

Dame Kelly Holmes Legacy Trust **Annual Review**





Current Board:

The Mission:

"We inspire young people and unlock life chances for them by improving their skills, knowledge and self belief through support and mentoring projects with sporting champions"

Dame Kelly Holmes Chair

Double Olympic Champion

Dame Kelly Holmes secured her place in history by becoming the first British female athlete to win both the 800m and 1500m in the 2004 Olympic Games.

Giselle Pettyfer Chief Executive Officer of Falcon and Associates

Giselle enjoyed a 15 year career in Communications and Public Affairs before taking up her existing role as Chief Executive Officer for Dubai based Falcon and Associates.

John Palmer Director of Corporate Communications and Public Relations, Sheffield Hallam University

John has been at Sheffield Hallam University for six years and he runs all aspects of internal and external communications as well as managing the overall image and reputation of the University.

Tracey Fletcher

Tracey has 25 years experience as a senior executive in the voluntary and community sector, primarily supporting the development of young people and communities in need.

Jane Middleton

Jane is an experienced finance director currently serving as a Trustee of the Royal Air Force Museum.

Ade Brown CEO of RSA

Adrian is a qualified Management Accountant with 22 years experience in the insurance sector and has been UK CEO of RSA for 3 years.

Former Trustees

John Napier President

John joined Royal & Sun Alliance in January 2003 as Non-Executive Director and in March 2003 was appointed Chairman.

John Foster Former Chief Executive of Islington Council

John became Chief Executive of Islington Council in June 2008 and retired in July 2011.

Kelly Holmes says

“ I would like to thank all of the Trustees for their time and contribution to the charity, especially John Napier, our first President, and John Foster, who have now chosen to step down from the board. ”

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Welcome

from Dame Kelly Holmes

Most of you reading this will know me because in Athens in 2004 I won two gold medals. No doubt you picture that iconic moment as I crossed the line and became double Olympic champion, realising a dream I had for over 20 years.

What most of you probably don't know is that I am the mixed race daughter of a white mother. She was left by my biological father when I was just a year old and struggled to cope as a single teenage mum in the early 1970's. I was in and out of care homes for the first few years of my life. Things were so tough for my mum that I was put up for adoption, until at the very last minute she changed her mind and came to take me home. Then she met my step dad, Mick, and life gradually became more settled. We had a loving home, but never much money. Very early on I learned to work hard for everything I had.

School wasn't easy either until somebody saw my talent. My PE teacher saw my potential and put me in a cross country race, where I discovered I was good at running. Finding my talent changed my life. It gave me the chance to set my sights on a goal and motivated me to try and achieve my

dreams. Now that I have done that, I want to give other kids who haven't had the best start in life that chance too.

Competing on the world stage is tough, just like life can be. You have to learn to really dig deep when life doesn't go your way. I believe challenges and experiences elite sports performers like myself go through should be used to help young people.....not only in sport, but in everyday life too.

So, all of my charity's projects are delivered by world class athletes, most of whom are Olympians, Paralympians, World and Commonwealth Champions. Our mission is to inspire young people and unlock life chances for young people. We do this by improving their skills, knowledge and self belief through support and mentoring from sporting champions.

As an athlete I had a brilliant support team that helped me achieve my dream of becoming Olympic champion. In the same way, we have built a fantastic team who together have made it possible for us to reach 15,000 young people already. I would like to thank everyone who has helped us on the way: our board of Trustees, partners, sponsors, the Olympians and Paralympians who have been supportive of our work and enabled us to achieve our mission.

So where next then? I had high aspirations as an athlete and my ambitions for my charity are no less. I want us to reach more young people and communities. To do this we will have to find even more creative ways of working in the future and I will need your help! If you are up for the challenge get in touch!

Best Wishes,



Dame Kelly Holmes

Double Olympic Champion and
Chair of the DKH Legacy Trust

How do we create **life chances** for young people?

Kelly Holmes says

“ I believe child needs a hero... someone to look up to and be inspired by: someone to help identify and make the most of their talents.

Too many young people don't have this guidance and support, or the help they need to achieve their potential. That's why my charity uses world class sports performers to raise the aspirations of the kids we work with.

Our Olympians, Paralympians, World and Commonwealth champions, having experienced the highs and lows of world class competition, know what it is like to face adversity and overcome the odds to succeed.

This review gives more detail on our work since we set up in July 2008 but here's a few highlights.....

