

# Alive and Kicking + Colossus

Year 1 Impact Report





## Overview

In 2019 Alive and Kicking (AK) and Colossus came together to harness the power of a multi-million pound industry in order to create positive impact across the sporting community. Through that sporting link A+K UK have been able to strengthen operations and increase impact.

## Highlights

Over the past 12 months Colossus have helped A+K to:

1. COVID-19 – Support from Colossus has created vital capacity for AK which the charity has then used to provide additional support to communities in Ghana, Kenya, Zambia and the UK. This has included developing an innovative contagious disease and mental health education programme that is being safely delivered to thousands of vulnerable young people.
2. 2020 Make.Play.Live Strategy – Colossus has played a big part in the launch of AK's 2020 strategy. Funding has helped AK to implement the strategy by driving the growth of AKFC, our regular giving programme, and our retail offering as we look to push more sales in the UK and Europe.
3. Growth of AKFC – Since launching AKFC, AK's regular givers have increased from three to over 45. It is early in the development but AK have been able to secure some exciting partnerships over the past 12 months which will drive growth further at the second season launch in October 2020.
4. AK Kenya and AK Zambia – AK's centres in Kenya and Zambia have been able to move location in the past 12 months. This has been particularly important in relation to COVID-19 as the new centres have been far better suited to ensure our staff are safe. Each centre has better facilities, room to social distance and plenty of open space. In the longer terms AK will increase our capacity to produce more AK balls.
5. Mental Health Project – AK has now received funding from donors including the FIFA Foundation that will allow the charity to roll out full time mental health education programmes across three countries. This will reach over 10,000 young people on a weekly basis.

Everything we have achieved over the past 12 months would not have been possible without the support of Colossus. The financial support and awareness raising has provided vital capacity and exposure that has driven AK forward. It has been particularly important during the COVID-19 pandemic and we look forward to continuing the partnership across the coming year.





## Overall Impact

Measuring and evaluating the impact of AK's wider work is vital in achieving mission and purpose. To ensure a robust system AK's impact framework is built with United Nations' Sustainable Development Goals in mind.

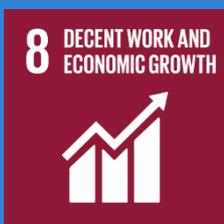
In partnership with AK, Colossus has helped to contribute toward the following:



- Support school attendance - 75% of AK employees use their income to pay their children through school. 4,080 children have attended school.
- Support access to health care - 64% of AK employees use their income to access vital health care for themselves or their dependents.
- Support families – AK employees support an average of 5 dependents. 5,440 have been supported since opening



- Support health education provision - AK has upskilled 1,285 community coaches & teachers to deliver health education in partnership with local organisations, reaching over 90,000 young people.
- Support access to sport— 8,105,850 children have played with a donated AK ball.



- Support employment in disadvantaged areas - AK has created 1,088 ethical jobs.
- Support career development - Over 85% of employees who leave AK go into further employment, education, or training.
- Support the local economy - AK has contributed an estimated £5,056,413.56 to the local economy.



- Support equal opportunity - 90% of A+K employees have never had formal work before.
- Support improved standards of living - 82% of A+K employees say their standard of living and access to services has improved since working at A+K.
- Support access to work - 36% of A+K employees identify as having a disability.

## Meet Joyce...

She's one of our A+K ball stitchers in Kenya. She has worked at A+K for nearly three years. We came in contact with Joyce through a program called ADDA (Agency for Disability and Development in Africa) which aims to reduce inequalities for people with disabilities. As a result of her stable income from A+K, she is able going back to school to become a special needs teacher. A vocation that is much need but extremely rare in Kenya. By training to become a special needs teacher, Joyce hopes to create more awareness for people with disabilities, giving them the confidence to seek further education and to inspire them to seek permanent ethical employment.

