



Wooden Spoon
The children's charity of rugby

IMPACT REPORT 2018-2019

Transforming children's lives through the power of rugby



**PREMIERSHIP
RUGBY**



Registered with
**FUNDRAISING
REGULATOR**

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* (Joseph Rowntree Foundation, 6th September 2016, UK Poverty: Causes, costs and solutions, (Online), Available at: <https://www.jrf.org.uk/report/uk-poverty-causes-costs-and-solutions>)

** (Households Below Average Income: Statistics on the number and percentage of people living in low income households for financial years 1994/95 to 2017/18, Tables 4a and 4b, Department for Work and Pensions, 2019)



I am absolutely thrilled to see how far Wooden Spoon has come over the last 12 months. To know we made a positive impact on 115,000 children and young people, and their families and carers is truly inspiring.

Sadly there are currently 800,000 children who are living with a disability* and 30% of children living in poverty** in the UK. We know this can lead to reduced life opportunities, less access to play, learning and sport facilities and reduced self-confidence.

But, what I enjoy most about being part of the Wooden Spoon family is that we can support such a vast range of life-changing projects, that impact so many of these children and young people in communities across the UK & Ireland.

None of this would be possible without the hard work and dedication of our 300+ regional volunteers, who work tirelessly in their local communities to raise funds for local projects, or our corporate supporters, rugby clubs, schools and individual supporters who are constantly coming up with new, inspiring ways to fundraise for us.

2018-2019 was a challenging time for the charity sector. We saw a trend of fewer people making donations and new rules around who and how we can contact people, which has certainly had an impact on how we could contact our supporters. And Brexit has

WELCOME FROM OUR CEO

also caused a lot of uncertainty. However, we have an excellent team of people to help us rise to the challenges.

This year, it was a really exciting time for Wooden Spoon as we launched our LMAX Exchange Everest Rugby Challenge, which saw a team of 25 men and women, from all backgrounds, go to Mount Everest in April 2019 to play two of the highest games in history.

The launch of this event has enabled us to majorly increase our media profile and we are looking forward to the significant impact it will have on our financial performance in 2019/2020.

It is thanks to you, our supporters, that we can make our very ambitious goals a reality. In the next financial year we hope to be awarded three world records, deliver a wide array of fundraising activities and events and continue to elevate our profile, all with the ultimate goal of raising additional income so we can support more children and young people.

Thank you to our volunteers, trustees, supporters, partners and employees for all that you have done to give children and young people access to better opportunities in 2018-2019, and for the difference we will make together in the coming year.

Sarah Webb
CEO

WHO WE ARE

WE ARE THE CHILDREN'S CHARITY OF RUGBY

Wooden Spoon was founded in 1983 after a disappointing performance by England during a Five Nations Rugby Championship, finishing at the bottom of the tournament table with a 25-15 defeat to Ireland.

Five England supporters seeking solace in a Dublin bar were presented with a wooden spoon, wrapped in an Irish scarf, on a silver platter.

Accepting the gift with good humour and grace, the group resolved to hold a golf match to see who would have the honour of keeping the tongue-in-cheek gift.

Just a few months later, the event raised more than £8,500, and the money funded a new minibus for a special needs school in Aylesbury.

As a result, Wooden Spoon was born and for the last 37 years we have been funding life-changing projects across the UK & Ireland that support children and young people with disabilities or living in disadvantage.

PROJECTS WE FUND

The aim of Wooden Spoon funded projects are to enhance the lives of groups of children and young people (under 25) that are disadvantaged physically, mentally or socially living in communities across the UK & Ireland.

FUNDING PROJECTS OF ALL SIZES

Projects must have a minimum lifespan of five years and fall into one of five categories:

- Education projects
- Sensory rooms and gardens
- Health and wellbeing
- Playgrounds and outdoor activities
- Specialist equipment and facilities.



