

Social Impact Report

Covid-19 Impact & Recovery
2020-2021



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From Our Chairperson



Traci Corrie
JD Foundation Chair

Shortly after the JD Foundation's first social impact report was published at the end of 2019, the Coronavirus pandemic began, and the world is now a very different place in the UK and around the globe.

The past two years have been very challenging, not only for the JD Foundation, with income stalled due to the closures of the stores for several months, but for our charity partners and their beneficiaries - the struggle has been immense!

We decided that the impact of the pandemic should be the focus of the Social Impact Report 2020-21. Covid-19 was an unforeseen and unprecedented time, and this report should reflect the struggles and the support that our charity partners need to recover in a post-pandemic world.

The findings of this report highlight that despite the many challenges faced by our charity partners over the past 2 years, there have, incredibly, been many positives arising from the disruption.

The road to recovery will take time but it is important that we collectively take stock of all positive, negative, and unintended outcomes of the past two-years and use them to help drive forward with our mission.

The JD Foundation will continue to support young person's charities working incredibly hard to ensure that disadvantaged young people and adults achieve lasting change in their lives.

Traci Corrie

From Our Trustees



Nicola Kowalczyk
Group People Director

I am delighted to be a trustee for the JD Foundation. At JD, we want to see people maximise their potential and do all we can to eradicate barriers to their success.

We love telling our colleagues about the amazing work being done by our charity partners and are committed to doing all we can to help wherever possible.

Whether it's via donations, volunteer work, or the promotion and introduction of new initiatives, the business and its colleagues will continue to work with the JD Foundation and let others know of the importance of our mission to change lives and save lives.



Neil Greenhalgh
Group Financial Controller

Whilst there is hopefully light at the end of this dark tunnel, there is no doubt that the consequences of COVID-19 will be felt for years to come by low income families and the most vulnerable in our communities. The support and help provided by small community based charities is needed more than ever but these charities are in an impossible position with their scarce resources stretched to breaking point. The JD Foundation recognises the selfless work done by so many people to support those who are struggling and is proud to be supporting these extraordinary initiatives.



Nigel Keen
Group Property Director

The pandemic has had an unforeseen, and in many instances, a long lasting impact upon families and businesses whether small or large scale. However, charities have also clearly been impacted and as trustees of the JD Foundation we want to ensure the charities we support remain in a position to achieve the objectives they have set themselves. This report will prove invaluable in formulating our strategy for the Foundation in a post pandemic world.



Siobhan Mawdsley
General Counsel & Company Secretary

As a business focussed on young people, it means an enormous amount to us to be able to give back to the young people in our communities who need it the most and we hope to create a legacy that has a lasting impact.

“ ”
**This report will
prove invaluable
in formulating our
strategy for the
Foundation in a post
pandemic world.**

Nigel Keen

Vision

To grow the number of charity partners who are in line with our mission statement and struggle with support and funding due to limited exposure and resource. Our aim is to ensure that disadvantaged young people and adults can achieve lasting change in their lives.



Mission

To support disadvantaged young people throughout the UK.

Values

Creating Resilient Charities

We will work closely with our charity partners by providing resource, in addition to money, to enable them to build a brighter future for themselves and their young people.

Making Things Happen

We will not place unnecessary constraints on our charity partners to ensure that they are in the position to respond to the needs of their beneficiaries as and when required.

Always Compassionate

We will listen and emphasise with the needs of our charity partners to ensure that we understand their challenges and try to provide support in those areas.

Young People At Heart

We will continue to support the younger generation who are at the heart of our organisation and continually strive to create a better future for them.

Working Together

We will continue to build strong partnerships with our charity partners and provide opportunities for networking, co-production and joint working wherever possible.

Founded by JD Sports Fashion plc in October 2015, the JD Foundation receives 100% of the net proceeds from the sale of carrier bags. Alongside this, a number of fundraising activities are undertaken by JD employees, which has significantly contributed to over £4,000,000 that has been donated to a range of incredible charity partners since its inception.

The JD Foundation now supports 19 charity partners with vital funding. In addition, on occasion, we are able to supply donations sportswear and equipment, as well as crucial ongoing business support and guidance. All monies raised by the JD Foundation (excluding bank and audit fees) are distributed amongst our charity partners, with a small reserve left for emergency funding if required.

The Covid-19 pandemic has exacerbated the challenges that our charity partners are facing; tackling poverty, youth homelessness, unemployment and the loss of family are just a few of the life changing issues our charity partners are dealing with.

The JD Foundation continuously strives to be more than a funding body and aims to develop charities that leave a long term life-changing impression on their beneficiaries. This will be more important than ever as we join the post-pandemic road to recovery - now it is more important than ever that we continue to change lives and save lives.

What are our charity partners tackling?



5million
Children
in poverty in the UK



268,560
Households
at risk of or experienced
homelessness last year



764k
children
experienced online
bullying



Over 2/3
Primary Schools
eligible for school
meals



7% of
Children
have attempted
suicide by the age
of 17



800k
Young Carers
in England



Every
Week
12 fit and healthy
young people die
of an undiagnosed
heart condition



5
children
in every classroom are
experiencing a mental
health problem



Every 22
minutes
a parent of a child
under 18 dies
in the UK



Impact Insights

How is the JD Foundation
Making a Difference?



£4,100,000

Total amount raised

£3,560,000

Total amount donated

19

Total no. of charity partners

4

One off grants provided

Save the Children, Show Racism the Red Card,
BLAM UK & Anthony Walker Foundation (totalling - **£37,500**)

121,803+

Total no. of disadvantaged people
directly supported

265,034+

Total no. of hours of support given
to beneficiaries

£85,423

Total value of match funding unlocked by charity
partners thanks to JD Foundation funding

The JD Foundation has delivered on its mission to support organisations tackling disadvantage by offering them funding and support, which has enabled them to provide support in various ways, examples of which are:

- **Providing a safe and inspiring place** for thousands of young people during the pandemic
- **Recruit and train volunteers** to provide specialist support for issues such as suicide, bullying, modern slavery, and child exploitation
- **Provide food and welfare relief** for hundreds of isolated people during the pandemic
- The **development of an online service** that provides mentoring, work placement, internship, and employment opportunities for young people
- Recruitment of staff and volunteers to **lead work readiness and career aspiration** projects in schools and colleges
- Developing online provisions to **enable service delivery during the pandemic**
- **Paying for critical running costs** during the pandemic when other funding sources were unavailable
- Recruiting employees focused on operational delivery and fundraising to **ensure future sustainability** or deal with increased demand during the pandemic
- **Servicing of life-saving equipment** enabling many people to be rescued in remote locations
- **Provide homeless young people with hot meals** to improve mental wellbeing and community engagement

