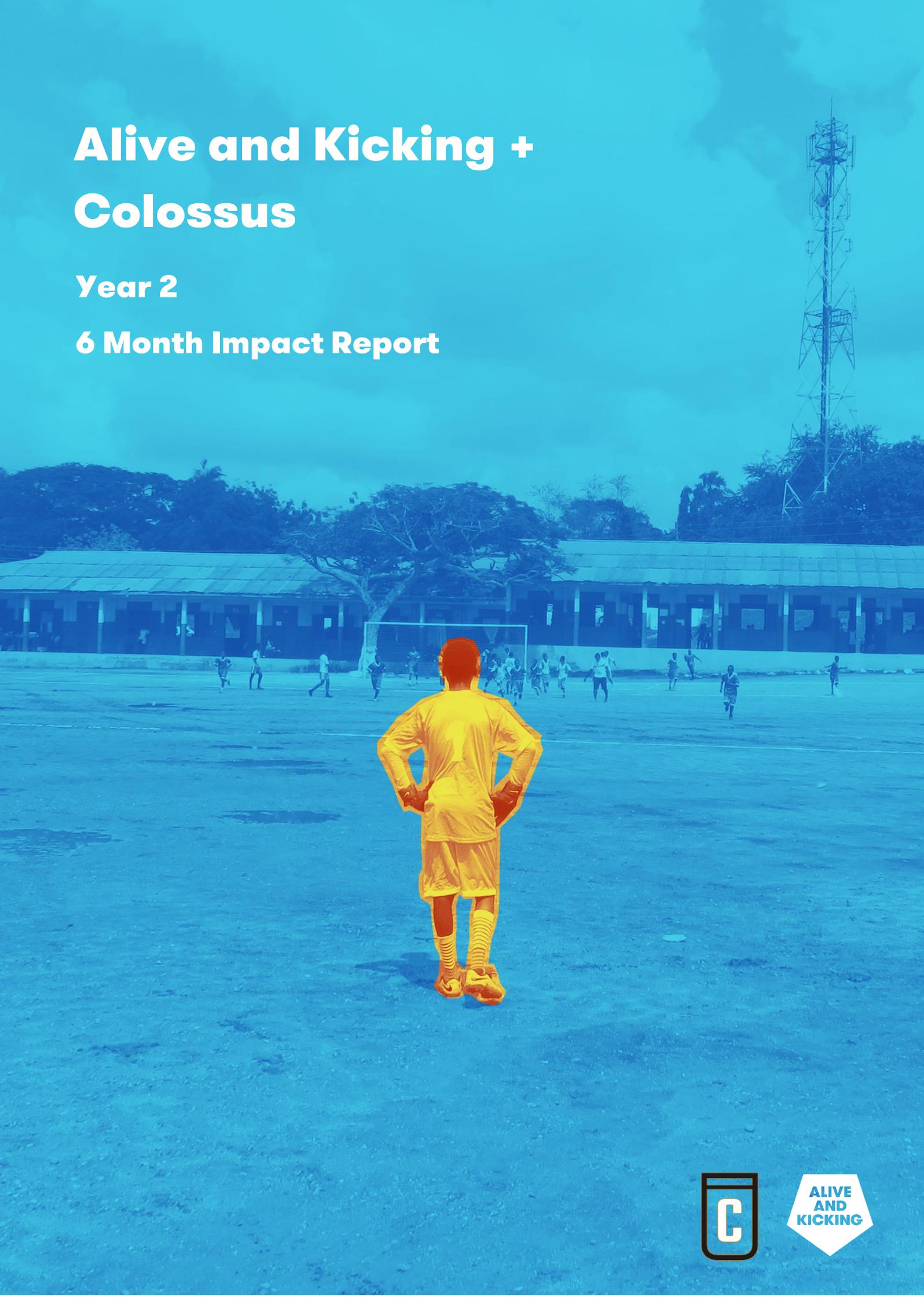


Alive and Kicking + Colossus

Year 2

6 Month Impact Report





Overview

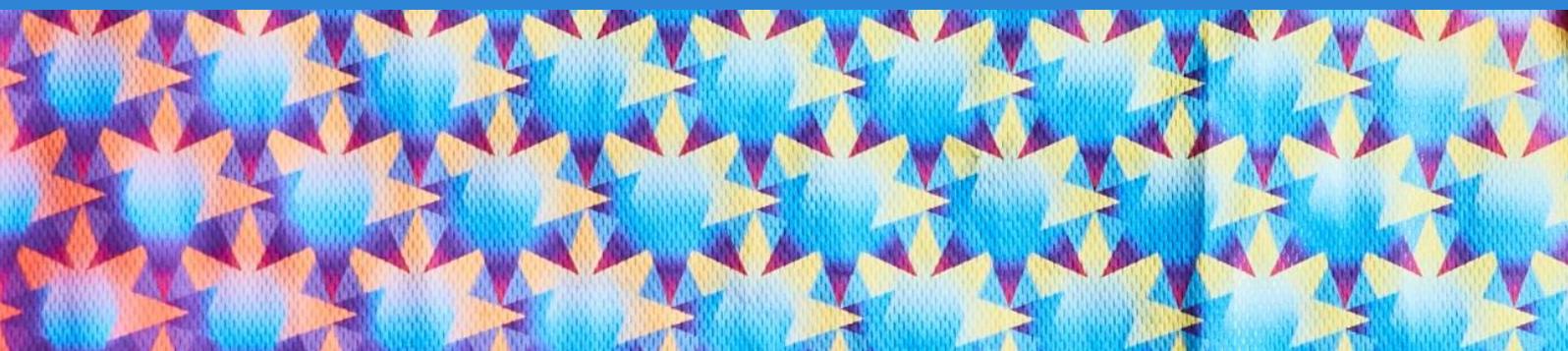
In 2019 Alive and Kicking (AK) and Colossus came together to harness the power of a multi-million pound industry in order to create positive impact across the sporting community. Through that sporting link A+K UK have been able strengthen operations and increase impact.

Highlights

Over the past 6 months Colossus has helped A+K to:

1. **Strengthen Financial Sustainability** – Given the impact of COVID-19 on fundraising and income from AK ball sales, Colossus has helped AK to negotiate the gaps in fundraising and build future sustainability. To date, not one AK member of staff has been made redundant which is crucial given that 99% are from vulnerable job groups.
2. **Grow AKFC** – Further capacity has been driven into AKFC to grow awareness and membership. In March 2020 the football tof AK’s fictional football team and regular giving programme will be launched in FIFA 21, the world’s biggest football computer game. The kit will also be available to buy in real life thanks to the wonderful work of the sports brand Hummel. This will help grow awareness and diversity AK’s income.
3. **Launch a Ball Library Network** – In response to lockdowns imposed by governments, making it difficult to play and exercise regular, AK launched the ball library initiative. Now young people can visit their closest participating ball library hub and borrow a ball for free. This is giving young people a platform for play and safe social interaction as lockdowns ease.
4. **Innovate the Product Range** – Q1 in 2021 represents the moment AK will launch their first synthetic football, specifically designed and made for the grassroots sport market in the UK, Europe and beyond. This opens up new markets to the charity and represents an exciting period of awareness raising and content creation
5. **Drive Online Sales** – The restrictions on movement meant that AK weren’t able to run their standard festive markets across London at the end of 2020. Instead, capacity was put into creating a stronger online presence, supported by Colossus’s own promotions. This led to an improvement on sales compared to the same period in 2019 and brought new customer bases from beyond the UK.