HELPING CHILDREN AND YOUNG PEOPLE FLOURISH



Our vision is that through the power of rugby every child and young person, no matter what their background, has access to the same opportunities

THE HEADLINES



Children and young people supported:

115,000



Associated family members and carers supported:

575,000

Projects funded:

78



Money spent on projects:



£1.2 million





OUR REACH

CHANGING LIVES ACROSS THE UK & IRELAND

What makes us unique at Wooden Spoon, is that we are a national charity with a strong local footprint.

The majority of our funding comes from events organised by our regional volunteers. And every penny that is raised in their local area is spent on life-changing projects in the same region.

South East

Bedfordshire
Chilterns
Eastern Counties
Hampshire
Hertfordshire
Kent
Essex
London
Oxfordshire
Surrey
Sussex

Midlands

Leicestershire
Northamptonshire
Staffordshire
Nottinghamshire
Shropshire
Warwickshire
West Midlands
Worcestershire

South West & Channel Islands

Bristol & Bath
Cornwall
Devon
Dorset & Wilts
Gloucestershire
Somerset
Guernsey
Jersey

North

Durham
Isle of Man
Lancashire
Cumbria
Manchester & Cheshire
Northumberland
Merseyside
Yorkshire



MEASURING OUR IMPACT

Wooden Spoon’s working definition of impact is the positive long-term changes that are made by a project with our funding

Measuring current performance

The best available data for capturing the statistical outcomes of our work is the total number of beneficiaries supported by Wooden Spoon projects within April 2018 to March 2019.

Statistics

We believe that we can fully assess the impact of a project two years after it was opened. Therefore for the purposes of this report we wrote to all projects funded in 2016-2017 to gather information to measure the impact of projects we supported two years earlier in 2016-2017.

Real life impact

This year we have focused on some of the real life stories of people supported by the projects we have funded to illustrate the impact of the funds. The beneficiaries’ first hand experiences often convey much more than statistics.



“The pier is where we leave wet footprints when we realise it’s really too cold to go swimming and Daddy was right. The pier is where we sit and forget about everything.”

Jacob, age 6

The Ripple Retreat Pier, a holiday facility funded by Wooden Spoon Scotland for young people with cancer and their families.

SENSORY ROOMS AND GARDENS

CHANGING ATTITUDES AROUND AUTISM

The North East Autism Society is the largest specialist provider of support for people with autism in the North East.



What did we fund?

Wooden Spoon Northumberland funded a sensory garden at one of their centres, Thornhill Park School in Sunderland.



Aims of the project

- To create an area that helps regulate behaviour and meet the sensory requirements of the young people
- To build confidence, communication and social skills
- To boost traditional learning
- To enhance wellbeing and reduce social isolation, improving future life chances.



Added benefits

A number of pupils came together to lead and shape the project working in conjunction with the staff, giving them essential life skills and building their confidence and self esteem.

“It all started in an art lesson, my friends and I have worked together to finish our marvellous garden and we hope all the pupils enjoy it.”

Jordan, 19



Age of pupils:

3-19

No of pupils who have benefited:

65

“For children and young people with autism, having this space is just phenomenal. The sensory aspects will not only aid their learning but enhance their enjoyment of life.

“The project overall has helped us create a focus on our children’s skills and aspirations

rather than their symptoms and deficits.

“Seeing the finished product has empowered our young people and contributed to their sense of achievement and boosted their self esteem going forwards.”

Christine Cave, Headteacher





ABILITY NOT DISABILITY

St Nicholas School is a school providing education for over 190 children and young people aged between 4 and 19 who have profound, severe and complex learning difficulties.



What did we fund?

Wooden Spoon Kent funded a specialist playground to meet the diverse range of needs of all their pupils.



Aims of the project

- To create a new playground which is accessible, safe and exciting for all their pupils, regardless of their level of disability
- To see a reduction in the incidents of disruptive and aggressive behaviour and a related increase in the pupils' achievement
- To have a new facility for children to work with therapists to learn play skills and to learn through play.



Added benefits

Many of the children cannot use public parks and play areas and this is the only space they have to play outside.