- **Provide challenged or disabled young people** with opportunities of a lifetime and memories that will last forever
- Help young people and adults at risk of unemployment and a life of criminality with **an opportunity to reach their full potential**
- Enabled charities to find match funding to **aid in building a more resilient long-term future**
- **Detecting serious and life-threatening illnesses** to save lives, including vital screening of hundreds of elite athletes in preparation for the Olympic games in Tokyo
- Purchase crucial personal protective equipment (PPE) to **enable services to continue during the pandemic**
- Create brand new programmes and initiatives to **support new or existing beneficiaries**
- Ultimately **enabling all charity partners to keep going** during the Covid-19 pandemic!
- Invest in their existing programmes to **increase participant numbers and expand their geographical reach**



4. Charity Partner Profiles

Social Impact Insights

Manchester Youth Zone

Operating in one of the most deprived areas in the UK, the Manchester Youth Zone provides young people, aged 6-19 (up to 25 with additional needs) and most at a disadvantage in their lives, with the tools to raise their aspirations, enable them to choose a positive, independent lifestyle by making constructive use of their leisure time. They provide fun activities, focussed workshops, mentoring and targeted programmes to ensure they have the opportunity to be motivated, inspired and have the tools to reach their potential and become resilient adults. During normal times, the Manchester Youth Zone sees over 1,000 young people each week and provides them with... Somewhere to go. Something to do. Someone to talk to.

Impact of JD Foundation Funding

| Over **400 young people** have received **direct support** due to JD Foundation funding, with thousands indirectly receiving support

| **£500** towards a **Christmas pantry** providing store cupboard essentials to families in poverty and in addition regular meals to the thousands of young people attending the youth zone

| **6 young people** have undertaken a **Mountain Bike Instructor Award**, which involves various rides around England, map reading and navigation, outdoor safety and emergency first aid

| Boxes containing **over 100 donated items** of outdoor clothing and hats providing essential gear for young people in need

| **Over 1,584 hours** of **youth worker support** provided to young people in need

| **£15,000** of **match-funding** received by Department for Digital Culture, Media and Support thanks to JD Foundation funding

Support & Spending



The JD Foundation's continued support has enabled us to continue to support and engage young people who need us now more than ever. This has come in a variety of different forms, particularly influenced by COVID - in our building, outside on the streets and online. Financial support and the experience and time donated from volunteers is invaluable to us as an organisation.

- Unrestricted funding has supported the Youth Zone with their annual running costs, helping them to keep their doors open during the pandemic
- Funding towards food and meals for young people and families in needs
- Funding towards a youth worker salary to engage young people in various activities, as Covid-19 has had a negative impact on the physical and mental health of young people
- Funding towards a new 'Detached' programme, which has seen the Manchester Youth Zone hit the streets, to engage with over 200 young people in their community
- Donations of outdoor weather gear including hats and clothing
- Funding to support the creation of programmes to engage families as well as young people



Aaron James Dixon Memorial Fund

The Aaron James Dixon Memorial Fund was founded by Debbie Dixon as a registered charitable fund within the organisation CRY (Cardiac Risk in the Young) as a result of losing her son Aaron at the age of 23 to an undetected heart defect. All money raised by the charity is used to fund free heart screening days for young people and adults aged 14-35, as well as elite athletes. As well as wanting to keep Aaron's memory alive, Debbie believes that no parent should have to go through the loss of a child and it can be prevented if heart defects are detected early.

Impact of JD Foundation Funding

▮ Vital screening days have **supported 3,984 people** to receive free heart screening, of which JD Foundation funding has directly paid for 740

▮ **133 people screened have been referred** to specialists with abnormalities for further testing

▮ The JD Foundation funding **enabled 810 elite athletes to be screened** in preparation for the Olympic games in Tokyo, as cardiac arrests in athletes is more common due to the strenuous physical activity.

▮ In total, **over 100 hours of support has been provided** by JD Foundation funding to offer these crucial screening days

▮ One individual was screened and diagnosed with Restrictive Cardiomyopathy with end stage heart failure. As a result, she was placed on the heart transplant list and received a new heart in February 2018 - **JD Foundation funding saved her life.**

Support & Spending



Since 2011, the family and friends of Aaron Dixon have raised almost **£400,000.00** for CRY, enabling the testing of thousands of young people in memory of Aaron and supporting CRY work towards a day when every young person has the opportunity to have their heart tested.

Debbie has not only enabled thousands of young people to have their heart screened, but with the support of The JD Foundation she has funded the screening of 100s of elite athletes in partnership with the English Institute of Sport. In a personal letter to Debbie, Prime Minister at the time Theresa May said:

"After the tragic loss of your son, Aaron, you have shown remarkable resilience and commitment to improving the diagnosis of undetected heart defects among young adults. The thousands of screenings you have provided have already made a real difference for young people in Cheshire. You should feel very proud of the profound impact you are making in Aaron's memory."

- In total the charity has raised over £400,000 to fund free heart screening
- All funding has been used to offer screening days to young people and adults aged 14-35
- Funding has been extended to offer vital screening to elite athletes thanks to JD Foundation funding
- Many individuals receiving screening have gone on to receive treatment for health defects
- Celebrity auction prizes donated for a charity ball

Young Minds

YoungMinds is a charity supporting the mental health and emotional wellbeing of young people up to 25 years old across the UK. They are there for parents when they have nowhere else to turn, empower professionals on the frontline of the mental health crisis and give young people a stronger chance of succeeding in the future. YoungMinds offer a free and confidential Parents Helpline, filling an unmet need among families struggling to find help for their children, as well as a range of other projects and training sessions for young people experiencing mental health problems. They are transforming the lives of some of the most vulnerable young people in the UK by ensuring support is available for anyone who needs it, when they need it, no matter what.

