer 2014

**Super story:** I have over 80 caps for the England Cricket visually impaired team, where I am normally the wicketkeeper!

**Favourite part of the job:** Too many parts, it's a pretty good job!

**Favourite RugbyWorks Story:** Seeing the likes of Jose go from participants on the programme to young men progressing through university.

**Why are we needed:** Society is not fair, Covid-19 has highlighted those inequalities. Hopefully this programme helps to level scales.



**NAME: JOSE PEREIRA**  
**ROLE: SESSIONAL COACH**

**Joined RugbyWorks:** Summer 2020

**Super story:** I was the first participant in the RugbyWorks programme to become a member of the coaching team!

**Favourite part of the job:** Seeing the young people become successful.

**Favourite RugbyWorks Story:** My favourite story is really being part of the programme and the coaches helping me to succeed to the point where I joined RugbyWorks as a coach.

**Why are we needed:** We know the young people will be our future and our support will be key to them. We know we can make a difference.



**NAME: ALEKI LUTUI**  
**ROLE: MENTOR - WEST MIDLANDS**

**Joined RugbyWorks:** Summer 2018

**Super story:** I am a former professional rugby player and I have over 35 caps for my country Tonga.

**Favourite part of the job:** The best part is seeing the change in young people's motivation and their enjoyment in playing rugby.

**Favourite RugbyWorks Story:** My favourite story is Ryan, a young man we worked with in Coventry, who thanks to our support turned around a negative mindset to get himself on a course with Wasps Rugby.

**Why are we needed:** We can provide young people with the right information to make an informed decision about their futures.



**NAME: CLAUDIA CARRINGTON KING**  
**ROLE: HEAD OF CENTRAL OPERATIONS**

**Joined RugbyWorks:** Summer 2017

**Super story:** I am a proud Brummie and have always loved combining sport and education, whether in my personal or professional life!

**Favourite part of the job:** I really enjoy cultivating a positive and productive work culture that our team can thrive in and in turn provide the best opportunities for our young people.

**Favourite RugbyWorks Story:** Visiting the many tournaments we hold across the country every year and seeing how much enjoyment young people get from playing rugby.

**Why are we needed:** Young people are our future. We must invest our time, energy and support in developing them to reach their potential.



**NAME: DAN LEY**  
**ROLE: DELIVERY CO-ORDINATOR**

**Joined RugbyWorks:** Summer 2018

**Super story:** When I was young I was diagnosed with ADHD and ODD which severely affected my education and resulted in being expelled from multiple educational facilities.

**Favourite part of the job:** I love the fact that each day is different. You'll never get bored doing this job as you don't know what challenges you will face each day.

**Favourite RugbyWorks Story:** One young woman we supported in Wales eventually played rugby for the national team after falling in love with the sport thanks to our sessions! I even got to see her debut for Wales.

**Why are we needed:** I remember what it feels like to be that young person in need of extra support and know how much of a relief it is when there is someone there willing to support you - that's why we're needed.



# WHAT WE DO

**DURING THE 2019/20 ACADEMIC YEAR, WE MADE A BIG CALL TO FOCUS ON HOW WE COULD STRENGTHEN OUR DELIVERY AND ALSO FURTHER DISPLAY HOW OUR WORK IS IMPACTING THE LIVES OF DISENGAGED AND DISADVANTAGED YOUNG PEOPLE ACROSS ENGLAND AND WALES.**

To achieve these goals, we started by assessing the major issues facing young people we support and how our engagement can help them to break the cycle and change their lives for the better.

## **HOW WE HELP CHANGE THE LIVES OF YOUNG PEOPLE**

We know that in order for young people to make changes in their lives they need to have authentic, trusted and credible relationships with adults. That's why our squad of Mentors and Sessional Coaches help young people to re-assess their lives by focusing on teaching them valuable life skills which will give them the best chance to succeed in later life through education, employment or training.

Our role is simple. To give these young people, and those on the verge of exclusion, the support they desperately need so they can start to create a pathway which allow them to succeed.

## **THE ISSUE**

We know that the futures of young people who are excluded from school can be significantly affected in comparison to those who are not excluded. 45% of excluded students are not in education, employment or training (NEET) once they leave school and only 5% of excluded students get English and Maths GCSEs.