OUTDOOR SPACE AND PLAYGROUNDS

Imran's story

Imran is a 15 year old boy who has a severe learning difficulty and autism. While he comes across like any other 15 year old, his development age is lower than his actual age and he really enjoys playing in the playground. However, he would not be able to attend a standard playground in his local community.

The Wooden Spoon playground at St Nicholas School in Kent allows Imran to play in a safe and non-judgemental environment.

Recently the main playground has been renovated. This was a really exciting project that Imran and the rest of the school were able to contribute to. They undertook a sponsored walk in order to raise money and as a result felt invested in the new facility.

The opening was one of the highlights of the school year and the delight on

the children's faces as they saw the trampoline, roundabouts and playground markings was a wonderful moment.

The new playground offers exciting opportunities for children to maximise their time playing.

Play is so important for children with disabilities as it means they can engage with each other and learn essential life skills through socialising, taking turns and being creative and imaginative. The classroom does not always offer these opportunities.

Imran struggles with communication and forming relationships, so playtime is vital to him. Pupils like Imran learn how to care for each other, be kind and help each other. Imran and his friends use the playground markings to practice crossing the road, and their road safety is much improved.

"Imran is doing more exercise and running around during break times since the playground has been refurbished, which is having a good impact on his self esteem, physical health and co-ordination.

"As parents, we are so grateful for the generosity of everyone who contributed to this project".

Vanessa Oakes, Imran's mother



HEALTH AND WELLBEING



Project cost:

£16,000

The amount of
£16,000 provided

5 horses

one of which was Gordon

Children and young
people supported:

2,500

GORDON HAS PUT A SMILE ON EVERYONE'S FACES

RDA is committed to providing life-changing experiences for disabled children and adults across the UK.

With fun activities like riding and carriage driving, RDA provide therapy, fitness, skills development and opportunities for achievement for people with a range of physical and learning disabilities and autism.

“Without our Wooden Spoon horse Gordon, 12 of our taller disabled riders would not be able to ride and more would still be on our waiting lists. He gives courage to his riders with his calm, caring nature and he is just as willing to plod around the arena with a novice rider as he is to take his rider through their paces at trot, canter and during competitions, a true asset to our team.”

Susie Elliott MBE, RDA



What did we fund?

Wooden Spoon Scotland funded a larger horse called Gordon.

Children and young people can come in all shapes and sizes and the RDA have a limited number of horses who can support the heavier rider.



How has it helped?

Gordon has made a real difference to the riders.

As a bigger horse, he has allowed some of our riders to return to classes as well as new riders who have been on waiting lists to start riding, while still sticking to weight carrying limits for the horses.



EDUCATION

CREATING POSITIVE FUTURES THROUGH RUGBY

? What is HITZ?

HITZ is Premiership Rugby's award-winning education and employability programme which works with over 2,000 14-18 year olds across England every year.

Wooden Spoon continues to fund this life-changing project, with great success.

⚙️ How does it help?

HITZ uses rugby's core values of teamwork, respect, enjoyment, discipline and sportsmanship to get young people not in education, training or employment (NEET) back into education, training, apprenticeships and/or employment, and is delivered nationally by England's 12 professional rugby clubs.



Total number of young people supported:

2,452

Number of 14-16 year olds completing a six week programme:

2,140



reported an increase in focus, discipline, confidence and aspiration

Josh's story

Having moved out of his mum's house at 13 because of his behaviour and anger issues, Josh was then moved into a secure unit.

After living with a stable foster carer for a number of years they unfortunately decided to stop fostering which left Josh having to sofa surf and becoming addicted to drugs.

During this time, he also ended up in an unhealthy relationship. He was then helped by social services who supported Josh to get away to safety and moved him to Exeter.

When Josh started at HITZ he had just moved from his home town, so his life was uncertain, somewhat chaotic and he was still struggling with his recent history which came out in his aggression.