Impact of JD Foundation Funding

| Over **50% increase in demand since 2019**, with 397,545 people receiving direct support

| During the peak of the pandemic in March 2021, the updated YoungMinds website received a record breaking **1,185,124 views in one month**

| In total **over 5,678,883 people have accessed information** through the YoungMinds website

| **Over 18,000 families have received support** from the Parents Helpline service

Support & Spending



We are incredibly grateful for the JD Foundations continued support which will make a significant difference to our work. The pandemic has had a devastating impact on children and young people's mental health and we must continue to be there for them at this truly crucial time. The grants from the JD Foundation will help us to do this and to achieve our mission of stopping young people reaching crisis point

- Unrestricted funding has enabled YoungMinds to upscale resources and delivery during the pandemic, in order to meet a significant increase in demand
- Funding has enabled the development of a better digital offer for beneficiaries, including a web chat service for people who struggle to talk on the telephone
- Recruitment of additional staff and volunteers has enabled YoungMinds to support more people on their Helpline
- Funding towards social media marketing campaigns to increase the reach of the charity and support more young people
- JD Sports Group participated in YoungMinds #HelloYellow fundraising campaign by wearing yellow and donating additional money from staff

Salford Foundation

Salford Foundation is a social inclusion charity working with young people and adults, providing opportunities for them to develop their social, academic, vocational and personal skills. Their projects are aimed at vulnerable individuals, by giving them a chance to address their challenging circumstances, including health and wellbeing issues, and support them to progress into training and employment. The work with the JD Foundation is centred around mentoring, both school-based and online, with the aim of providing young people with 'life readiness' skills.

Impact of JD Foundation Funding

| **824 people** have been directly supported by funding from the JD Foundation

| JD Foundation funding has unlocked **2,422 hours of support** for targeted beneficiary groups

| JD staff volunteers have **supported a number of Salford Foundation projects**

| Salford Foundation offers **25 distinct projects** for beneficiaries, with JD Foundation funding specifically supporting the 'Raising Aspirations' team, who deliver work readiness and career aspiration projects in high schools and colleges across Greater Manchester

Support & Spending



The JD Foundation has enabled us to support an additional 824 young people to develop their careers aspirations and work readiness over the last two years. Without the support of the JD Foundation, those young people simply wouldn't have been able to develop their aspirations, skills and experiences in the way that they did. Thank you - your support is invaluable!

- Unrestricted funding has provided funding for staffing costs, organisational overheads, and direct project costs



JD Foundation has always provided the light at the end of the tunnel, the place to turn for support, problem solving without judgement and with equal respect to all charities.

- The JD Foundation provides the majority of grant funding for Smiling Families
- Funding has enabled Smiling Families to offer emergency grants to those in crisis
- Funding has enabled welfare, food and activity boxes to be created for beneficiaries during the pandemic, as well as Mother's Day and Father's Day carers boxes
- Funding has enabled critical operational costs to be met
- Funding has enabled a variety of events including the Christmas Santa Drop 2020 and the Summer Fun Day 2021
- Purchase of crucial PPE to enable operational service to continue during the pandemic
- Due to the Covid-19 pandemic, the JD Foundation supported the annual Santa gift giving in 2020 by providing funding for the purchase of gifts and vouchers for families



Smiling Families

Smiling Families provide support, respite and events to families directly affected by serious or terminal illness. They provide opportunities for children who suffer illness or witness parents suffering from serious or terminal illness and give families a chance to enjoy fun and unique experiences. Smiling Families organise monthly support groups, respite days and short breaks. Alongside this, they also organise an annual 'Santa Run', visiting care homes and individual families, who for various reasons are not well enough to visit Santa, delivering gifts and spreading the Christmas cheer. In addition, during the pandemic Smiling Families have provided welfare, food and activity packages to beneficiaries in need of additional support.

Impact of JD Foundation Funding

| **42 families** received Christmas presents in 2020 as a result of gift donations

| Approx. **550 people** have received support thanks to JD Foundation funding

| **12,000 hours** of support has been given to families during 2020-21

| **£4000** used as an emergency grant fund to support families in crisis

| Funding and support from the JD Foundation has **enabled Smiling Families to remain open** as it would have shut down without this vital funding



Sport 4 Life UK

Sport 4 Life UK is a charity providing opportunities for young people, aged 11-29, to prepare for and move into sustained education, employment or training. They provide a number of sports-themed personal development programmes aimed at improving employability and key life skills. Their 'TEENS' programme is aimed at 11-16-year olds, who live in deprived areas with low income, with the aim of developing skills such as confidence, communication and teamwork. Their 'NEETS' programme is aimed at 16-29-year olds, who are not in education, training or employment. They use mentoring to provide individual activities aimed at improving employability skills.

Sport 4 Life UK believes in a level playing field where every young person has the opportunity to create a better future for themselves

Impact of JD Foundation Funding

| Based on a 'cost per head' ratio, approximately **35 young people** have been directly funded with JD Foundation grants, with over 1000 being supported overall

| Over **2,400 hours** of support have been provided to young people

| **Funding to recruit a Project Manager** has enable the continued delivery of projects

| **414 young people** have been engaged in sports sessions, improving their physical and mental health

| **78% of the young people** supported are from ethnically diverse backgrounds

Support & Spending



JD Foundation's support for our organisation has been huge. They have provided significant unrestricted funding to improve our long-term sustainability, they've donated equipment and kit, and they've also supported with an annual training day for staff and beneficiaries.

- JD Foundation funding has paid for a Project Manager to support with project delivery
- Funding has supported a range of operational functions including marketing, business development and ICT
- JD Foundation has also donated a range of sports kit and equipment

| **75% of the young people** of young people significantly improved their life skills

| **354 young people** started a qualification as a result of the support received

| **95% of young people** significantly improved their employability skills

PAPYRUS

PAPYRUS is the national charity dedicated to the prevention of young suicide, which is the biggest killer of young people under 35 in the UK. Their mission is to reduce the number of young people who take their own lives, by equipping them with the skills to recognise and respond to suicidal behaviour and to encourage self-care. Through their helpline, HOPELINEUK, they provide confidential support and advice to young people and to anyone worried about them by telephone, text and email. PAPYRUS also campaign and lobby on behalf of service users and supporters to shatter the stigma around suicide and promote society to speak openly about it.

Impact of JD Foundation Funding

| **Recruitment of a Volunteer Coordinator** to support with the recruitment and development of volunteers, of which there are over 150 at Papyrus, and this post directly supports 45 volunteers in the North West

| **86,000 people** received support from HOPELINEUK in 2020, with that total number set to be exceeded in 2021

| Over **1,900 hours** of support have been provided to beneficiaries thanks to JD Foundation funding



When the first lockdown was announced in March 2020, we were of course concerned about the projected income that we would lose as a result of the pandemic and the impact that would have on our work. We focussed on keeping in touch with our supporters, reassuring them that we are still here and operating. We are therefore indebted to funders such as the JD Foundation who continued to support us, their faith in us is extremely heartening. We very much look to continuing this strong relationship.

