

edgbaston
foundation

Provide Opportunities
Connect Communities
Improve Lives



Impact report
2019 -2020

Young people from Harborne Academy take part in the Young Birmingham Poets project held in collaboration with the National Literacy Trust



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Foreword

Thank you for taking an interest in the Edgbaston Foundation, the official charity of Edgbaston Stadium and Warwickshire County Cricket Club.

The Edgbaston Foundation plays an integral role in the club's community engagement. Our club and stadium have the power to provide inspiration and encourage aspiration. Our role as its charity is to help make this statement a reality by using our position to provide opportunities, create connections, and help people improve their lives within our community.

Over the last several years the Edgbaston Foundation has gone from strength to strength. 2019 was an especially pivotal year. It was a year that saw cricket come to the fore of the nation's consciousness with England winning the World Cup in dramatic fashion. The foundation saw its own profile raised through some innovative collaborations and initiatives with other charities/organisations highlighted within.

In 2020 the impact of COVID meant that many of our initiatives had to be put on hiatus; we changed direction and collaborated with Warwickshire CCC to respond to community needs.

Ultimately our fundraising, project, and partnership work is all with the purpose of having a positive impact on the lives of those who we engage with. This report reflects the work that has taken place in 2019/2020 and the impact made.

If our work resonates with you, we'd be delighted to welcome your support in helping us grow our foundation and help us make an even greater impact.



I am immensely proud of the strides the Edgbaston Foundation has made over the last 2 years. We are a small team striving to successfully raise our profile, increase our project work and most importantly have an impact on the lives of people from communities across Birmingham.

As the charitable arm of Edgbaston Stadium and Warwickshire County Cricket Club we share the unique potential to inspire and instil aspiration

throughout our community. This sustains our purpose to [provide opportunities, connect communities and improve lives](#).

We achieve our purpose by delivering projects in 4 key themed strategic areas:



Wellbeing and Enjoyment



Creating Connections



Cricket Inspired Learning



Charitable Partnerships

The projects within each of these thematic areas are enclosed and demonstrates the variety of work undertaken in this period.

When I reflect on our work, what makes me most proud is the innovative projects that we have developed. Innovation forms part of the foundation's values and underpins our responses when addressing needs that haven't previously been met. Examples of our innovative projects in 19/20 include: [Cricket Full Circle](#), [Roaring Lions](#) and the

[Mayor's Cricket Cup](#) and build on our previous innovations [GLOW](#) and [Bears Bursary](#). Our innovative and novel approach that uses cricket (as a theme, not just a sport) for positive change is a key reason that many organisations choose to work with us.

As a small charity is it key to collaborate with other charitable organisations, with whom our strategic objectives align, to maximise impact in a cohesive manner. We have worked with many great charities, combining skills and abilities to strengthen collective work; [Thrive Together Birmingham](#), [Birmingham Children's Trust](#), [National Literacy Trust](#) and the [NSPCC](#) are but a few of the collaborative relationships we have forged to expand our work.

Having strong advocates of our work is also important and we are proud to have been supported by Edgbaston MP Preet Gill and Mayor Andy Street and the West Midlands Combined Authority.

Whilst we are proud of the work we have done; we have an insatiable desire to do even more and grow the foundation as we work towards our vision of being the best cricket foundation in the country. We have only started this journey, but are confident that steady growth can be achieved, whilst recognising that we will need help along the way. The support of all stakeholder across the community, corporate, and civil sectors is vital and I hope that this report can inspire others to join us on this exciting journey.

A handwritten signature in black ink that reads "Ravinder Masih".



“Sport, especially cricket,
has great power to
enable communities to
move forward together”

Rachael Wong Chair of Trustees



It has been a great source of pride to have seen the Edgbaston Foundation grow its sphere of influence and operations since its inception in 2015. As a parent whose children have blossomed through their participation in cricket, I am delighted the Edgbaston Foundation has been able to translate the benefits this wonderful sport provides to individuals into similar benefits for the community. The Edgbaston Foundation's contribution to helping people become active, improve their learning, and develop new friendships has been significant in recent years.

