



# Wooden Spoon

The children's charity of rugby

## Outcome and Achievements 2014/2015

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# Your Wooden Spoon

This year, we funded 68 projects making a difference to 20,000 disabled and disadvantaged children and their families in the UK & Ireland.

We could not have done this without your support.

## Thank you.



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## Chairman's Statement

At Wooden Spoon we are united by the same vision:  
To transform young peoples lives through the power of rugby.



**In 2014-2015, we have built on our 31 year legacy of changing the lives of disadvantaged and disabled children and young people and have helped thousands more through funding capital and community based projects across the UK & Ireland.**

Rugby has always defined Wooden Spoon. Our roots lie in rugby and our future is shaped by it.

On the field, passion, integrity, teamwork and fun are foundations for all those involved in the game, and

off the field, they provide the driving force for the positive change we are making daily to children in need across our four home nations.

People are at the heart of our charity. That includes the children and their families who benefit from our support, the people at the projects we support, our dedicated volunteers, our generous supporters and our small but committed team of staff.

Over the coming years, we want to support more children. We believe we can drive more positive support through the game of rugby and build on the positive impact the

game has in changing young peoples' lives – especially those most in need.

If this report inspires you, there are lots of different ways you can get involved from nominating us as your company's charity of the year, to leaving us a gift in your Will to taking on a challenge for us. Or become a member with the opportunity to win tickets to national and international games. Together we really can change more children's lives through the power of rugby.

With best wishes,  
**John Gibson, Chairman**



# The Children and Young People we Support



## Craig's Story

When Craig was asked to leave home at 16 by his mum, his life was heading in a downhill direction. Craig's mum felt unable to cope as Craig drifted into spending more time on the streets, taking drugs and hanging around with a bad crowd.

Placed in a children's home, Craig was feeling stuck in life. He was desperate for independence but couldn't see a way of being able to support himself. He became more frustrated and bitter about his future.

Thankfully, just when things were looking very bleak for Craig, he found crucial support through a special Wooden Spoon funded project – HITZ.

With their help, Craig was given the support he needed to develop a focus and learn life skills in order to support himself. The programme enabled him to get involved in education again, learn employability skills and boost his self-esteem through rugby.

Craig secured himself a job with the local council; he now lives in his own accommodation and has a great support network. He has even started rebuilding a relationship with his mum.



\*Names and pictures have been changed to protect the person in the story.

# Murad's Story

Murad was born with a rare kidney condition but his spirit defied his early prognosis. Now 16 and attending a mainstream secondary school, he is a familiar face at Richard House Children's Hospice in East London that has been providing support to around 300 families whose children and young adults have life-limiting conditions for the last 15 years.

*"It has made me stronger. I can't change my son's condition but we can deal with it the best we can and having the right support, someone here I can talk to if I have any concerns, is great."*

Murad's mum

Wooden Spoon donated £45,000 which financed an all-weather garden area and quiet room for the children and families to relax. Areas like this are crucial to give families time to spend precious moments together and reflect through the most difficult of times. Wooden Spoon identified this as a critical project to invest in.



## Projects

Wooden Spoon supported projects fall into the following categories:



### Health & Wellbeing

No child should miss out on the health and wellbeing benefits of sport.



### Sensory Rooms & Gardens

Helping children balance and stimulate their senses through light, sound and touch.



### Specialist Equipment & Facilities

Bespoke projects that cover buildings, extensions, transport and activity aids.



### Playgrounds & Outdoor Activity Areas

Providing children with an opportunity to play while learning vital skills.



### Education Skills & Training

Using the power of rugby to engage and help NEETS back into work or education.



## Our average grant amount is £20k

Our annual commitment is split between specialist schools for pupils with special educational needs due to severe learning difficulties, physical disabilities or behavioural problems and other charities or organisations providing specialist support, treatment or respite care for children with disabling or life-limiting medical conditions or living in areas of severe social deprivation.







Our education projects have been developed to engage socially disadvantaged children and young people who are not in education, employment or training (NEET) through the positive activity of sport.

We partner with professional rugby clubs and specialist training providers to help young people focus on tackling challenges such as unemployment, social stigma, lack of confidence and low self esteem.



*“We use rugby as a tool to teach young people resilience, self reliance and confidence. Our projects aim to help broaden their perception of their own capabilities, encourage ambition and ultimately help them back into work, education or training.”*

Jai Purewal, Director of Rugby and Community Investment





# A Roaring Success



Disability sports club, Dundee Dragons, were thrilled to be presented with specialist sports wheelchairs after turning to Wooden Spoon Scotland for help.

The club, which was formed to provide active wheelchair users in the area the opportunity to get fit, struggled to cater for all members due to equipment costs. Wooden Spoon donated £15,000 to the Scottish club, funding five specialist quad wheelchairs and bringing the Dragon's wheelchair rugby ambitions to life.