- Unrestricted funding has supported with the development of a significant number of volunteers
- Funding has supported the development of an enhanced digital offer for beneficiaries
- Funding has supported the development of the HOPELINEUK helpline, which is the only 4-channel intervention suicide prevention helpline in the UK, allowing it to remain fully operational during the pandemic
- The JD Foundation has supported Papyrus with social media resource to promote World Suicide Prevention Day and World Mental Health Day

Kidscape

Kidscape are an anti-bullying charity who provide children, families and professionals with advice and guidance, through high-impact programmes, to keep young people safe and prevent bullying. They offer a growing network of Kidscape Representatives, who provide direct support throughout the UK by delivering; ZAP workshops for children experiencing bullying, back-to-school workshops for Year 6 students and a peer mentoring programme. Kidscape also use a variety of communication channels and organise events to raise awareness of bullying and how to stop it.

Impact of JD Foundation Funding

| In total, Kidscape provided help and **advice to 4,961 children and 11,000 parents and carers** in England and Wales

| Provision of training, advice and resources to **over 5,000 adults** with a duty of care for children and young people, including staff from 80 schools

| **Over 1,069 people** directly supported by JD Foundation funding

| **Over 800 hours** of support provided to beneficiaries

| **69 families supported** through the advice line service to support young people experiencing emotional, verbal and physical bullying, with 8 contacts giving rise to serious safeguarding concerns

Support & Spending



The JD Foundation has a very special place in our hearts. Their deep care for children and young people has been evident right from the start and their approach to working with us has been based on building a real and authentic relationship, understanding our needs and challenges at different times, and doing all in their power to support us so that in partnership we can positively impact young lives.

- Unrestricted funding from the JD Foundation is considered core funding, and has helped support the continuation of key services during the pandemic
- Funding has paid for a Parent Support Manager, as the charity has broadened its reach to include a range of parenting issues
- Funding has provided programme resources to enable delivery of projects in the community, including a back-to-school programme to aid with transition back into education after the lockdowns
- Funding supported ongoing costs of the Parent Advice Line, which offers support to parents and carers struggling with bullying issues at a local level



Once Upon A Smile

Once Upon a Smile are a leading bereavement charity in the UK providing emotional and practical support to bereaved families at their time of need and help enable them to move forward. Families are often left to grieve alone with little or no support, which can have a devastating impact on family life. Bereaved young people report feelings of isolated, being bullied and feeling different than their peers. Once Upon a Smile aim to provide a safe environment for them to express their feelings and increase their self-esteem by meeting other bereaved families. In addition, they also provide practical and financial support to families to alleviate additional stress.

Impact of JD Foundation Funding

| **Over 1,000 hours of support** given to bereaved families including; financial support, group and 1-2-1 support, respite breaks and children's bereavement support.

| During 2020-21, **1310 individual bereavement sessions have been funded** with support from JD Foundation funding

Support & Spending



Having the support of the JD Foundation over recent years has really been a lifeline to Once Upon a Smile. With the last 2 years of uncertainty the foundation has supported us and provided much needed funds to enable us to continue supporting bereaved families at their time of need.

- Funding has been used towards core operational running costs of Sidley House, Once Upon A Smile's dedicated Children's bereavement centre. The JD Foundation has attended and supported fundraising balls



The Wellspring

The Wellspring are a charity providing services to homeless and disadvantaged individuals 365 days a year. They aim to support people out of homelessness and into independent living. The Wellspring also support people who are at risk of becoming homeless therefore preventing homelessness from happening. They provide a range of educational courses, fun activities, health services and have other specialist teams dealing with issues like drug and alcohol addiction. Alongside this, they provide those who are sleeping rough with warm showers, clean clothing, blankets and sleeping bags.

Impact of JD Foundation Funding

| 180 people homeless, or at risk of homelessness, have **received support through JD Foundation funding**

| **Over 260 hours of support** have been provided to beneficiaries

| In total, **supported over 1,500 rough sleepers** off the streets and into accommodation

Support & Spending



The support received from the JD Foundation has been instrumental in providing vital services to those who are homeless or at risk of homelessness. The support was needed more so than ever due to impact of Covid19 and the further pressures this brought about to both the service users and the team working with them.

- Unrestricted funding has contributed to core operational costs at The Wellspring during the pandemic
- Funding has provided young people with access to food each week
- Funding has provided beneficiaries with gym memberships to improve mental wellbeing and encourage community engagement
- Funding has contributed to the cost of activities including the monthly walking group
- Funding has allowed The Wellspring to purchase important operational equipment, including mobile phones
- JD Foundation donations of equipment and clothing for beneficiaries

Sacriston Youth Project

Sacriston Youth Project are a charity offering young people, from pre-school up to 19 years old, somewhere safe to meet outside school and take part in activities that build relationships, develop confidence, raise aspirations and foster learning. They also offer a range of information, advice and guidance on a wide range of social issues affecting young people. Offering a range of fun activities and educational programmes, some leading to accreditation, the charity is actively supporting young people to become active and successful members of their local community.

Impact of JD Foundation Funding

| **25 families** regularly attending the pregnancy and pre-school support groups

| Development of a **food bank** consortium called 'Food for Thought'

| Direct support to **150 young people**

| Indirect support to young people via **85 parents**

| **288 hours** of online session delivery, **96 hours** of doorstep welfare visits and **288 hours** of family support

| Employment opportunities created for staff and volunteers, with **over 10 residents** completing an accredited Level 2 Food Safety course and others undertaking qualifications in health and safety, first aid and safeguarding

| **£9,875 match funding** received thanks to JD Foundation funding

Support & Spending



Being one of the chosen charity partners of the JD Foundation has brought many benefits to our organisation. The financial benefits and the flexibility of the funding has enabled us to provide a creative and vibrant offer to our young people. The benefit of the skills and expertise of the staff team within the Foundation and JD Sports Head Office has been a crucial component in our growth and development and has been a huge cost saving benefit to our charity by leading our rebrand and managing the refurbishment of our first family hub and office base. Without the Foundation we would have not achieved what we have, in fact without the JD Foundation, we wouldn't be here.

- Unrestricted funding has supported Sacriston Youth Project with a range of operational costs, special projects and activities
- Funding has contributed to the development costs of a new hub venue, specifically architect and professional fees
- Funding has supported with crucial business overheads during the pandemic
- Funding has supported with special activity packs and food welfare parcels created for beneficiaries during the pandemic
- Funding has supported the development of a range of remote learning and delivery options created during the pandemic to enable ongoing delivery and support of projects, including Saturday Kitchen Live cooking demonstrations
- Sacriston Youth Project has received a range of support from JD Ambassadors, including support from the marketing and property teams
- JD Foundation has donated a range of sports equipment, clothing and back-to-school goodie bags



Bolton Wanderers Community Trust (BWCT)

The BWCT provide quality experiences through sport for young people aged 3-18 years old, as well as the older generation, with a focus on narrowing the gap of disadvantage in Health, Education, Disability and Inclusion. They aim to inspire people and raise aspirations while supporting physical and personal development to create a more active and healthy way of life. BWCT offer a range of weekly football sessions for different age and gender groups, as well as holiday camps throughout the school holidays.