These young people can also face a huge range of challenging situations and multiple risk factors including coming from low socio-economic groups, living in chaotic households, have barriers to learning, lacking positive role models and living with parents or carers with mental wellbeing challenges, which can all deeply impact the chance of a young person to thrive in later life.

## **OUR PURPOSE**

We exist to help change young people's lives.

## **OUR VISION**

We use the values of rugby, and sport in general, to ensure that disadvantaged young people who are disengaged from learning get the best opportunities to build a positive and productive future.

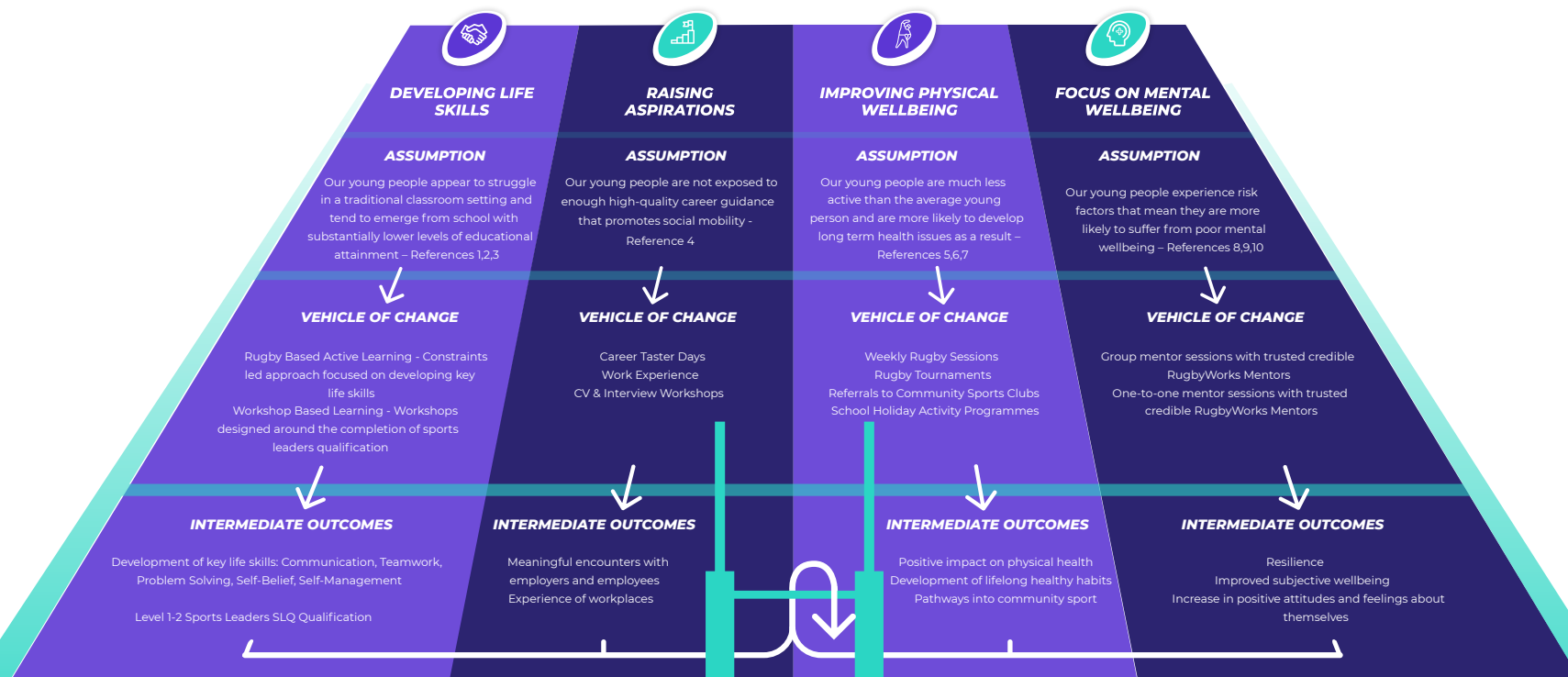
## **HOW WE DO IT**

Our skilled professionals coach and mentor young people to help them re-assess their lives, focus on developing key life skills and ultimately be equipped to get into sustained education, employment and training. We have our best interactions outside of the classroom and on the rugby field, where we are changing lives.