I am particularly grateful to Warwickshire County Cricket Club for the support it provides to the Edgbaston Foundation. Thanks are also owed to all the donors who have supported the Foundation's work with donations, through fundraising and volunteering. This support has been invaluable in making the growth of the Edgbaston Foundation possible.

There is still much untapped potential in the Edgbaston Foundation; for it to become even more prominent within the local landscape. To achieve this goal, we have added new trustees with the right skills and experience to help realise the Foundation's growth ambitions. I am excited about working with the entire Board of Trustees in this next phase of growth.

The disruption to life in 2020 has been new territory for us all. As the world changes, we are realising the critical role many charities play in providing support during challenging times. The Edgbaston Foundation's role will be more important than ever in the years ahead and all its Trustees, myself included, embrace this responsibility to serve our community with vigour and determination.

Our Impact

Edgbaston Foundation is the official charity of Edgbaston Stadium and Warwickshire County Cricket Club. It is the entity through which much of the club and stadium's social responsibility work is undertaken.

Through the spirit of cricket we provide opportunities, connect communities and improve lives.

We extend our support throughout the diverse communities across Birmingham and hold a strong belief that empowering young people is where we can help make a long-term difference in society.

THEMED STRATEGIC AREAS

- WELLBEING AND ENJOYMENT**
 - Provide opportunities to improve both mental and physical wellbeing and a sense of enjoyment in activities.
- CREATING CONNECTIONS**
 - Help foster a sense of belonging, especially amongst those that are isolated, or disadvantaged. Use cricket as a means of bringing people together.
- CRICKET INSPIRED LEARNING**
 - Use the theme of cricket to support personal development through expansion of knowledge, skills development, and attainment of qualifications.
- CHARITABLE PARTNERSHIPS**
 - We are open to collaboration with experienced practitioners that share our strategic objectives, using our assets to enhance existing activities or to explore novel approaches.

1,366

INDIVIDUALS IMPACTED
THROUGH FOUNDATION
INITIATIVES

85,000+

INDIVIDUALS IMPACTED
THROUGH COLLABORATIVE
PROJECTS

280

COMMUNITY
ORGANISATIONS ENGAGED

262

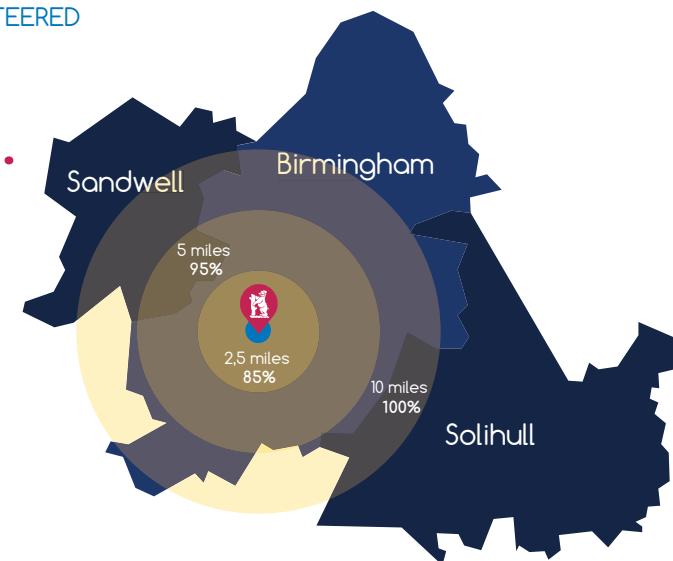
COMMUNITY
ORGANISATIONS
SUPPORTED

1,563

HOURS VOLUNTEERED

PROVIDED OVER
£12,500

GOODWILL TO CHARITABLE CAUSES



Wellbeing and Enjoyment

GLOW

GLOW is an innovation first started by the Edgbaston Foundation. It was designed to address inactivity amongst girls in inner city areas.

Studies show that sedentary levels increase as girls approach adolescence and this trend is higher in ethnically diverse groups. GLOW breaks common barriers and makes the game accessible with a targeted approach that uses music and glow in the dark equipment.

Building on the success of glow in the dark cricket sessions, we created GLOW multi-sport sessions to combat two specific barriers 1) lack of targeted options and 2) overly competitive environments with aims to help inactive girls find enjoyment in exercise.