Initially Josh found it hard to concentrate and contribute in class but HITZ has given him some grounding and a level of certainty that has allowed him to focus and accept the support being offered. He has gone from being a young man who didn't see much of a future ahead to a man driven to pursue new and different opportunities.

Josh is now looking at a career working with young people and is looking to develop his coaching skills and to gain his qualifications.

Josh said: "I would recommend HITZ to anyone because of the experiences you have and the life changes it brings. The programme brings the best out of every single individual. It's a life changer. Best thing I have ever done in my life.

"My goal after HITZ is to go into construction which HITZ is helping me with and to continue playing rugby at New Cross RFC."



SPECIALIST EQUIPMENT AND FACILITIES



WHEELCHAIR RUGBY FOR ALL

“When I started playing wheelchair rugby there was no access to a chair which fitted me well. As I progressed, this started to have an impact on my game. Since Wooden Spoon supplied me with my new chair, I have improved and really enjoy playing in it.”

Harry, Ulster Barbarians



42%
of able bodied people
take part in sport
compared to
21%
of people with a
disability

Wheelchair rugby aka ‘murderball’ is a competitive, full contact sport available to both young men and women with a range of disabilities.

For children without a disability, getting them playing rugby can often be as simple as buying them a pair of rugby boots and taking them to your local club.

For young people with disabilities, a specialist rugby wheelchair can cost £5,000, which can be a massive barrier in enabling them to play.



What did we fund?

Wooden Spoon Ulster funded two rugby wheelchairs.



Aims of the project

- Support the junior members and potential new members of the club to safely play wheelchair rugby
- To raise the profile of wheelchair rugby in Ulster, so more young people with disabilities are able to try the sport
- To enable the young players to reach their full potential.



Added benefits

The new chairs will assist the club in the development of the junior section and allow them to consider entering a team in the new Team GB Junior League.

Wooden Spoon continues to rely heavily on its regional and nationally organised fundraising events for its income.

We also focused a lot of our time and efforts this financial year on the LMAX Exchange Everest Rugby Challenge, which took place between 12 April and 5 May 2019.

