



Goods FOR Good

# SPORT FOR **GOOD** IMPACT REPORT

BREAKING DOWN BARRIERS TO UNLOCK  
OPPORTUNITIES THROUGH THE POWER OF SPORT



REGISTERED CHARITY NO 1165565

# SPORT FOR GOOD

**BREAKING BARRIERS BUILDING FUTURES**

Established by Goods For Good in 2021, the Sport For Good (SFG) initiative is dedicated to breaking down barriers and creating opportunities through the provision of sportswear and sports equipment. By supplying these essentials, SFG provides opportunities to individuals who might otherwise be excluded from participating in sports due to a lack of financial resources, limited access to quality sportswear, or societal barriers such as gender, disability, or cultural differences. Our efforts empower people to participate in sports, fostering a sense of belonging and community.

This report demonstrates how SFG promotes physical health, mental well-being, and social inclusion, particularly among young people and marginalised groups in the UK, making a lasting difference in communities.





# Shaping Brighter Futures

BY BREAKING DOWN BARRIERS TO PARTICIPATION

Participation in sports and sports-based programmes can have a profound impact on the life trajectories of young people from disadvantaged backgrounds. Beyond the physical health benefits, these programmes play a crucial role in fostering mental and emotional resilience. By providing opportunities to develop essential life skills, such as teamwork, communication and discipline sports can equip young people with the tools necessary to succeed in education, employment, and personal relationships. Additionally, the sense of belonging and purpose cultivated through sports can act as a protective factor, deterring involvement in crime and antisocial behaviour. By fostering aspirations for a brighter future, sports programs contribute to the development of well-rounded, engaged citizens and help build safer, more cohesive communities.



## Helping People in Poverty

For individuals facing socioeconomic challenges, sports can serve as a catalyst for social integration and upward mobility.



## Improving Outcomes

Participation in sports activities can broaden horizons, expose young people to diverse perspectives and create pathways to higher education and career opportunities.



## Reducing Waste

Collaborating with manufacturers, retailers, and sports clubs, we repurpose and reuse sportswear. This reduces waste, extends product lifespan, minimises environmental impact, and makes quality sportswear and equipment more accessible for everyone.

# Partnership Approach

## STRENGTH IN PARTNERSHIP

The success of SFG is a reflection of our collaborative model and the strong relationships we've built with our partners. Collaborations with organisations such as Goods 360, Focus Brands, Charles Kirk, Uniform4Kids, and Race Ahead, along with generous community donations from sports clubs and schools including Hampstead Gymnastics Club, Annan Football Club, and Sir Henry Floyd Grammar School enable us to provide robust support to our network of charity partners. Beyond sportswear and equipment, we have also received logistics support from My 1st Years, The Dune Group and Focus Brands as well as funding from Herts Sport and Physical Activity Partnership, Harrow Day School Trust and StreetGames. These partnerships enable us to provide resources which facilitate the delivery of impactful sports programmes across the UK. Together, we equip young people and adults with the tools to thrive both on and off the field.

## A Positive Partnership for Change

We are proud to highlight our impactful collaboration with the Herts Sport and Physical Activity Partnership (HSP), a relationship that has grown over the years to bring significant positive changes to communities across Hertfordshire. Established in 2003, HSP is one of 43 Active Partnerships across England, partly funded by Sport England, with the primary mission to improve lives through sport and physical activity, addressing social inequality and promoting inclusivity.

Our partnership with HSP aligns seamlessly with Goods For Good's mission to support disadvantaged communities. Our collaboration extends to supporting a wide range of community projects and initiatives spearheaded by HSP across spotlight areas including; Waltham Cross (Broxbourne), Bedwell (Stevenage) and Cowley Hill (Hertsmere) as well as Borehamwood, Welwyn Hatfield and Dacorum.

- ✔ FIT, FED & READ HOLIDAY CAMPS
- ✔ YOUTH NETBALL CAMP
- ✔ WOMEN & GIRLS FESTIVAL
- ✔ ACTIVE COMMUNITIES PROJECT
- ✔ MULTIPLY STEP2SKILLS
- ✔ ACTIVE LOCAL

These projects aim to make sports and physical activities more inclusive, ensuring that people of all ages and abilities can participate. By focusing on inclusivity, we help address disparities in physical activity levels, particularly among groups that traditionally have lower participation rates.