We have seen tremendous success with our glow in the dark programme which saw over 50 young ladies from 2 inner city schools regularly engaging in physical activity.

Wellbeing
and
Enjoyment

GLOW

Birmingham Phoenix players Adam Hose and Ria Fackrell join students from Washwood Heath Academy for their final glow session



Wellbeing and Enjoyment

Bat Giveaway

The Edgbaston Foundation Bat Giveaway aims to put equipment in the hands of children (U13) to ensure that 'lack of equipment' is not a barrier to an active lifestyle.

Research shows that only 20% of primary school children meet the minimum guidelines for physical activity. In areas of disadvantage this can be exacerbated due to lack of access.

In 2019, through support from WCB and the ECB Diverse Communities project as well as support from local authorities, the initiative reached over 500 young people who might not otherwise get the opportunity to play. Bats were distributed at schools and community events including our Cathedral Cricket Festival held at Birmingham Cathedral. In 2020 a collaboration with Mayor of West Midlands Andy Street and the West Midlands Combined Authority saw a new set of bats distributed across the region. The initiative will extend into 2021 and see 1500 bats and balls provided to young people across the region.

Mayor of West Midlands Andy Street joins WCCC player Liam Norwell to distribute bats at a school in Chelmsley Wood.



Cricket Full Circle

Cricket Full Circle is an intergenerational programme aiming to reduce loneliness and isolation whilst improving wellbeing in service users from older generations and adults living with vulnerabilities.

The programme provided young people living with SEND a unique voluntary opportunity to deliver Table Cricket & Clock Cricket, helping boost self-confidence and enhance personal development.

Cricket Full Circle is a pioneering programme that received backing from Birmingham City Council resulting in delivery across 7 residential care homes and adult day centres to more than 75 service users.

Joel receives the inaugural Edgbaston Foundation Community Hero award from WCCC Sport Director Paul Farbrace and England Coach Chris Silverwood.



Provide Opportunities. Connect Communities. Improve Lives.

Case Study: Joel Halles-Waller

Joel was involved in The Hive College's work placement scheme that supported the foundation in piloting Cricket Full Circle with Birmingham City Council and a residential care home for elderly people in Edgbaston.

Joel and his classmates were the perfect group for this project as they were familiar with table cricket with many in the group former national table cricket champions. With training in Clock Cricket from the ECB's Richard Hill, they were ready to go.

It quickly became evident that Joel had a natural coaching ability and displayed all the necessary skills both in delivery and organisation. Following the success of the pilot project we worked with the council to develop Cricket Full Circle into a full programme delivered across 7 centres. Joel's natural ability led to him becoming the lead coach on the programme, which also provided him with valuable experience in both personal development but also towards completing his sport course at Sandwell College.

Joel's support was instrumental in bringing 'Cricket Full Circle' to life. In appreciation for his efforts Joel was awarded the inaugural Edgbaston Foundation Community Hero award in 2019, presented to him at the Ashes Test Match by Director of Sport Paul Farbrace and England coach Chris Silverwood. In addition to this prestigious recognition, Paul invited Joel for a special VIP experience at a Birmingham Bears T20 match where he joined the coaches and watched the game with the cricket management team to further develop his coaching knowledge.

Joel admits he wasn't a Bears fan before, but now is fully integrated within the Bears family and ardently roots for them, proudly wearing his shirt at matches. We look forward to supporting Joel's progression and seeing him achieve his aspiration of becoming a sports coach.

Cricket Inspired Learning

Bears Classroom

Bears Classroom is a half day primary education programme delivered by Edgbaston Foundation that uses cricket to cover national curriculum subjects. The inspirational visit to Edgbaston Stadium comprises of a stadium tour, cricket session, and educational workshop, with each element designed to motivate, inspire, and engage the next generation of Bears.

Over 330 children from 10 schools across the city visited the stadium for Bears classroom, gaining an educational insight into the game all whilst soaking in the sights and sounds of the ground where England beat Australia in the semi-final of the 2019 World Cup before being crowned world champions.

National Literacy Pledge

Edgbaston Foundation partnered with the National Literacy Trust to help equip young people with the literacy skills they need to succeed in life. To demonstrate its commitment the Edgbaston Foundation signed the 'Birmingham Literacy Business Pledge'.