- 384 young sports performers and 171 coaches and parents supported in Manchester, Bristol, East London, Kent and Bedfordshire.
- Over 1000 young people inspired by the London 2012 Young Leaders in Aberdeen, Hull, East and West London.
- Raised the aspirations of over 2000 young people in 16 schools on our Aspiring Minds Programme.
- Supported 94 hard to reach young people from Liverpool, Manchester, Reading and London who were not in education, employment or training.
- Over 100 world class sports performers have supported young people.
- 15,000 young people reached across all projects.

”





Andrew Lunnon (pictured beneath), Get on Track graduate (Reading), said:

"I hope everybody at the Trust who has helped me gives themselves a pat on their back because with their help I have been able to change my life around. It's amazing really because I have been getting so much praise from everybody and it just shows you what some confidence can do to a person, I've gone from inactive with no hope to doing the kind of stuff I could only have dreamed off years ago."

What do the young people we work with say?

"They have accomplished things that young people can only dream of ... but then they full heartedly help us, and get us where we would like to go"
(young person)

"At the end of the day I am more inclined to listen to a champion, someone who has achieved something, it catches your attention"
(young person)



Supporting Young People: **Backing Talent Sport Programmes**





Lewis Gray, England U16 Table Tennis Champion, said:

"Having the chance to learn from the Olympians has really given me a better understanding of what I need to do to fulfil my potential in the sport."

Emyr Roberts, Strategic Lead on Excel, Sport England:

"The DKH Legacy Trust's Backing Talent programme and the use of recently retired world class athletes as mentors and role models will inspire and educate talented young athletes and help them on the journey to become our champions and medallists of the future."

Kelly Holmes says

“ Having the chance fulfil my potential as an athlete changed my life forever.

So it will be no surprise that I wanted my charity to help young sports performers to benefit from the experience of world class athletes, helping the next generation realise their talents. This was the first area of work my charity focused on.

We've been pretty busy.....there's a lot of sporting talent out there! Through our Backing Talent sport programmes over 384 talented young people, and 171 coaches and parents in Manchester, Bristol, East London, Kent and Bedfordshire have been given the opportunity to find out firsthand what it takes to succeed in sport at the highest level.

We use retiring sports performers as role models and mentors, passing on the benefits of their careers to the next generation as well as their parents and coaches.

You don't have to want to be Olympic champion to get enjoyment from sport though.

So I am delighted that we have been able to inspire thousands of kids to get into and stay in sport through our role in Sport England's Sporting Champions programme. Since 2009 we have supported 504 athlete visits and that has reached a whopping 10, 080 young people!

”

Supporting Young People: The London 2012 Young Leaders Programme



Kelly Holmes says

“ In 1984 at the age of 14, I watched Sebastian Coe win gold in the Los Angeles Olympics. That moment made me want to become Olympic champion, to be the very best that I could be. I believe that the London Olympic and Paralympic Games gives us a once in a lifetime chance to change young people's lives in our country. So, when my charity was given the chance to help deliver The London

2012 Young Leaders Programme which is giving 100 disadvantaged young people the opportunity to take part in a life changing personal development programme, we were quick out of the blocks.

The programme provides the young people with training and coaching which culminates in volunteering at the Olympic and Paralympics Games. Sponsored by BP, it is delivered by us in

partnership with v (the National Young Volunteers Service). My charity provides the young leaders with inspirational mentoring from Olympic and Paralympic athletes. We have been helping them bring to life the magic of London 2012 through community volunteering projects across London, Surrey, Hull, and Aberdeen. Already the young leaders are engaging and inspiring over 1000 other young people in their local areas. ”



“ Mike Sharrock, London 2012 Partnerships Director for BP, said:

It has been a real pleasure working with Kelly and the charity team. They have made a huge contribution to the success of the London 2012 Young Leaders Programme, helping to involve young people in the run-up to the Games and at Games-time. The team bring a refreshing “can-do” attitude and work positively and collaboratively across multiple stakeholders. Kelly herself has been a source of great inspiration to the young people and has encouraged them to seize the opportunity and really do something with it. The response has been outstanding. The elite athletes working with the DKH Legacy Trust team have sparked lots of enthusiasm and have inspired the Young Leaders to lead some great projects in their communities. For all of us at BP It has been a very positive experience working with Kelly and her team. A big thank you from all of us. ”

Fran Strange, 2012 Young Leader West London said:

“The Young Leaders Programme has offered me so many unique experiences which I would never have had the opportunity to do. I am proud to be a part of it and am excited about London 2012”

Supporting Young People: **Get on Track**



Gavin Meganuth, Director of Operations for Morgan Hunt, said:

"We've found working with the DKH Legacy Trust Team both inspirational and enjoyable. The benefits have been multi-faceted. All staff who have been involved in a Get on Track program have found the engagement heart warming and personally satisfying and they have generally been great developmental opportunities for the staff. This has led to greater loyalty to Morgan Hunt. Our clients have enjoyed the engagement and our partnership helps give us a softer brand to the market."