Impact of JD Foundation Funding

| **36 young people** have benefitted from JD Foundation funding

| **Over 600 hours of support** has been given to beneficiaries

| Funding has enabled some young people to undertake **accredited qualifications** which has improved their aspirations and life chances

Support & Spending



The support that has been given from the JD Foundation over the last 2 years has been invaluable for us as a local charity to help support beneficiaries stay healthy and active whilst receiving an education to help them create sustainable pathways for themselves in the future. The flexibility that has been shown during the pandemic has allowed the charity to tailor and focus its delivery on key support to those who needed it whilst retaining an highly skilled workforce who will be instrumental to help build back better.

- Funded weekly football sessions and holiday camp fees for participants in financial hardship
- Funding has enabled expansion into post-16 education programmes
- Received donations of clothing and accessories from the JD Foundation



Buddies of the Birches

Buddies of the Birches is a charity founded by The Birches Specialist Support Primary School, who support 153 children aged 5-11 years, all of whom have serious learning difficulties. They support a broad range of students with physical difficulties and often life-limiting conditions. Equally, they have other students who have very severe learning difficulties, such as those with complex Autism. Although they are a Local Authority Maintained Special School, over 90% of this funding is spent on staffing costs, and therefore the children often miss out on fun activities, resources and trips that other young people often take for granted.

Impact of JD Foundation Funding

| Enabled **39 people** to go on residential trips that would have otherwise been cancelled due to a lack of funding

| Given **21 severely challenged children**, aged 10, the opportunity of a lifetime. This has a profound impact on the young people and their very limited experience of life and fun social experiences. This is especially important considering some of these young people have a very short lifespan.

| Given the parents of children with complex, often life-limiting, difficulties with a **rare respite opportunity**

Support & Spending



We have been working with JD Foundation over the last few years and they have provided a wide range of support, both with merchandise that we have been able to sell / raffle in school fairs as well as discrete focused financial support. Historically this funding has been targeted towards our Year 6 – End of Year Residential at the Calvert Trust in the Lake District.

This funding provides an incredibly valuable opportunity for some of our families (many of whom might be on low income) to receive funding towards this highly enjoyable and memorable residential trip based around accessible Outdoor Pursuits. A number of our Year 6 Leavers attend to take part in a week of climbing, canoeing sailing, pony riding (to name but a few of the activities). The Foundation's support funds subsidised places and also assists with additional staffing support to allow this trip to go ahead. Without this valuable support many of our families would be unable to access this trip for their children.

- Although funding not received for 2020-21, funding will be provided to support with the development of a school playground
- JD Ambassador support being provided to support with the planning and design of a new school playground from the property team



Unseen UK

Unseen is a UK charity providing safehouses and support in the community for survivors of trafficking and modern slavery, with the aim of putting an end to the slavery and exploitation of children and adults. In addition, the charity also runs the UK Modern Slavery & Exploitation Helpline and works with individuals, communities, businesses, other charities and statutory agencies to stamp out modern slavery for good.

Impact of JD Foundation Funding

- | Funding has enabled Unseen UK to continue answering **250 calls** and contacts each week throughout the pandemic
- | Answered **over 7,000 calls** and contacts
- | Supported approximately **4,000 potential victims**
- | Supported the development of a team totalling **55 staff and 8 volunteers**

Support & Spending



Support from the JD Foundation has truly helped Unseen to continue delivering vital services to those most vulnerable and in need in our communities. Only by working collaboratively can we hope to end the trauma and terrible experiences of those who are exploited at the hands of others.

- Unrestricted funding has contributed directly to the operational costs of running the Modern Slavery & Exploitation Helpline
- Funding has enabled the recruitment of specialist trained staff who can manage the helpline, provide support and deal with referrals to other agencies



Harmony Youth Project

Harmony Youth Project is a charity providing a centre, and a safe place for children of all ethnic minorities, from the ages of 6-21 years. These young people are from one of the most deprived areas in the UK, so having a safe place is a vital part of their routine, to get them away from any challenges or abuse they may be facing in their home lives. Harmony offers a range of activities such as arts and crafts, sports facilities and a big outlet for young people is music. These activities enable young people to let out any pent-up emotions in a creative and positive way.

Impact of JD Foundation Funding

| **Over 150 young people supported**, even during the pandemic where provision was limited

| Approximately **280 hours of support** provided to young people

| Sport and leisure equipment purchased for activities offered to **over 60 young people** per day

| **Over 100** items of clothing and accessories donated to young people

Support & Spending



JD Foundation has made [us] realise that funding is only a small part of the development of a charity. The main part and the major investment we need is people. People give real sustainability and give your charity real power.

- Unrestricted funding has been used largely for core overheads to sustain the charity during the pandemic
- Funding has paid for equipment to support various youth activities
- The JD Foundation has donated clothing and accessories

Blueprint For All

Blueprint for All believe that talent should be respected and nurtured irrespective of where it comes from, where organisations recognise and realise the benefits of a diverse workforce and where communities come together to thrive. Blueprint for All provide range of high impact programmes providing opportunities for under-served and disadvantaged young people and communities, whilst also driving systematic change in organisations and society, to create an inclusive society for all to succeed.

Impact of JD Foundation Funding

| The Blueprint for All BME network supports **over 120** small voluntary and community groups

| **70% of beneficiaries** supported are from an under-served, disadvantaged or ethnic minority groups

| Have engaged **over 2,000 young people** on their careers programme, all of whom will be able to access the online hub

Support & Spending



Because of partners like the JD Foundation, Blueprint for All has been able to make a huge step forward in the way that we interact and support the young people, from a diverse, ethnic heritage that we work with.

The JD Foundation's grants to Blueprint for All have been an incredible contribution to an innovative, new, digital platform that we are creating to connect young people with employers, opportunities and jobs, which, they simply do not have the access to at the moment.

Due to Covid-19, we were restricted on face-to-face contact with the young people we work with and did not have the digital infrastructure to support them. Now, we are soon to be in a position where we can connect talented and ambitious young people with opportunities in industries and with employers that would normally be out of their reach - opportunities such as mentoring, work placements, internships and employment.

Thank you to the JD Foundation for moving us closer to a future where talent is respected and nurtured irrespective of where it comes from, where organisations recognise and realise the benefits of a diverse workforce and where our communities can come together and thrive.

This is our blueprint to set the foundations for a more inclusive society to grow.