The game, which is otherwise known as 'murderball', gives players with neurological conditions such as tetraplegia, muscular dystrophy and cerebral palsy as well as those with amputations affecting three or more limbs the chance to get involved in this exciting full-contact sport.

*"Up until now we have been unable to fully cater for our members who also have impairments in their upper limbs, but thanks to the generosity of Wooden Spoon these players now have the equipment necessary in order to get the most out of their training going forward"*

Elizabeth Ferris, Club Chairman



# Helping Children With Cancer

**Wooden Spoon donated £54k to Cancer Fund for Children to fund a playroom at Daisy Lodge recently.**

The grant was given to fund the playroom at the short break facility which recently opened at the foothills of the Mourne Mountains in County Down.

The facility enables the charity to provide free short breaks to up to 500 families per year affected by cancer in Northern Ireland and the Republic of Ireland.

Wooden Spoon is committed to funding projects that make a dramatic difference to families experiencing extreme hardship.

*"We can't thank Wooden Spoon enough for this marvellous donation. It's the gift that will just keep on giving for families facing the devastation of cancer. This playroom will provide endless hours of fun and make a young person's short break all the more special".*

Gillian Creevy, CEO, Cancer Fund for Children





## Volunteers

**More than 400 people regularly volunteer for Wooden Spoon. They donate their skills, time and talents to the charity and make an invaluable contribution to the projects we fund.**

Our committed volunteers are raising money in all weathers in local communities across the country. And we are extremely proud to say, that the money they raise, funds projects in their local area.

*“On a more personal note, the circumstances of my own childhood give me a greater understanding of how important it is for children who are disadvantaged by health or other circumstance to feel valued, cared for and receive a little sunshine in their lives and I was drawn to the activities and wonderful results Wooden Spoon achieves for some of these children.”*

Tom, Wooden Spoon volunteer

*“Supporting Wooden Spoon means a great deal to me personally, particularly when I see what has happened to the children we help and what we in Wooden Spoon do for them, which brings results in the form of smiles, delight, enjoyment and fun.”*

Maddie, Wooden Spoon volunteer





# TNT Helps Wooden Spoon Smash £3.5 Million

Wooden Spoon's relationship with TNT is its longest running corporate partnership spanning 19 years.

TNT – like Wooden Spoon – puts people at the very heart of its work. The generosity of TNT employees both in donations and giving of their time – knows no bounds as the company always manages to raise the bar.

From cross Channel swims, marathons, cycling to special events their employees jump feet first into any challenge.

Thanks to the generosity of all our supporters every year, thousands of disadvantaged and disabled children and their families are able to benefit from our support.



*"As a TNT employee I am really impressed by the work carried out by Wooden Spoon and the attitude and culture within the charity. There is a real drive to make significant and sustainable changes to disadvantaged and disabled children and young people. I have also been fortunate to see how some of the money is spent when I visited a local project."*

TNT employee



# £116k

Last year, TNT raised £116k for Wooden Spoon.



## An Epic Journey

28 runners covered the 26 miles at the London Marathon raising over £40k for Wooden Spoon.

*"Thank you for letting me run for such a fab charity. I chose Wooden Spoon because I have worked as a speech and language therapist and know just how important all the centres you guys support are. I get quite emotional when I watch your promotional video and my husband works as a rugby agent so obviously we have a strong affiliation to rugby as an inspirational sport too."*

Emily Burgess, runner



## £1 Million Milestone!

Wooden Spoon West Midlands is celebrating after they reached the £1m milestone.

*"We have been volunteering our time for a total of more than 30 years and to reach this significant milestone is simply amazing. It's something that could not have been achieved without the support of the people and businesses of the West Midlands. We derive great satisfaction from helping children less fortunate and are immensely proud to have brought the charity to this point."*

Philip Pemble, Chairman of Wooden Spoon West Midlands







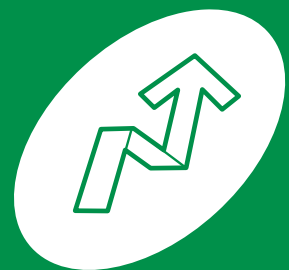
# Financial Summary 2014-2015



**Funds generated:**  
£1,237,000



**Charitable activities:**  
£1,129,000



**Surplus:**  
£108,000





# 20,000

This year we have supported 20,000 disabled and disadvantaged children across the UK & Ireland.





# Wooden Spoon

The children's charity of rugby

Every child, no matter what their background should have access to the same opportunities.

That's why we need to urgently reach more people. So whether you give more money, time or simply your voice, you can help make this happen.

## Get in touch today:

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