**CLICK TO VIEW** ↗

Interview with Maeve Crowley Children & Young People's Team, HSP



The Dune Group

RACEHEADTRAINING

# BRIDGING THE HOLIDAY HUNGER GAP FOR CHILDREN IN POVERTY

Our collaboration with HSP began when we launched the Sport For Good pilot in 2021. As part of their Easter holiday "Fit, Fed and Read" camps, we delivered sports kits to the 200 children who participated. Three years on, we have supported them to deliver 33 camps to over 4,950 young people aged 8-11 years old.

## Fit, Fed & Read

Fit, Fed and Read is the Herts Sports Partnership variation of the Fit and Fed initiative formulated by StreetGames UK in response to a growing body of research on the triple inequalities of holiday hunger, isolation and inactivity. The camps are designed to provide children from disadvantaged backgrounds with a safe and engaging environment during the school holidays. They combine physical activities, nutritious meals, and literacy support to ensure that children are active, well-nourished, and continue learning even outside of the school term.

4,950

YOUNG PEOPLE

33

CAMPS

Goods For Good's support has been instrumental in expanding the reach and impact of these camps, ensuring more children benefit from this vital program. By combining resources, expertise, and a mutual commitment to social good, Goods For Good and HSP are driving social change and improving the quality of life of thousands of individuals through sport and physical activity.

The Fit, Fed and Read camps are just one of the many HSP initiatives we support. Our partnership extends to various youth projects and programmes aimed at tackling inequalities and promoting social inclusion across Hertfordshire.



The partnership with Goods For Good has really boosted our efforts to support the most disadvantaged communities in Hertfordshire. Their contributions have allowed us to expand initiatives like the Fit, Fed and Read camps, reaching more people and providing more comprehensive services.

# Recent Projects

## THE IMPACT OF OUR WORK

We have highlighted three projects from our work in the UK over the last 12 months. These include our support for DOST, aiding young refugees and migrants; Sporting Inspirations, which helps young people in poverty access sports and combat antisocial behaviour and crime; and Sports Traider, a Newcastle-based community hub supporting people in crisis. These projects demonstrate our commitment to fostering inclusion, promoting well-being, and supporting vulnerable individuals and communities through sport.

### Tackling Antisocial Behaviour & Crime

The Friday Night Project has significantly impacted the community by equipping participants with essential life skills, reducing risky behaviours, and fostering a safer environment. By removing barriers, we ensured that the young people of Cowley, Hertfordshire could access these vital resources and thrive under the guidance of positive role models.



### Supporting People In Crisis

Our partnership with Sports Traider helps eliminate financial barriers, allowing young people in Newcastle to participate in sports, regardless of their background. By donating sports clothing and footwear, we're reducing waste while also relieving financial pressure on families. This ensures that all children have the opportunity to explore their potential and benefit from the positive impacts of community sports.



### Aiding Young Refugees & Migrants

In collaboration with DOST, our Sport For Good initiative has significantly impacted the lives of hundreds of young refugees and migrants. By providing sports clothing, footwear, and equipment, we support free sports sessions which help young refugees and migrants integrate into UK society. These activities reduce feelings of isolation, promote language and cultural learning, and foster friendships.



# TACKLING YOUTH RELATED ANTISOCIAL BEHAVIOUR IN HERTFORDSHIRE'S MOST DEPRIVED AREAS

## The Friday Night Project

The Friday Night Project is an initiative run by Sporting Inspirations and Herts Sport and Physical Activity Partnerships. Its aim is to reduce youth-related antisocial behaviour and crime in some of the most deprived areas of Hertfordshire by providing young people aged 11-18 with access to sports and education. The project, which has been running for two years, has positively affected local youth-related antisocial behaviour on Fridays during delivery hours and into the weekend.

## Healthy Outcomes

The provision of educational sessions on healthy relationships and drug and alcohol awareness equipped the young people with essential skills, reducing negative behaviours and promoting healthier outcomes. The sessions foster respect, help decrease instances of violence and abuse, help prevent substance abuse, lower crime rates and enhance community well-being and cohesion.

636

YOUNG PEOPLE

64

SESSIONS



By providing these young people with high-quality and well-known sport-branded products supplied by Goods For Good, the project created a leveller for these young people.

## Bridging the Gap

By removing barriers to these sessions we helped ensure that the young people of Cowley could access these crucial resources and benefit from role models who can support them to thrive and build positive futures. Our contributions helped bridge the gap for these young people, allowing them to participate with pride and enthusiasm.