Earl King-Brown, Southwark 2010 (boy pictured in the photo), said:

"If it wasn't for this project, I'd be on the streets getting in trouble. I'd been really trying to change my behaviours and attitude towards life, but thanks to the mentors on this course, they have really given me the confidence and belief that this can happen."



Commonwealth Boxing Champion Courtney Fry, said:

Working on my first Get on Track has been exhilarating. This project is like no other and it's great to have been able to work so closely with this group of young people. I've really enjoyed using my skills and experiences an athlete to inspire these recruits.



Darren Coghlan, Principal Officer 14-19 Partnership Southwark Council, said:

"Last year the "Get on Track" project proved to be a tremendous success in helping some of our most vulnerable young people progress into sustained employment. In times of austerity we can only make real difference to young people by developing effective partnerships. We were extremely fortunate to be able to work with the DKH Legacy Trust last year and I hope we can continue to work together in the coming months."

Kelly Holmes says



My vision for supporting young people goes way beyond sport though. I want to reach the kids who have not yet found their talents. I want my charity to help the kids who are really struggling, those who people have written off, or those at risk of making bad life choices.



Supporting Young People: National Citizen Service Summer of a Lifetime

Kelly Holmes says



Summer 2011 saw us join forces with v to deliver 'Summer of a Lifetime' as part of the government's flagship National Citizen Service programme.

Our athlete mentors have been hands-on in communities up and down the country:

- Blackburn College
- Bradford Council
- Canal Boat Project (Halton)
- Community Action Derby
- CSV (Bradford, Newcastle, South Tyneside and Sunderland)
- East Durham College
- Focus
- Greater Manchester Youth Network
- Harrow Council
- Headliners UK
- Hertfordshire Council
- Learning Partnerships (Leeds)
- Make A Difference
- Newham College
- North Tyneside Voluntary Organisations (VODA) (North Tyneside)
- Oxfordshire County Council

- Portsmouth Highbury College
- The British Red Cross (Shropshire and Staffordshire)
- Staffordshire County Council
- Staffordshire Council of Voluntary Youth Services
- Voluntary Organisations Development Agency (Tyneside)
- Warrington Youth Club
- Wolverhampton College
- Stoke and North Staffordshire YMCA
- Youth Federation (Cheshire, Wirral)

They've been helping 16 year old volunteers to take part in fun and challenging activities and residential experiences and have supported them in creating a social action project.

I had the chance to go out to Harrow and see firsthand the work that has been happening. To be honest it blew me away!

But don't listen to what I say: see what the kids like Saad Dayoul on the programme said!



Saad Dayoul 16, from Harrow said:

"Seeing how hard their lives were made it look like it was not too late for me to make changes and start working on what I want to do in life. If I never met them (DKH and Tim Prendergast), I know I would still be on roads making money illegally, fighting, full of negative things, with no trust, no respect, no success."





Paul Oginsky, Chief Executive of Personal Development Point & Official Government Advisor on National Citizen Service, said:

"Having worked with youth organisations in the public, private and voluntary sector for over 30 years I can say with total confidence that DKH Legacy Trust is exceptional at building effective partnerships and making a real difference. Their impressive progress is due to fantastic leadership, superb teamwork and a determination to stay true to their purpose."



Supporting Young People: **Aspiring Minds/Making Headway**

Kelly Holmes says

“ Having a dream or an aspiration to achieve is something I believe every young person should have. So when we had the chance to work with The Transformation Trust on our Aspiring Minds programme we jumped at the chance! So far we have reached over 2145 young people in 16 schools in Nottingham, Derby, Leicester, Leeds, Scunthorpe, Birmingham, Kent and London. That's a lot of dreams, and who knows where those kids will end up!

”



Making Headway

Kelly Holmes says

“Not many people realise that my second dream in life (besides being Olympic champion!) was to join the British Army. I did this, and learnt so much through the experience that it made real sense for us to partner the charity, Skill Force, on the Making Headway project.