- Funding has contributed to the ICT development of an online hub connecting young people with mentoring, work placement, internship and employment opportunities



An **OnSide** Youth Zone

HideOut Youth Zone

HideOut Youth Zone is a safe and inspiring place for thousands of young people aged 8 - 19, and up to 25 for those with additional needs, to enjoy their leisure time. Located in an area of deprivation, the charity is committed to supporting young people by providing three things which all young people need and deserve - Somewhere to go, something to do and Someone to talk to.

Young people attending HideOut are welcomed by a team of qualified staff and volunteers to provide an opportunity to take part in over 20 fun and engaging activities every evening including sports, arts, music, media, dance, drama and much more. In addition, employability workshops raise aspirations and encourage participants to dream big and reach their full potential.

Impact of JD Foundation Funding

| Funding contributes to HideOut being about to offer provision **40 hours per week, over 52 weeks per year**

| Funding contributes to **8 youth sessions** per week, as well as a variety of holiday and other bespoke programmes

| **3000** engaged young people participating in activities

| Over **2500 hours** of support provided to beneficiaries

Support & Spending

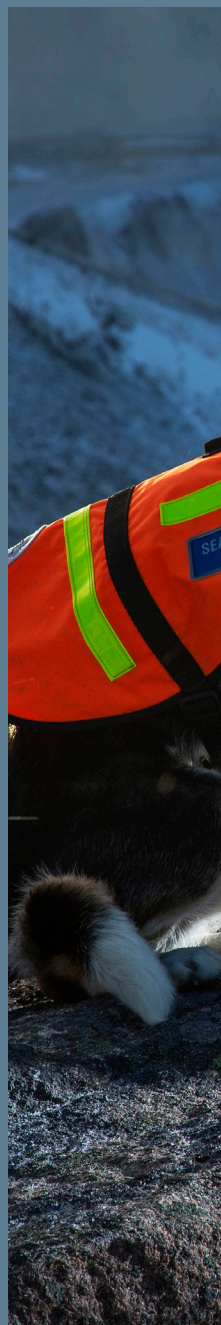


We are delighted to have JD Foundation as part of our family of Patrons and to have such a fantastic well-known brand supporting our vital work. The partnership with JD Foundation really enhances our offer and will help to improve the lives of thousands of young people and communities in the local area for years to come. We have great ambitions for the those we support and cannot do it without the incredible support from organisations such as JD Foundation

- The JD Foundation is a Patron of HideOut Youth Zone, providing core funding to meet high operational costs and overheads

5. Environmental Charity Partner Profiles and Key Findings

In addition to the charity partners supporting disadvantaged young people and communities, the JD Foundation also supports Mountain Rescue England & Wales and Scottish Mountain Rescue. As the charity is predominantly funded through the net proceeds from the sale of plastic carrier bags, it is important for the organisation to also support charities with an environmental ethos. Over £1.2 million has been given to support these charities so far.







Mountain Rescue England & Wales (MREW)

Mountain Rescue England and Wales are a registered 999 service, providing a search and rescue service, 24 hours a day, 365 days a year. They recover individuals from precipitous heights, reunite lost walkers with their families and ensure injured or sick casualties are delivered safely into vital hospital care. In addition, they also regularly support searches for missing people and animals in all manner of inaccessible places. Over 3,800 volunteers make up the local mountain rescue teams and each team member must undergo intense and regular training to practise and hone their first aid skills, technical ropework, water rescue techniques, search management and operating a range of vehicles. Mountain Rescue England and Wales have approximately 3,500 call outs and assist around 2,000 people each year.

Impact of JD Foundation Funding

- | Undertaken **2,468** mountain rescue deployments
- | Supported over **3,000** volunteers
- | Provided over **237,250 hours** of support including mountain rescue operations, administration, and other support work

Support & Spending



JD Foundation funding in 2020-2021 was a lifeline...as the teams faced the challenge of maintaining a rescue service with falling income and increase costs, due to the PPE (gloves, facemasks, goggles, cleaning solutions) required to operate in a Covid-19 environment. JD Foundation funding...allowed us to centrally purchase this PPE and then distribute it out to the teams. This allowed the teams to operate safely in very difficult circumstances. It also supported teams to operate safely through the servicing of their stretchers, which now has to be done every 5 years, taking away this financial burden but once again providing a safe framework in which teams can provide a service to those in need.

- Unrestricted funding in 2020-21 paid for the critical PPE required to continue offering a service during the pandemic
- Funding has paid for the maintenance costs of servicing core rescue equipment
- Funding has paid for core operational overhead costs such as insurance



Scottish Mountain Rescue

Scottish Mountain Rescue represents 25 Mountain Rescue Teams made up of highly trained volunteers. Our 850 members respond in a moment's notice, 24 hours a day, 365 days a year to provide assistance to people in the outdoors. They give up their time, their beds, abandon their work and are often called away from their families to assist total strangers. We respond to a huge variety of incidences of people requiring assistance in the outdoors. Preparing and providing a service in the hills is only part of what mountain rescue teams do, all are involved to some degree or other in resilience work, supporting their local community. In rural areas mountain rescue teams are often able to deploy people more quickly and in greater numbers than any of the professional services and the work to support those communities and organisations continues.

Impact of JD Foundation Funding

| Each rescue costs approximately **£2,000** and JD Foundation funding alone has enabled mountain rescue teams to carry out **7 rescues** (can be multiple people per rescue)

| **11 individuals** supported with JD Foundation funding

| JD Foundation funding supported with **254 hours** of individual support for mountain rescues and over 762 hours of training and administration

| Supported the development of up to **850 volunteers**

Support & Spending



The past 18 months have been tough on our teams and their volunteers, like so many others. From the beginnings of the pandemic and the enormous coordination effort of the first few months redeveloping how we could conduct rescues safely in the new era to the busiest summer on record, as teams responded to call-out after call-out. Throughout all the challenges of the pandemic all of our teams never stopped being available any hour, any day and any weather for anyone that needed their support.

We are incredibly grateful to the JD Foundation for your continued support during this challenging time, which has helped to ensure that our teams can continue to save lives in the outdoors.

- Unrestricted funding contributes to the core operational costs of each mountain rescue, which is approximately £2000 per rescue
- Funding has supported with training, equipment, insurance and overheads



6. What the Beneficiaries Have to Say

We think it's important to hear from some of the people who are directly benefitting from the work of our charity partners:

Over the past 9 years' I've suffered a lot with mental health, I have bipolar and am battling depression. 4 years ago, on my 16th birthday, I took an overdose and tried to commit suicide. Once I recovered, I found Papyrus on the internet and spoke with someone and that 20-minute chat changed my life. I can't thank you enough... I wouldn't be here if it wasn't for the lady I spoke to that day."