# THEORY OF CHANGE

**OUR THEORY OF CHANGE IS HOW WE PROVIDE YOUNG PEOPLE WITH THE NECESSARY SKILLS AND UNDERSTANDING WHICH WILL GIVE THEM THE BEST CHANCE TO GET INTO SUSTAINED EDUCATION, EMPLOYMENT OR TRAINING ONCE THEY HAVE BECOME RUGBYWORKS ALUMNI!**



**ONCE OUR YOUNG PEOPLE HAVE COMPLETED THEIR JOURNEY WITH US THEY ARE MORE LIKELY TO BE IN SUSTAINED EDUCATION, EMPLOYMENT, TRAINING THROUGHOUT THEIR LIFE**

**OUR YOUNG PEOPLE ARE ALSO EQUIPPED WITH SKILLS, EXPERIENCE AND ATTITUDES TO LIVE A POSITIVE AND PRODUCTIVE LIFE**

## REFERENCES

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2. Education in England - Annual Report 2018 - Key drivers of the disadvantage gap
3. Timpson Review of School Exclusion - May 2019
4. Gatsby good career guidance report 2014
5. Sport England, December 2019. Active Lives children and young people survey: Academic year 2018/19

6. NHS, May 2020. Statistics on Obesity, Physical Activity and Diet, England, 2020: Part 4
7. Centre for Social Justice, December 2017. 'Off the scales: Tackling England's childhood obesity crisis'
8. Mental Health Foundation
9. DfE guidance - Mental Health and Behaviour in Schools - December 2018
10. World Economic Forum A Global Framework for Youth Mental Health: Investing in Future Mental Capital for Individuals, Communities and Economies



# WHERE WE WORK

OVER THE COURSE OF 2019/20, WE SUPPORTED OVER 700 YOUNG PEOPLE ACROSS EIGHT REGIONS IN ENGLAND AND WALES. OUR MENTORS DELIVERED OUR INTERVENTIONS ACROSS TWO COUNTRIES WHILST ENGAGING YOUNG PEOPLE IN RUGBY AND THEIR FUTURES.



NORTH WEST



WEST MIDLANDS



WALES



HAMPSHIRE



NORTH EAST



EAST MIDLANDS



LONDON



SOUTH WEST



# 2019/20 HIGHLIGHTS

**DESPITE A CHALLENGING 2019/20, WE HAD SOME GREAT MOMENTS WHICH MADE US PROUD OF THE WORK WE DO TO GIVE YOUNG PEOPLE A POSITIVE AND PRODUCTIVE FUTURE.**

## **BEYOND SPORT AWARD**

We were honoured to be awarded the 'Sport for Quality Education' accolade at the 2019 Beyond Sport Global Awards. It was a truly fantastic achievement and an important recognition of the work our dedicated squad do to help change the lives of young people.



**RUGBYWORKS COLLECTING THE 2019 BEYOND SPORT AWARD**



**HUMPHREY PERKINS WERE CROWNED WINNERS OF OUR RUGBY X TOURNAMENT**

## **RUGBY X**

We were chosen as the charity partner of Rugby X, a thrilling new five-a-side format of rugby which saw international teams from across the globe compete for the inaugural prize. We were also thrilled we could welcome our cohorts from across London and the East Midlands to participate in a touch-rugby tournament on the pitch at the O2 Arena prior to the main event kicking off. Well done to Humphrey Perkins who took home the RugbyWorks tournament trophy!

## **8ROCKS**

We hosted our eleventh fundraising gala dinner at Battersea Evolution and what a night it was!

Guests were treated to a wonderful evening of entertainment through dancers Kristina Rhianoff and Nauris Kalva before booging the night away to Kid Creole and the Coconuts! The event also saw our brilliant sell-out crowd give generously to RugbyWorks on a night which helped further our support for disadvantaged young people.



**A FANTASTIC NIGHT HELD AT BATTERSEA EVOLUTION FOR OUR 11TH 8ROCKS GALA**



**YOUNG PEOPLE FROM MAPLE ABSORB LESSONS ABOUT WORK ON CAREER TASTER DAY**

## **EXPLORING CAREERS AT CARPHONES DIXONS**

In early 2020, our cohort from the MAPLE Alternative Provision in Newark visited Carphone Dixons' national distribution centre in the Midlands, where they had the opportunity to take part in a series of activities designed to get them thinking of the variety of roles within the business. This was a brilliant day for our young people and we were so grateful to our partners BNP Paribas for organising an insightful day for our group!