It's delivered by a formidable team of our world class athletes and Skill Force's former military personnel and boy, do we put the kids through their paces!

The accredited programme improves young people's 'Wider Key Skills' and since 2009 we have supported 350 young people in Leicester, Nottingham, Torbay, Newcastle, Birmingham, Manchester, Yorkshire, Surrey and Devon. Of these, 80% completed the 60 hour programme and achieved accreditation equivalent to 2 GCSEs. For these kids, that's a huge achievement and for many the programme has been critical in keeping them in school!

Tracy Pepper, Chief Operating Officer, Skill Force, said:

"There is no doubt that DKH Legacy Trust is passionate about improving the lives of young people. We have worked in partnership in schools across the country engaging young people in new ways of learning including sports leadership and the outdoors to inspire results. We are currently embarking on a further partnership to change the lives of young people at risk of exclusion from school. DKH Legacy Trust will work on our re-engagement programs delivering healthy living and enterprise. We have always found the enthusiasm of their team catching and a great compliment to what we do here at SkillForce."

Joseph Still, St Aloysius College, London said:

"The purpose of Aspiring Minds was to teach us skills that athletes use and how to apply them to other areas in life. Also it was to encourage us that following and living our dreams is possible. I think that the workshop is a new take on learning that teaches children of all ages vital life lessons that aren't taught regularly at school."



Harnessing the talent of world class sports performers

Kelly Holmes says

“ Throughout my career I have always worked with young people and find it easy to relate to them and their experiences. Not everyone finds it that easy though.

So we ensure the elite sports performers we work with have all the skills they need to work on these projects. We help them further develop their career through our professional development support.

As they transition from competition to a new career, we help them to further develop their skills through our National Support Programme and through our work on the British Olympic Association Athlete Career programme.

Using some of the best people in the field, we are working with the athletes individually, providing advice, mentoring and bespoke training for all of the projects they undertake.

In return for this support, the Olympians, Paralympians, World and Commonwealth medallists work with young people on our charity projects allowing the youngsters to benefit from their experience.

”



“

Liz Nicholl, CEO UK Sport, said:

I am delighted that the work of the DKH Legacy Trust is adding value to the important work of our key partners in British Sport, to support athletes through the transition into retirement and a new career, as well as using their considerable experience to inspire young people and the next generation to achieve success.

”



Pippa Wilson, Beijing 2008 Gold medallist, said:

"I have been connected with the charity for seven months now and they have been there for me in every way I could ask. To have people to turn to for advice, including not only Kelly herself, but her team who understand what drives sports people and can relate to the position you are in, really is a God-send. Leaving a structure and a goal that has been your whole life for a number of years can really be a strange time and having people within the charity to turn to is a really wonderful thing."

Where next?





So, if you think you can help us create life chances for more young people, and want to be part of a winning team...

...get in touch!

Kelly Holmes says

“ In this review you’ve had a chance to find out about the progress we have achieved and the difference our work has made to the people involved.

I am very proud of the fact that in three years through our partner programmes we have reached 15,000 young people, and each young person has benefited from the support of a world class athlete. That’s a lot of young people for a small charity!

But my desire to succeed did not stop when I won my two gold medals.

This is just the start. Looking ahead to the next year and beyond, I want us to achieve more.

Over the course of the next three years, the DKH Legacy Trust will focus on increasing its fundraising activities so that we can continue our work and help add value to small charities who also support disadvantaged young people to maximise its reach.

We will aim to provide direct support for local activities through world class sports performers and provide equipment, services or grants, where it will most benefit that charity.