What I see from your content at YoungMinds is actually giving people information, especially young people about how they can deal with their mental health issues and what help they can get. I just want to say thank you for doing an amazing job and helping people out. I know that I've had a wild time with all my issues, and I know that I won't ever be "cured" but I don't have to live in a crisis.

The past year has been a real struggle for us with personal circumstances meaning we have had to move into temporary accommodation. Accessing a foodbank is not always as simple as it sounds, and Manchester Youth Zone's pantry has been an absolute lifeline - without their support there will have been days the four of us just simply could not have eaten. Thank you.



Smiling Families gave me peace and made me feel seen in a world where everything seemed dark

I can't believe how much my life has changed within this last 12 months. Things I thought I would never be able to do or achieve, I had achieved, and more. The friendships and role models I have met since I have been at Harmony have changed my life for the better.



First of all, I cannot express my gratitude enough to all those who braved testing conditions to look for us on Saturday night, we are forever indebted to those who successfully rescued us from the hill and got us safely back to our loved ones, you guys are truly heroes at Scottish Mountain Rescue.

I feel listened to, not judged and empowered. I was feeling defeated and hopeless prior to the call. The advisor from Kidscape was sympathetic, which above all made me feel listened to and believed and helped to calm my anxiety greatly. The advice was also well considered and very helpful. Most importantly being believed and not judged was a relief. Promote your good work. I wish I knew who to contact for advice, help and support. We often rely on schools but sometimes that is just not enough. We need your expertise.

First of all, many thanks for the sound advice you were able to offer me at Unseen. The information given was very reassuring, informative, and invaluable. Furthermore, the timeliness of the information, especially in our current climate, was outstanding. This has made me feel more confident and that it is not a situation I have to take control of or rescue him if he doesn't want this.

My experience at Sport 4 Life has put me on the right path. When I first met my mentor, Hannah, I was quite down and with a low self-esteem, I didn't see much hope for my future. I couldn't see myself even taking this journey...and seeing myself here, today, months later, to be in the position I am right now – makes me feel so proud of myself.



I hadn't been out of the area for over 5 years, being able to get on train and go walking in the hills...with the Wellspring team was just amazing. I spoke to people I wouldn't usually talk to and saw things I don't usually get to see. I spend a lot of time on my own and getting out and into nature really made me feel great



Sacrison Youth Project has made me feel more confident within myself and pushed me towards going for my chosen college course.

Our ongoing partnership with CRY is an important part of this and enables us to work with national governing bodies (NGBs) to provide a valuable screening service that can identify potential irregularities and issues among athletes and put in place measures to treat and address these.

Having already known the coaches at Bolton Wanderers, through attending the development centre I found the transition from leaving secondary school very easy. The continuation of the development centre was to join the Elite Development Squad and enrol at Bolton College to Study a Btec level 3 Extended Diploma in Sport. This meant i could still play football at a high standard whilst also gaining a qualification in something that interested me. I have just finished my 2nd year on the course and have successfully been offered a coaching apprenticeship at Bolton Wanderers. This programme has not only developed me as a player but as a person.

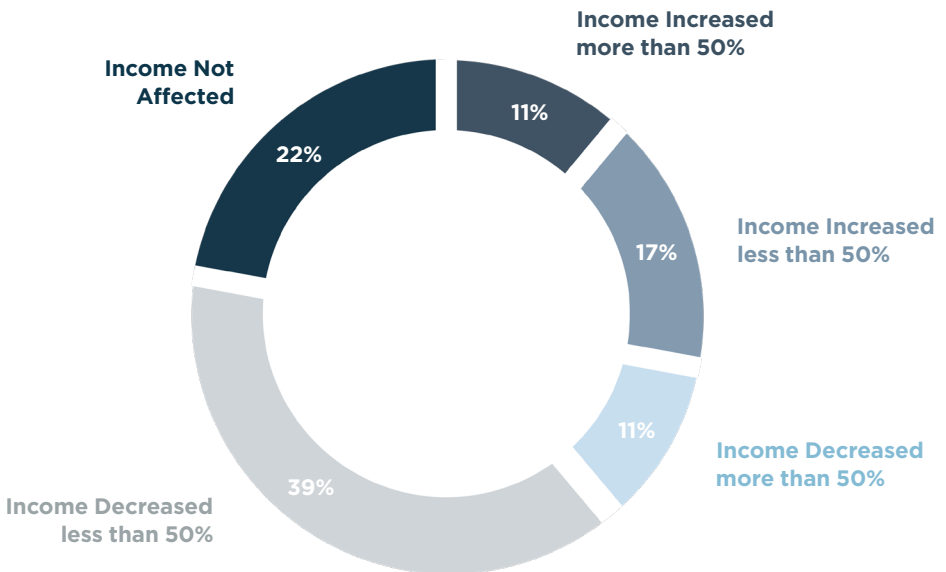
7. The Impact of Covid-19

It is impossible to undertake a social impact report for 2020-21 without taking into account Covid-19 and the extraordinary impact on our charity partners. We wanted to consider the positive, negative and unintended outcomes of the pandemic and what the road to recovery looks like for our charity partners.

Covid-19 Impact on Income

Although Covid-19 has had some financial impact, both positive and negative, on 78% of our charity partners, only a small minority have been severely negatively impacted from a funding perspective. All charity partners were asked to comment on the reasons for this change with the majority attributing this the pandemic and the lack of funding opportunities. None of them felt that the transition out of the European Union had any impact on funding but we asked this for clarity. The charity partners who had experienced an increase in funding during 2020-21 explained that this was partly due to campaigns such as 'Black lives Matter' raising awareness to their work and providing new funding opportunities.

Interestingly, some of our charity partners have been successful in receiving emergency grants throughout the course of the pandemic and have suggested that the true impact of the pandemic will not be felt until we are in the economic recovery phase, with funding deficits expected in 1-2 years. Luckily, the majority of our charity partners have a range of income streams, and they are not solely reliable on JD Foundation funding, but there is a small minority who are and these partners need to be focused on to help improve their longevity and sustainability in the future.