# MAKING PARTNERSHIPS WORK



WE WOULDN'T BE ABLE TO HELP HUNDREDS OF YOUNG PEOPLE ACROSS ENGLAND AND WALES WITHOUT THE FANTASTIC SUPPORT OF OUR MANY PARTNERS. BUT DON'T JUST TAKE OUR WORD FOR IT, HERE'S WHAT OUR PARTNERS HAD TO SAY ABOUT WORKING ALONGSIDE US TO GIVE YOUNG PEOPLE A BETTER CHANCE AT SUCCEEDING IN LIFE.

“**RUGBYWORKS HAS BEEN A STRATEGIC CHARITY PARTNER OF THE MACQUARIE FOUNDATION FOR FIVE YEARS AND WE HAVE ENJOYED A CLOSE RELATIONSHIP THROUGHOUT THIS TIME, WITH MANY OF OUR STAFF GETTING INVOLVED IN VARIOUS EVENTS AND CAREER DAYS FOR THE YOUNG PEOPLE IT SUPPORTS.**”



“**AT BNP PARIBAS WE'VE A STRONG COMMITMENT TO SUPPORTING YOUNG PEOPLE IN GETTING THE OPPORTUNITIES THEY DESERVE. OUR PARTNERSHIP WITH DALLAGLIO RUGBYWORKS IS SOMETHING WE ARE VERY PROUD OF. WE'VE SEEN FIRST-HAND HOW THEIR DELIVERY BOOSTS SELF-CONFIDENCE AND VITAL SKILLS IN YOUNG PEOPLE, HELPING TO CHANGE THEIR LIVES FOR THE BETTER.**”



“**THROUGH RUGBYWORKS, WE TRULY HAVE AN OPPORTUNITY TO MAKE A TRANSFORMATIONAL DIFFERENCE TO YOUNG PEOPLE'S LIVES. THE DELIVERY OF THIS EXCEPTIONAL PROGRAMME IS ONLY POSSIBLE THROUGH THE GENEROSITY OF SUPPORTERS AND HARD WORK OF THE RUGBYWORKS SQUAD.**”

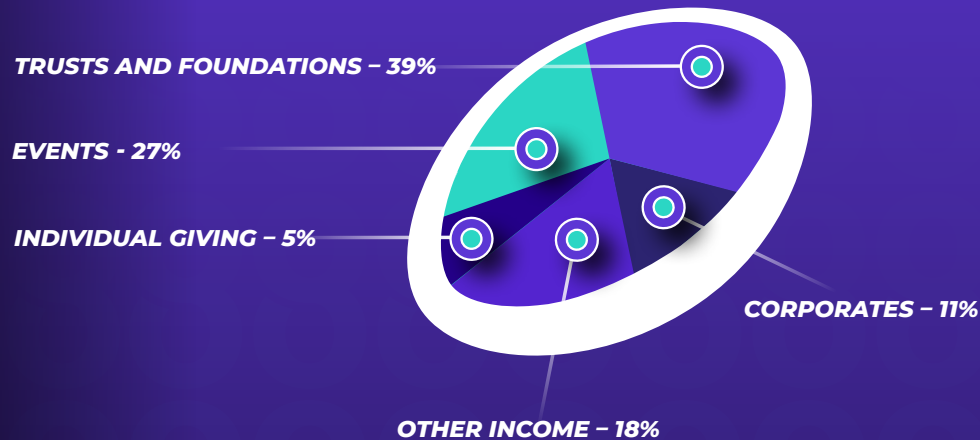


“**DALLAGLIO RUGBYWORKS' SUPPORT FOR YOUNG PEOPLE WHO'VE BEEN DEALT SOME OF THE TOUGHEST HANDS IN LIFE IS CRUCIAL. WE'RE COMMITTED TO SUPPORTING THEM IN THEIR AMBITION TO FURTHER DEEPEN AND UNDERSTAND THEIR IMPACT AND GROW THEIR PROGRAMME TO REACH MORE YOUNG PEOPLE IN THE NEXT FEW YEARS.**”