Conscious Colossus has played a key part in each of the highlights mentioned above. The financial support and brand awareness has given AK the platform to respond effectively to the COVID-19 pandemic and ensure that the communities AK support have had the tools they need to remain happy and healthy. Thank you as always for the support and we look forward to collaborating more as restrictions ease.





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.

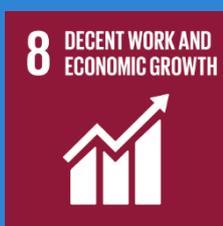
In partnership with AK, Colossus has helped to contribute toward the following:



- Support school attendance - 75% of AK employees use their income to pay their children through school. 4,101 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. 5,470 have been supported since opening



- Support health education provision - AK has upskilled 1,310 community coaches & teachers to deliver health education in partnership with local organisations, reaching 102,570 young people.
- Support access to sport— 8,219,700 children have played with a donated AK ball.



- Support employment in disadvantaged areas - AK has created 1,094 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 £5,182,229 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.

“Working for Alive and Kicking has helped me send my kids to school.”

Meet Godfrey, one of the highly skilled printers at Alive and Kicking Kenya. Of his role, Godfrey says, “Printing needs a lot of knowledge because there are a lot of settings.”

Godfrey is married with four children and he says that Alive and Kicking has helped to change his life: “To stay with a family here in Nairobi without a stable job is difficult,” says Godfrey, “because you’ll pass through difficulties, no money, and you have to get upkeep for your family. So working at Alive and Kicking has helped me manage my family and take my kids to school.”

Looking after his family is Godfrey’s primary concern: “I have four kids and I make sure that they stay well, that they live well and I make sure they have everything they need in their life; and that’s all from Alive and Kicking.”