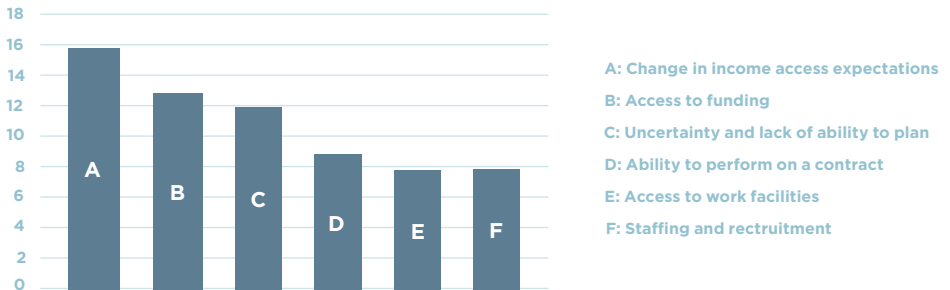
Operational Impact of Covid-19

Charity partners were asked to consider the operational impact of Covid-19 based on a range of categories:

- Income Expectations (increase or decrease)
- Ability to perform on a contract or project
- Access to funding
- Ability to access work facilities
- Staffing and recruitment
- Supply chain issues
- Cost of staff
- Uncertainty and lack of ability to plan

Every category had been selected by at least two or more charity partners, showing the breadth and complexity of operating during a pandemic, but the key operational issues have been:

Operational Impact of Covid-19 on no. of Charity Partners



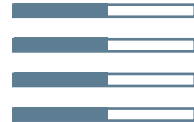
It was also commented on by charity partners that staff fatigue and pace of work has been another operational factor and impact of Covid-19.

While some charity partners feel well equipped and recovering from these operational impacts already, with 78% already being fully operational, over 1/3 of charity partners are only partly operational and feel like the impacts of Covid-19 will be long-standing and require additional support.

Overall Impact of Covid-19



Despite all charity partners expressing that there are both positive, negative, and unintended impacts arising from Covid-19, it may be considered surprising that only just over half of them would summarise the overall impact as negative.



This is because 39% of charity partners feel like the benefits outweigh the negatives. The pandemic has given many charity partners time to pause and reflect, focus on staffing and training, undertake renovations and make use of emergency funding made available from a variety of sources.

It is important to note that this is only in relation to the charity partner organisations and not the beneficiaries of the charities, many of whom have suffered tremendously because of the pandemic. Charity partners agreed that the impact of the pandemic, in particular on young people, will have long-term consequences on the physical and mental health of their beneficiaries. Some charity partners have even experienced suicide within their beneficiary groups because of the isolation caused by Covid-19.

Some of the positivity surrounding Covid-19 is due to the exponential growth of some of the charity partners. They have been able to reach and support more people, and some have been able to access funding to deal with this new demand. However, there is concern around the sustainability of this growth and ability to continue in the future, unless more funding is made available from a variety of sources.

Campaigns such as 'Black Lives Matter' have also contributed to the positivity expressed by some charity partners, as campaigns like these also raise awareness and unlock new funding opportunities.

A big part of the negativity surrounding Covid-19 has been the lack of opportunities to fundraise and host events. This has had a big impact on some charity partners who rely on fundraising events and networking. Conversely, some charity partners were thankful that some funders did bring forward funding to aid with this problem.

The environmental charities in particular have had a very challenging experience as demand increased dramatically, due to more people spending time outdoors during lockdown, but their overall funding decreased. JD Foundation funding has been critical to those organisations, plus others who have used the unrestricted funding to pay for crucial operational overheads during the pandemic.

A very small minority of 5% stated that the impact that no impact on their organisation as funding remained unchanged and services were not impacted.

Overall, despite the positive, negative and unintended outcomes of Covid-19, all charity partners realise that there is a long road ahead with regard to the recovery journey – not only for the charities but for their beneficiaries. Some charity partners have completely transformed their support offer because of the pandemic and others understand the need to learn and adapt as a result.

8. Recovery from the Pandemic

Alongside understanding the impact of Covid-19 on our charity partners, at the JD Foundation we are also keen to understand what support can be provided to aid long-term recovery from the pandemic.

We asked our charity partners which of the following would be helpful to aid recovery:



Short-term one-off grants being made available for recovery



Flexibility being granted on performance of contract or T&C's



Information, advice and guidance on economic recovery



Charity and staff training



Accelerated payments



Support to find additional funding partners

Charity partners stated that all of these would be beneficial to at least 2 or more charity partners with one-off recovery grants (**78%**), support to find additional funding partners (**73%**), flexibility on contract performance (**44%**) and more information, advice and guidance (**33%**) being the most popular responses.

In addition to this list, other ideas proposed by charity partners were:

- Support with long-term strategic planning
- Organising and attending charity partner events
- Support with social media and online presence
- Raising the profile of our charity partners
- Longer-term partnership agreements
- More voluntary support from JD Group staff
- Providing quality assurance support by overseeing charity partner plans and policies
- Information, advice and guidance on managing remote teams.

Over $\frac{3}{4}$ of charity partners are fully operational and in post-pandemic recovery. Despite challenges with recruitment, some have already recruited senior managers to aid in the recovery and development process of their organisation, while others have created strategic and fundraising plans for 2022.

There are some charity partners who are completely re-branding their charities and modifying their offer as a result of the pandemic, as the impact of Covid-19 has brought about new challenges and opportunities for their beneficiaries. This is particularly relevant in relation to charity partner digital offerings, as the pandemic has forced many of them to create or improve their remote and online service offer.

There are a small minority of charity partners who are completely overwhelmed by the increase in demand experienced during the pandemic and data shows that overall hours of support provided by all our charity partners has quadrupled since the last social impact report in 2019, from around 50,000 hours to over 200,000 hours of support.

What is clear is that all our charity partners have significant challenges to tackle, improvements to make and **beneficiaries who need support more than ever.**

Most of them acknowledge and expect long-term change as a result of the pandemic and intend to grow and build back better in the coming years. In order to do this our charity partners will need support and the JD Foundation will seek to be a key partner in promoting positive change and long-term recovery and development.

9. Introducing Sustainable Development Goals

In 2015 all United Nations Member States adopted the '2030 Agenda for Sustainable Development', which provides a shared blueprint for peace and prosperity for people and the planet, both now and in the future. It is a call-for-action by all countries – rich, poor and middle-income – to promote the prosperity whilst also working hard to protect the planet.

Introducing the JD Foundation Sustainable Development Goals

After taking the views and work of our charity partners into consideration, as well as the mission and values of the JD Foundation, we have adopted some of these Sustainable Development Goals, to inform our long-term planning and strategic direction:



These Sustainable Development Goals will be considered as we support our charity partners, new and old, and as part of our own strategic long-term planning.

Find Out More

Thank you!

A massive thank you to all of our charity partners for contributing to this report and for helping us understand the impact that our funding is having in the community, as well as your experiences during the Covid-19 pandemic. The support that you offer to so many young people and adults throughout the UK is remarkable, you really are

Changing lives, saving lives.

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