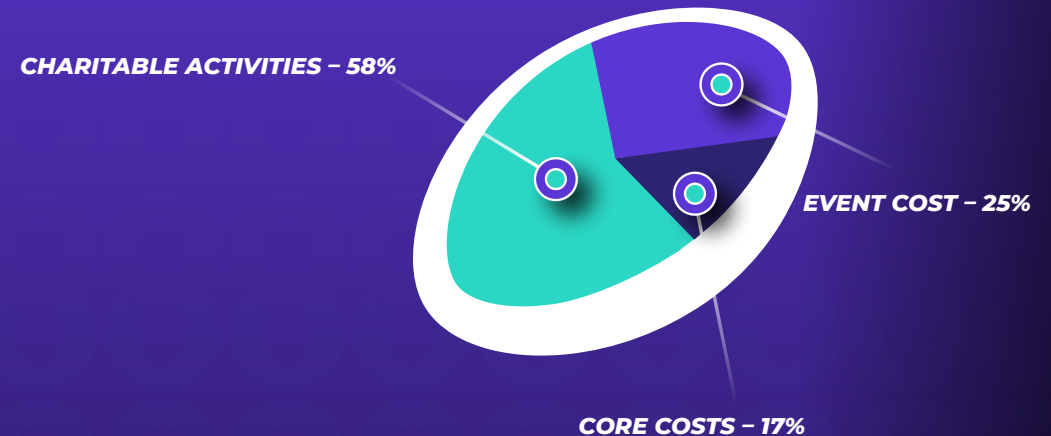


# FINANCIAL OVERVIEW

## INCOME



## EXPENDITURE



## THE KEY POINTERS FROM OUR 2019/20 FINANCIAL OVERVIEW

- 8 Rocks was our biggest fundraising event raising us over £100,000
- We spent over £1.2 million delivering our work across eight regions in two countries to over 700 young people
- We received over £800,000 in support from Trusts and Foundations to provide our life-changing delivery
- We spent over £350k on the essential core costs needed to support our squad of over 40 to deliver on our mission to young people
- Thanks to our brilliant corporate partners, we received over £230,000 in financial support



# FUTUREWORKS OUR AMBITIONS

**“SHOOT FOR THE MOON AND YOU WILL BE IN THE STARS” IS A CLASSIC SAYING OF LAWRENCE, OUR FOUNDER, AND WE ARE INGRAINING THIS INTO EVERYTHING WE DO AS MOVE FORWARD.**

We want to give disadvantaged young people the best opportunity of achieving a positive and productive future, and this will only be possible through the ambitions and targets we set for ourselves.



## FINANCIAL AND ORGANISATIONAL STRENGTH

Thanks to the hard work of our brilliant squad and Board of Trustees, we are now in an excellent position to grow and prosper.

During 2019/20, we had to make some difficult decisions to ensure that we were in the best possible shape to achieve success and ultimately be there for all the young people we support in the future. We're also addressing how we raise money to ensure that we have a balanced and sustainable outlook.

We've moved away from our events-led funding model so we can have a more robust and secure income strategy.

One aspect of this is that we will be increasing our efforts to raise income from trusts and foundations ensuring we are attracting funding over several years.

We also know that money doesn't grow on trees. That's why, thanks to our partners State Street, we are working towards becoming a fantastic charity partner for a greater range of corporates, which will not only secure our future, but allow us to have a diverse range of corporate partners to lean upon for additional support and guidance.

Alongside this, for the first time we will be introducing school charging for the sessions we deliver in term-time. This will not be on a full-cost recovery basis, meaning schools will still get exceptional value for money and also have a stronger contracting arrangement with us, ensuring they can see the value we bring to their curriculum and their young people.

Our excellent supporters also played a vital role in supporting us through 2019/20 and in return we will be developing a clearer offer to them so they can contribute regularly to our work.



## DEEPEN AND BROADEN IMPACT

We know that our support is making a huge impact in the schools we operate in across England and Wales, but we want to show everyone how RugbyWorks is making a life-changing difference to the disadvantaged young people that need us now more than ever.

That means guaranteeing excellence in our delivery across all the interventions we operate in. Working across a range of education institutions with young people that face a myriad of challenges requires our squad to be agile and effective in their support, so they can see the value of our mentors and coaches' guidance. But we also want young people to be at the heart of everything that we do going forward.

We know that their success will be ours, but we also want them to shape their own future with our support. Through working together as a partnership, we can co-create solutions that will help young people navigate their way through education and into a pathway which will help them transition into adulthood successfully.