## CREATING A COMMUNITY FOR YOUNG REFUGEES AND MIGRANTS IN LONDON

In partnership with DOST our Sport For Good initiative has made a significant impact on the lives of 499 young people from 47 different countries. These individuals, often arriving in the UK feeling isolated and vulnerable, are provided with opportunities to engage in diverse activities, improve their English, and stay active. By providing sports clothing, footwear and equipment we have supported DOST in their provision of free sports sessions, including football, volleyball, cricket, tennis and more.

### Social Integration

The Sport For Good initiative plays a vital role in the social integration of young refugee and migrant children arriving in the UK. By providing access to sports activities it helps them adjust to a new environment, reducing feelings of isolation and vulnerability. Engaging in sports allows them to learn the local language and culture, build friendships, and establish a support network.

499

YOUNG PEOPLE

47+

NATIONALITIES

362

SESSIONS

6,896

ATTENDANCES

### Overcoming Barriers

Our contributions enable these young people to explore new places, develop employment skills, and integrate into the community. Removing the barrier to access means these young people can build friendships and life skills. By giving them opportunities to experience positive, memorable moments we are also helping them overcome past traumas and stresses.



Being in this program makes me feel like someone cares about me. I've been able to make new friends and just be myself. I finally feel like I belong here.



# LEVELING THE PLAYING FIELD FOR PEOPLE IN CRISIS IN NEWCASTLE

Sports Traider is a youth-focused charity that offers affordable sportswear and equipment through its chain of charity shops. Their aim is to make sports accessible to all, regardless of background or ability, while generating funds to support disadvantaged young people. Our support for Sports Traider's Newcastle-based community hub helps create a level playing field by making sports accessible to all young people, regardless of their financial situation. By eliminating barriers we help ensure that the young people have opportunities to explore their potential, gain confidence, and participate in the benefits of community sports.



## Sport For All

The obstacle for participation for many is the expense of doing their chosen sport. Our partnership with Sports Traider enables sport for all by making quality sports clothing and equipment accessible. By overcoming the financial barriers, we provide young people from all backgrounds the chance to participate in sports they might otherwise deem inaccessible.



This support has been such a relief for me. After losing my wife it's been tough to keep up with everything. What you've provided means my son can train properly and feel confident. It's a huge weight off my shoulders, knowing he has what he needs, without me having to worry about the costs.

## Sport For the Environment

Through our collaboration with Sports Traider, we support environmental sustainability. By providing repurposed sportswear we help reduce waste and extend the life of quality products, ensuring that young people can continue participating in sports. Sport For Good not only supports the environment by minimising landfill waste it relieves financial pressure on families, making sports more accessible to everyone.

**61,450**

KG OF CO<sub>2</sub> SAVED

EQUIVALENT TO

**1,500**

TREES PLANTED

12,500

VULNERABLE PEOPLE SUPPORTED\*

# Empowering Communities

## THROUGH INCLUSIVE SPORTS PARTNERSHIPS

Sport For Good combines the power of sports with a strong focus on community impact. The achievements and outcomes highlighted in this report demonstrate that our partnership-driven model is key. By collaborating with corporate and charity partners, we've helped remove barriers to participation.

- ✓ BREAKING DOWN SOCIAL & ECONOMIC BARRIERS
- ✓ ENHANCING PHYSICAL & EMOTIONAL WELL-BEING
- ✓ DEVELOPING SKILLS & EDUCATION
- ✓ ENABLING ACCESS TO POSITIVE ROLE MODELS
- ✓ INCREASING ACCESS & INCLUSION

By fostering inclusivity and building healthier, more equitable communities, Sport For Good ensures that everyone has the opportunity to thrive through sports, regardless of their background or circumstances, enhancing both individual lives and the broader community.

WE'VE DELIVERED



**26,400**  
**KILOS OF**  
**ESSENTIALS**

\* This number is for our work in the UK only and is an approximate figure.





We invite manufacturers, retailers, and sports clubs to support our Sport For Good initiative. Your involvement can make a significant difference. By donating sportswear, equipment, or financial resources you're helping us support a network of charity partners working with young people, enabling them to participate in sports and build brighter futures.

**ANDREW ANASTASIOU, HEAD OF PARTNERSHIPS & FUNDRAISING**



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## Support Us

To learn more about how you can support Sport For Good and get involved in our initiatives, we invite you to contact our Head of Partnerships and Fundraising, Andrew Anastasiou. Whether you're a potential corporate partner, charity, or individual looking to make a difference, Andrew can provide details on various opportunities to contribute to our mission. Please reach out to him directly to explore how we can work together to continue breaking down barriers and empowering communities through sports.