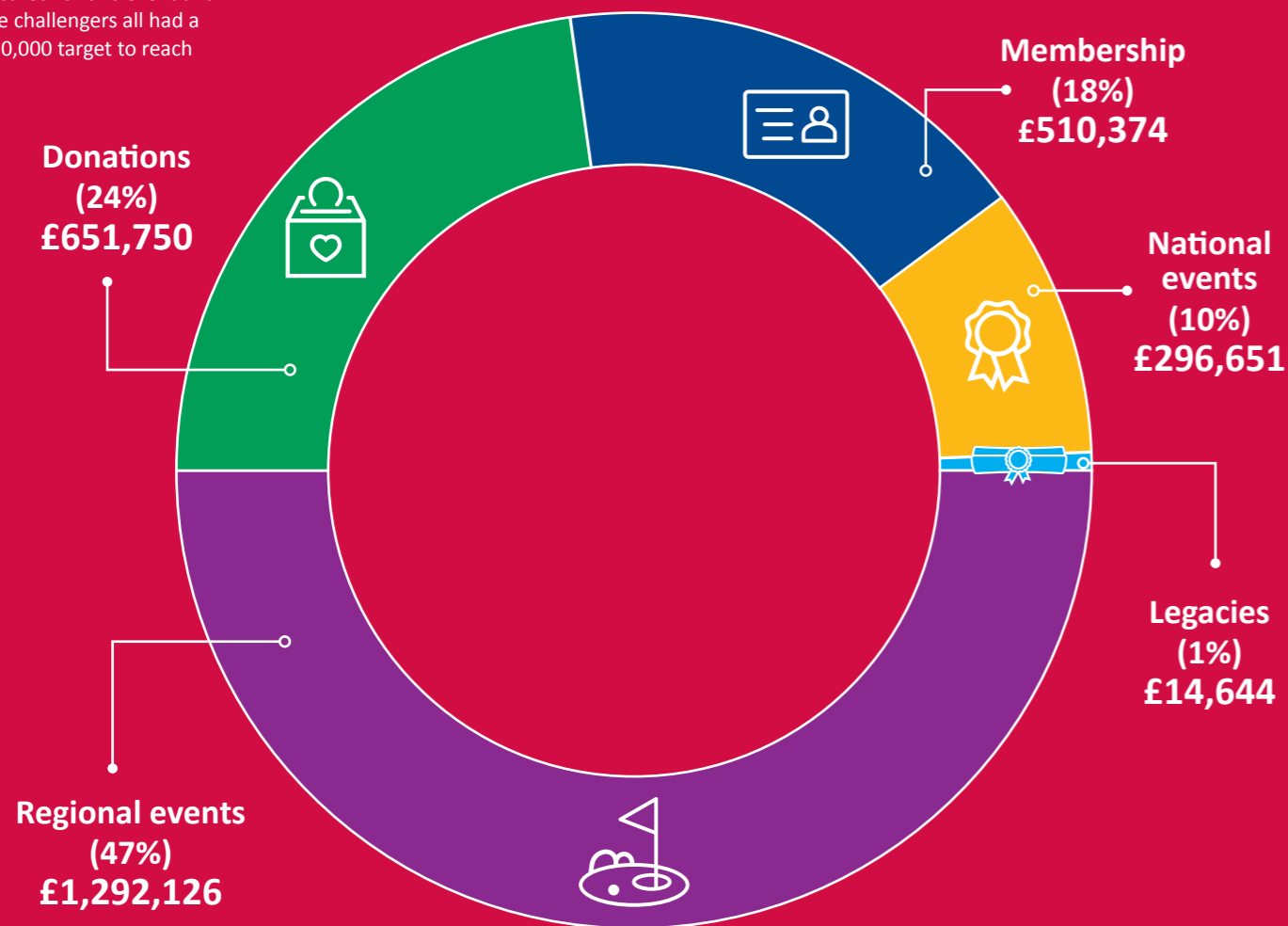
Corporate sponsorship was secured for this event and the challengers all had a £10,000 target to reach

with a number of fundraising and training events put on throughout the 2019 financial year.

The income for this event will be reflected in the 2019-2020 accounts.