This will ultimately help our squad to show the impact we are making on their lives and will be vital in not only displaying our worth to society but also help us to assess where we can strengthen our impact in the future.

We've already deepened our impact in 2019/20 with our work alongside partner organisations who have given our young people invaluable assistance. We know that working together with the likes of Dame Kelly Holmes, England Boxing, Sports Leaders SLQ and others will benefit our young people and will help us to achieve so much more in the future.



## EXTEND REACH

Another vital area of our work going forward is extending our reach, so our voice for young people can be heard as far and wide as is possible, but we also want to show how RugbyWorks can play an essential role in giving young people the confidence to succeed.

Our young people are at the heart of everything we do, and we want to give them the platform to tell their story so everyone can understand the challenges they face in the current climate. Sharing their authentic story, including their hopes and dreams, will enable us to not just be an organisation that tells people our delivery is good, but to back it up through the endorsements and stories of our young people.

This in turn will also help us engage with a new audience that are passionate about helping young people in their transition into the adult world. We work with a diverse range of young people but currently that isn't reflected in our supporter base. As much as we're indebted to our brilliant supporters, we'd love to reach new audiences that can contribute to us by reaching new communities and commercial opportunities.

To achieve these aims, we will be strengthening our digital reach both in terms of delivery and communication. Working alongside one of our brilliant partners, we will be introducing a digital delivery service in 2020/21 that will help us to engage young people from afar and mean we can also make a meaningful impact away from the rugby field.

We've also got some exciting plans for our communications channels following our brand refresh which will allow us to engage with a wider audience and extend our reach across England and Wales.



# THANK YOU

**WE WOULDN'T HAVE BEEN ABLE TO CONTINUE OUR BRILLIANT WORK FROM 2019/20 INTO THE FUTURE WITHOUT THE FANTASTIC SUPPORT OF THESE INDIVIDUALS AND ORGANISATIONS.**

73 Media

Advent of Change

Akuma

Andrew Ridgeley

BBH

Beyond Sport

Bidfood

Blackstone Chambers

BMW

BNP Paribas Personal Finance

Boardman Bikes Ltd

Brandwidth Marketing Ltd

BT Group Plc

Burberry Ltd

Captain's Dinner

Caterpillar UK Ltd

Charles Hayward Foundation

Cheers Mate Productions

Chris Parsons Writes

Coventry City Council

CVC

Dame Kelly Holmes Trust

Design 147

Digme Fitness

Drapers Company

EE Ltd

Eight Wealth Management Ltd

England Boxing

Future Youth Zone

Garfield Weston Foundation

Holloway Iliffe & Mitchell

Horder Family Trust

Hospitality Finder

Impetus

Inkpressive Design

JHC Systems Ltd

John Lyon's Charity

Kirsty Stanley Hughes

Le Col

Linklaters LLP

Liverpool Sporting Dinner

Lookers Motor Group Ltd

LSH Touch Tournament

Macquarie Group

Macquarie Group Foundation

Macquarie Group Ltd

Masonic Charitable Foundation

Mentzendorff & Co Ltd

Openreach Ltd

Peter Harrison Foundation

Phil Brown

Portsmouth Property Association

Premiership Rugby

Quilter Financial Planning

Redelevencreative

Reynolds CS Ltd

Richard Mackay Charitable Trust

Royal Photographic Society

Rugby Football Union

Rugby X

Sir Clive Woodward

Sport For Development Coalition

Sports Leaders SLQ

St James. Place Wealth Management  
Charitable Fund

St James's Place Wealth Management

St. Modwen Homes Ltd

State Street

Steve Morgan - Marden Communication

Steve Morgan Foundation

The Blaggrave Trust

The Drapers' Company

The Goodwood Estate Company Ltd

The Henry Smith Charity

The Mercers Charitable Foundation

UKactive

The Mercers' Company

UK Call Centre Conference

UK Coaching

Wasps Legends Charitable Foundation

Wasps Rugby

Welsh Rugby Football Union





**THE RUGBYWORKS MENTORS BELIEVE IN US. I DEFINITELY FEEL MORE CONFIDENT BECAUSE OF THEM AND BECAUSE OF THE SUPPORTIVE PEOPLE AROUND ME AT SCHOOL.”**

**KIMBERLEY, 16.**



VISIT

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