

**Better
futures
are made
by sport**



Grassroots sport needs a champion





made
by
sport

The power of sport

In a world where community sport is under increasing pressure, where it's easier to play on your phone than in a park and where joining gangs can be more attractive than joining teams we believe in the power of sport to change lives.

Sport teaches skills that make a difference at school, at work and in life.

Education – sport is shown to drive better engagement in class, to reduce absenteeism and to improve results.

Employment – a catalyst to increased employability through skills such as discipline, team work and communication.

Self-Efficacy – proven correlation to goal setting, motivation and commitment amongst participants.

Crime Reduction – a powerful intervention that can enhance self-esteem, instill values and reduce anti-social behavior and re-offending.

Now more than ever sport can be a compelling intervention in the lives of young people.




Confidence

Discipline

Teamwork

Resilience

Leadership



**Sport helps
you back up,
when life knocks
you down.**

Time for transformation

4.1 million young people in the UK now live in poverty, with the Social Mobility Commission's April report highlighting that social inequality in Britain is now entrenched and that social mobility has been stagnant for the last 4 years.

Funding for youth services has dropped by 40% over the last 4 years and young people from disadvantaged communities are half as likely to participate in sport as those from affluent backgrounds.

There are inspiring charities, organisations, schools and clubs operating in communities across the UK who are using the power of sport to improve lives but, while the challenges they face are growing, the resources they have to work with are under increasing pressure.

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Championing the role sport can play in changing lives



Made By Sport's Mission

Made By Sport is a four year charitable campaign that will champion the power of sport to change lives and raise vital funds for existing charities that are using sport to transform the lives of young people across the UK.

The campaign will be delivered in collaboration the Sport For Development Coalition, a movement made up of over 60 charitable organisations and funders with a reach in to thousands of schools, communities, clubs and organisations.

The campaign is setting out to raise £40m - making it the UK's biggest ever grassroots sports fundraising drive. Funds raised will be targeted at maximising the impact that sport can have on the lives of young people from disadvantaged communities across the UK - ensuring that those who often have the least but could benefit the most are given a sporting chance.

The campaign, chaired by Justin King CBE and championed by figures from inside and outside sport, will shine a light on the impact

sport can have and the grassroots heroes and organisations making a difference in their communities. Made By Sport embarks on a four year fundraising drive working with media, commercial, corporate and public partners to harness the unique power and equity of sport and make a lasting impact on young lives.

The first of these initiatives to be announced is a collaboration with Great Run, the UK's largest mass participation running programme, spanning all their events with Made By Sport becoming an integral part of the 40th Great North Run in 2020.

Sport England has also confirmed its intention to work with Made By Sport to support its fundraising ambition by exploring a funding process that would see funds raised by the campaign up to an agreed level matched with National Lottery funding and made available to organisations focused on using sport for social change.

Get Involved

Made By Sport is looking for organisations who share our belief in the power of sport to change lives and want to partner with a campaign and contribute to a cause that can make a transformative difference to young lives.

getinvolved@madebysport.com



Teamwork, made by sport



A coalition for change

Made By Sport is proud to be working collaboration with the Sport For Development Coalition – a growing movement of Sport for Development organisations based who speak with a united voice and passion. It is funded and supported by Sport England, Comic Relief and the Laureus Sport for Good Foundation. All Coalition members believe in the power of sport and physical activity to act as effective tools for intervention when generating positive social outcomes.

More than 60 charities and funders are involved so far, with a collective reach of some 6,500 schools and over 10,000 community clubs ensuring comprehensive geographical coverage, as well as expertise directly relating to the numerous and complex challenges faced by young people in modern society – ranging from mental health awareness and holiday hunger, to working with gangs and combatting knife crime. The Coalition also seeks

to challenge and help redress deeply-engrained societal issues such as gender inequality, disability inclusion, the lack of BAME representation, and access to provision and support networks for lower socio-economic communities.

The Sport for Development Coalition is currently chaired by Matt Stevenson-Dodd on an interim basis, and its development is managed by Sarah Mortiboys. It will be represented on the board of Made by Sport by:

Jane Ashworth, CEO, StreetGames
Wayne Morris, Community and CSR Director, Premiership Rugby
Lee Mason, CEO, Active Partnerships

To find out more about the Coalition go to:
www.connectsport.co.uk/coalition

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