INCOME

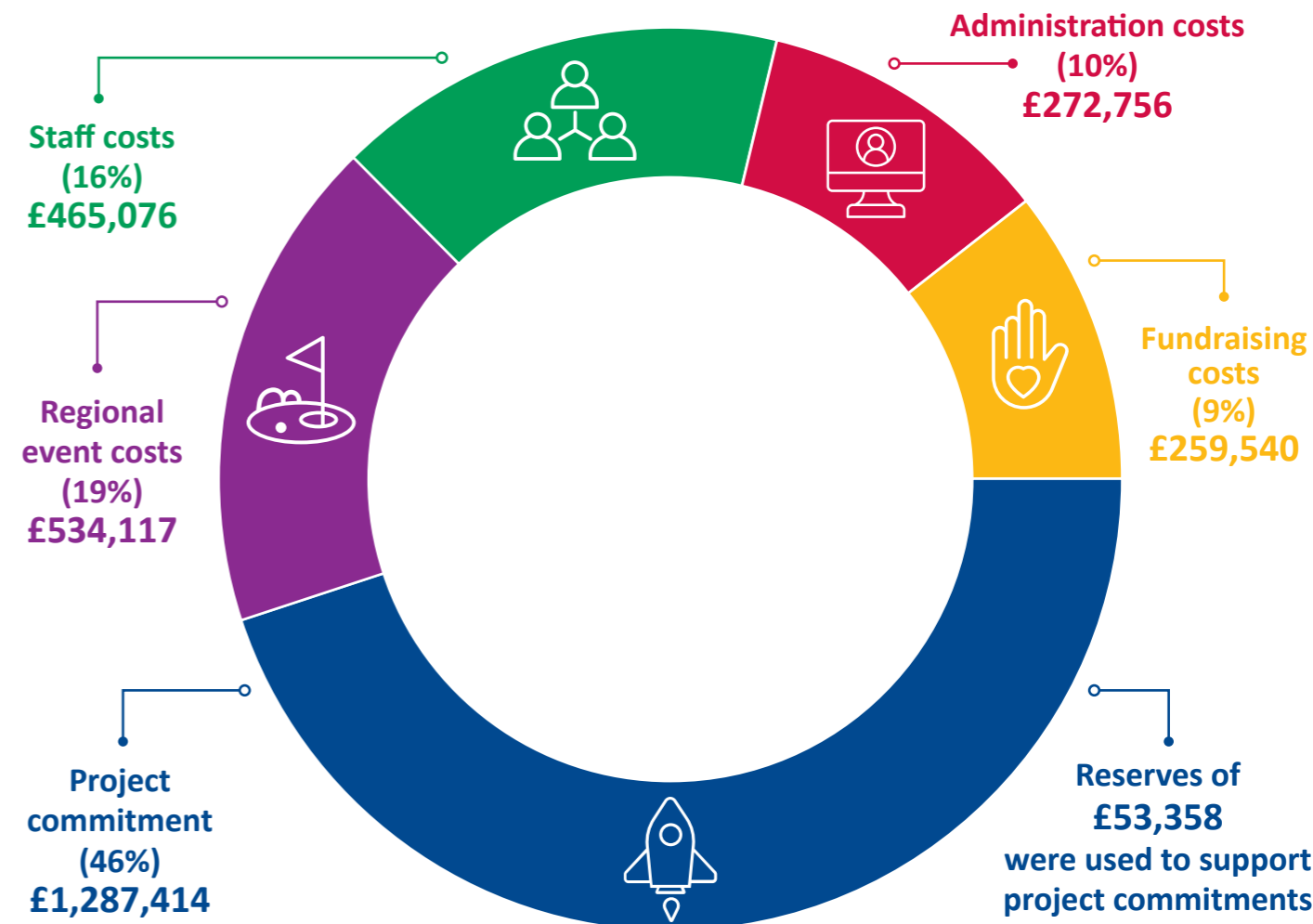
£2,765,545



EXPENDITURE

£2,818,903

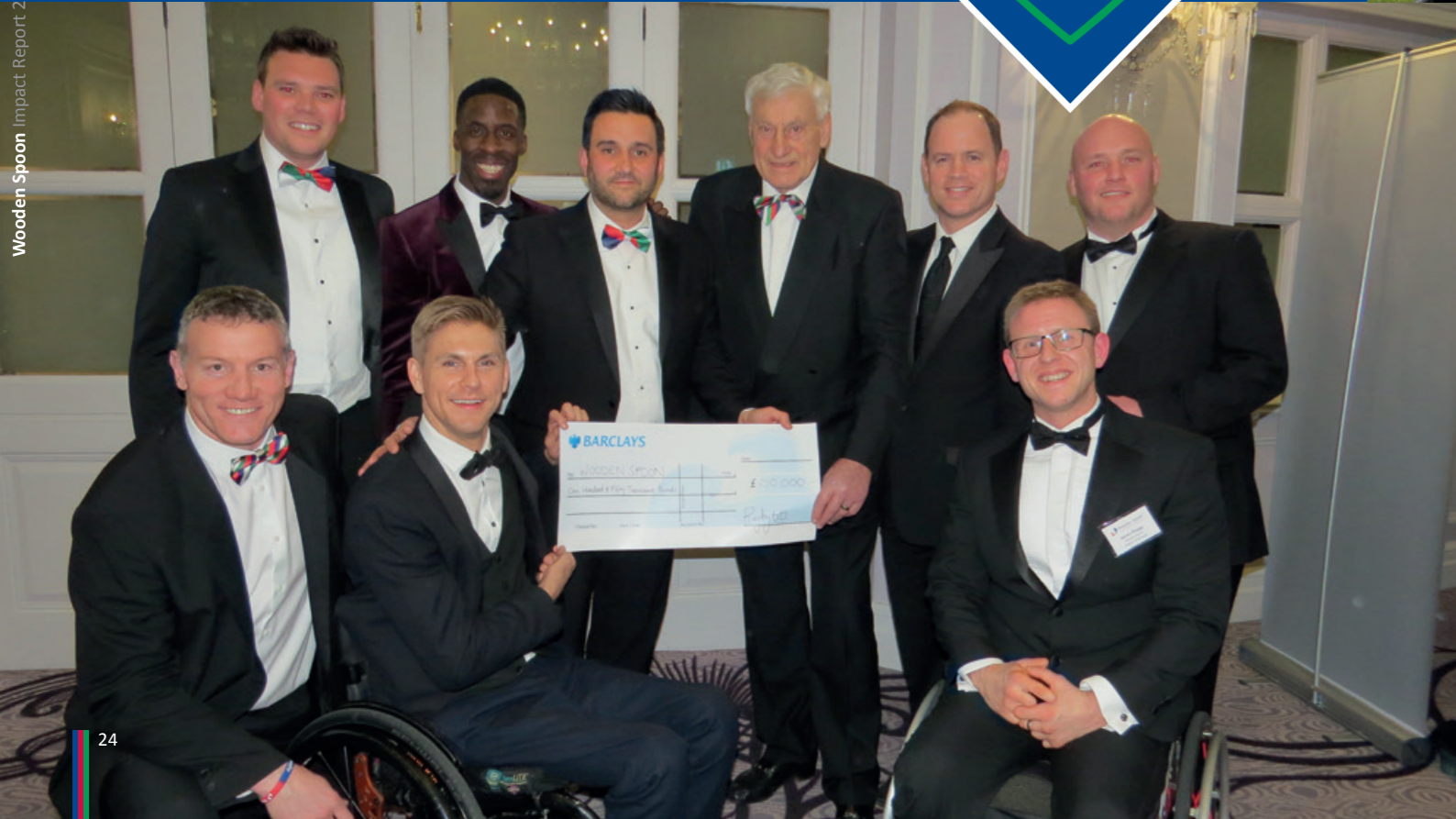
The charity increased its funding of charitable projects by £209,534 to £1,287,414.



THANK YOU

A warm thank you to all our staff, supporters, volunteers, ambassadors and partners – without you we would not be able to carry out the life-changing work that Wooden Spoon does for children and their families across the UK and Ireland

- Our regional volunteers
- Our trustees
- Our staff team
- Our members
- Our individual supporters
- Our supporting schools
- Our rugby Partner Clubs
- Our charity Partners



OUR CORPORATE PARTNERS



Also special thanks to

Jan and David Pointer

Duncan Sinclair

Graham and Amy Allen

The Wray Family



GET INVOLVED

If you, your school, your rugby club or your company would like to get involved and help make a real difference to children and young people with disabilities and facing disadvantage, there are lots of things you can do

Charity of the year

Does your company or your school have a charity of the year? Does it support charities or have a volunteering scheme? Why not nominate Wooden Spoon to receive support from your workplace or child's school.

Fundraise

There are lots of different ways you can fundraise for Wooden Spoon. Take part in a sporting challenge or host a golf day in your local community. Do something you enjoy whilst changing children's lives for the better.

Come to an event

We have a wide range of events happening across the UK & Ireland. Come along, have a good time and find out a little more about what we do. You might even meet some famous rugby players too.

Volunteer

We are always looking for volunteers to support the life-changing work we do. Whether you join a Wooden Spoon regional volunteering group in your local community or just share your expertise for a couple of hours a month, you could make a real difference to what we do.

How you do it

Visit woodenspoon.org.uk to get involved today.

woodenspoon.org.uk
#helpingkidsthroughrugby



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“I loved pond dipping so much I didn't want to go inside even when the rain got really heavy.”

Surrey Wildlife Trust



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