As part of the pledge, Edgbaston Foundation delivered literacy programmes to 85 young people from 4 secondary schools. The visits to Edgbaston inspired pupils to write poetry and help them understand themselves and others better through the power of empathy.

The foundation also partnered with NLT to distribute educational material to 100+ young people local to the stadium whose education had been impacted by the closure of schools during the pandemic.

Students from Fairway Primary Academy enjoy a classroom session at Edgbaston



Cricketer George Furrer joins a literacy session to inspire young people to learn about poetry

Cricket
Inspired
Learning

Cricket Inspired Learning

Bears Bursary recipient Demi volunteers on a matchday to support Edgbaston Foundation



Cricket
Inspired
Learning

Bears Bursary

Bears Bursary provides financial and mentoring support to help young people experiencing homelessness overcome adversity and not let financial and life difficulties limit their ambition to progress through university.

The funding for Bears Bursary was raised through the Edgbaston Sleepout which saw 45 local business and civic fundraisers sleepout at Edgbaston Stadium. Funds were also raised to support a new employability programme for St Basil's.

Recipients receive a financial bursary, work experience and mentorship from the Edgbaston Foundation whilst completing their undergraduate degree. In 2019 we welcomed our first recipient, Demi.



Provide Opportunities. Connect Communities. Improve Lives.

Case Study: Demi Graham

Demi showed incredible potential from the moment she was interviewed. Though she was a quiet student, it was apparent she would be a worthy recipient for the Bears Bursary. Demi had overcome incredible hardships to get to University but there was still a risk of finances becoming a preventative barrier to getting her degree.

Bears Bursary is more than just money. As part of receiving the Bursary, Demi committed to volunteer with us to enhance her personal development. She volunteered on matchdays becoming a part of the Cricketeers group and supported the Foundation on community programmes. What came as a pleasant surprise was the extent to which Demi developed. One of the first indications of this was when she spoke at the 3rd Edgbaston Sleepout giving those sleeping out a first-hand look at what young people must overcome and the difference their fundraising would make. Demi's confidence shone through as she spoke to over 55 business and civic fundraisers on the night.

Demi has also been mentored and supported by the Foundation Development Officer Helen, whose experience of supporting young people is greatly benefitting Demi. We look forward to supporting Demi further as she progresses with her Degree at Birmingham City University with the overarching aim of seeing Demi getting on the career ladder upon completion of her studies.

Demi shares her story with fundraisers sleeping out at the Edgbaston Sleepout



Creating Connections

Roaring Lions

'Roaring Lions' is a social hub for young people and children living with disabilities under the care of Birmingham Children's Trust. It provides the young people with a safe space to socialise, enjoy a range of inclusive activities and discuss the care that they receive, in order to drive positive change and improvements to children's services in Birmingham.

Birmingham Children's Trust identified a gap in provision for their young people with disabilities, who didn't have a safe space of their own to socialise and spend time together. Edgbaston Foundation created this safe space at the stadium and enhanced the programme to not only include social time but also the opportunity for personal development and reflection.

As a result of the programme, in 2019, 23 young people engaged in action to improve the levels of Makaton used by their key workers and contributed to a 'Mind Your Language' campaign providing staff with guidance on outdated language and acronyms still in circulation.

A member of the Roaring Lions enjoys a music session at the Edgbaston Stadium hub



Creating
Connections

Mayor's Cricket Cup

The Mayor's Cricket Cup is an inter-generational cricket tournament in collaboration with the West Midlands Combined Authority that sought to bring together different groups from across the West Midlands around a shared interest in sport.

The event, which saw over 80 participants from two different generations form 10 teams to compete for the Mayor's Cricket Cup on Edgbaston's hallowed turf, helped foster respect and inclusion, showcasing the wonderful community ethic of our region.

The collaboration with the mayor will continue and aid his ongoing commitment to connect different communities and encourage people of all ages to stay active by hosting another Mayor's Cricket Cup and working together on the Bat Giveaway.

Participants from the winning team meet Mayor Andy Street at the Mayor's Cricket Cup



Creating Connections

Accessible Edgbaston

Edgbaston Stadium is one of Birmingham's key cultural attractions. As its charitable arm we seek to ensure that Edgbaston is a place for everyone, and our local communities have a connection to the stadium.

In 2019, we hosted Edgbaston Foundation Community Fun Day and saw over 5000 local residents experience Edgbaston at a reduced entry cost, to enjoy fun family activities and see the Bears win their One-Day-Cup fixture against Leicestershire.

In addition, public stadium tours have been free of charge to the general public with the option to donate to the Edgbaston Foundation.

Former legends Tim Munton and Graeme Welch hosted 'Tea & Tour with a 96' Legend' to mark the 25th anniversary of the ground-breaking 96' season. This initiative connected the Bears family whilst raising £500 to support the work of the Edgbaston Foundation.

Fans enjoy the stadium environment as part of
Edgbaston Foundation's Community Fun Day



Creating
Connections

Breaking Boundaries

Breaking Boundaries is a social cohesion project funded by Spirit of 2012 and delivered in collaboration with Youth Sports Trust and Sporting Equals. It uses the power of cricket to bring people together across different groups, fostering social cohesion in Edgbaston Stadium's neighbouring wards.

Edgbaston Foundation took the lead on this project in March 2020 and despite lockdown and social distancing restrictions, were still able to provide opportunities for 33 unique individuals to socially connect with people from different backgrounds regularly through use of technology. The activities were thoughtfully designed to support positive mental and physical wellbeing, as impacted by the covid-19 pandemic.



Community groups come together for the
Breaking Boundaries programme (Jan 2020)

Creating Connections - COVID Response

Feed Birmingham

COVID had an immense impact on the lives of everyone as society came to grips with restrictions and lockdowns. For some the impact was severe and a coordinated effort to support those in need was necessary.

#FeedBirmingham saw the Edgbaston Foundation collaborate with charities Thrive Together Birmingham and Near Neighbours in response to the increasing number of people accessing food banks and food distributors. The Edgbaston Foundation used a section of the stadium as a food sorting hub and took food donations made by community champions organised by Thrive Together Birmingham.

Across 12 weeks #FeedBirmingham received approximately 18 tonnes of donations worth £52,000 which was sorted by Warwickshire staff and players for distribution to 192 organisations.

Staff volunteers sort donations as part of the #FeedBirmingham campaign



Creating
Connections

Toys4Birmingham

As the impact of further lockdowns and restrictions continued to affect society, the need for support remained. Toys4Birmingham was a collaboration with Thrive Together Birmingham and Birmingham PlayCare Network initiated in response to a need for children's gifts, voiced by many families in the lead up to Christmas.

Warwickshire staff, players, and cricketeers came together to sort 16,500+ items that were generously donated for distribution amongst 50 community organisations to make Christmas special for thousands of families and children across the city.

Central Sparks player Issy Wong was one of many professional cricketers who helped volunteer for #Toys4Birmingham



Charity Partnerships and Collaborations



Charitable partnerships is a key strategic objective for the Edgbaston Foundation and recognises that we cannot work in isolation, especially as there are so many fabulous organisations in our city/region doing great work in the same areas of importance to the Edgbaston Foundation.

Our aim when collaborating with partners is to combine our collective strengths to enhance opportunities for those we engage with on programmes. Many of the projects and initiatives highlighted have been possible because of the strong partnerships developed.

We'd like to thank each organisation that has partnered or collaborated with us to bring about positive change in Birmingham.



The National Literacy Trust donates 2000 reading materials to help support #Toys4Birmingham

Warwickshire player Alex Thompson was a regular volunteer during our Christmas Toy Drive



Like What You See?

Ways to get involved and support the work of the Edgbaston Foundation...



Make a kind
Donation
via TotalGiving



Host a

fundraiser

in aid of the Edgbaston Foundation



Nominate Edgbaston Foundation
for your organisation's
**charity of
the year**



Get stuck in and
volunteer

on our projects to make a difference



Become a

Corporate Energiser

and receive a host of benefits



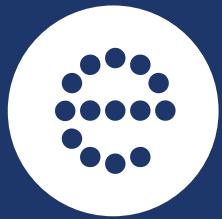
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To discuss any of the above in further detail please contact us on

foundation@edgbaston.com



Hugh Bear joins staff and volunteers to distribute free bats to children in the city centre



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