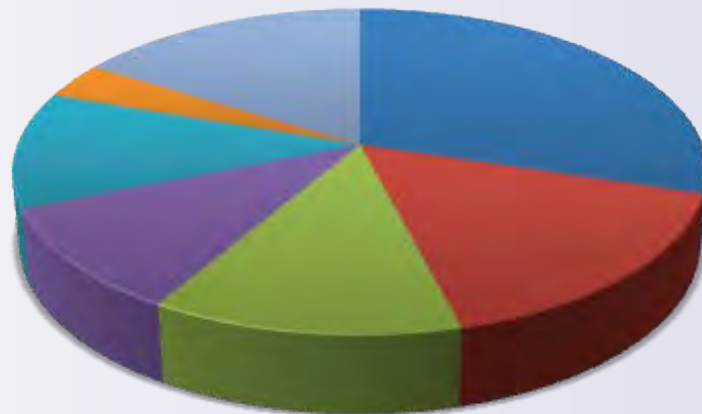
Summary of Financial Activity

Summarised Accounts

for the period ending March 2011

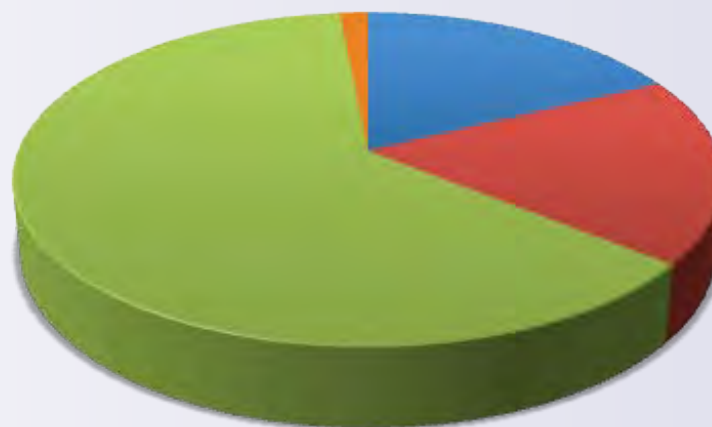
- 2010/2011 has shown significant financial growth for the Trust as long term liabilities have decreased by £100k;
- The Trust can now report a healthy yearly surplus of £88,030 compared with 2009/2010 deficit of -£22,063;

Income sources £806,523



- Public/Government Funding 258,574
- Commercial Sponsorship 141,143
- Individual Giving 108,048
- Trusts and Foundations 90,217
- DKH Individual Giving 100,000
- HMRC - 31,23
- Gift in Kind 139,774

Resources Expended £718,495



- Costs of generating voluntary income 126,817
- General Office Costs - Gift in Kind 130,720
- Charitable Activities 450,075
- Governance Costs 10,833

Consolidated Statement of Financial Activities

	<u>General</u> £	<u>Restricted</u> <u>Funds</u> £	Total 2011 £	Total 2010 £
INCOMING RESOURCES				
INCOMING RESOURCES FROM GENERATING FUNDS				
Voluntary Income	269,660	536,863	806,523	719,324
Interest received	2	–	2	–
Total Incoming Resources	<u>269,662</u>	<u>536,863</u>	<u>806,525</u>	<u>719,324</u>
RESOURCES EXPENDED				
COSTS OF GENERATING FUNDS				
Costs of generating voluntary income	146,796	110,741	257,537	596,809
CHARITABLE ACTIVITIES	–	450,075	450,075	122,499
GOVERNANCE COSTS	10,883	–	10,883	22,079
Total Resources expended	<u>270,262</u>	<u>448,233</u>	<u>718,495</u>	<u>741,387</u>
NET INCOMING RESOURCES FOR THE YEAR	-600	88,630	88,030	-22,063
Transfers Between Funds	88,630	-88,630	–	–
BALANCES BROUGHT FORWARD AT 31 MARCH 2010	<u>-225,320</u>	–	<u>-225,320</u>	<u>-203,257</u>
BALANCES CARRIED FORWARD AT 31 MARCH 2011	<u>-137,290</u>	–	<u>-137,290</u>	<u>-225,320</u>

Thank you!

Kelly Holmes says

“ As an athlete I had a brilliant support team that helped me achieve my dream of becoming Olympic champion. In the same way, we have built a fantastic team who together have made it possible for to reach 15,000 young people already. I would like to thank everyone who has helped us on the way: our board of Trustees, partners, sponsors, the Olympians and Paralympians who give up their time to work on the programmes. ”

Funding partners and donors

K2 Performance Systems
BP
Morgan Hunt
Sport England
Cabinet Office
Comic Relief
UBS
P&O Ferries
The Transformation Trust
Sportsmatch
University of Bedfordshire
V

Fundraising Partnerships

Cooper Parry Corporate Relay
Green Park Challenge
Reading Half Marathon Corporate Relay Challenge
Tunbridge Wells Half Marathon

Associate charity partners

BT
Media: CPM
Mercer & Hole
Premier Sport
Royal & Sun Alliance
The Media Group

Development partners

All For Good
British Olympic Association
By Design
Creating Excellence
English Institute of Sport
John Madejski Academy
Kent County Council
Loughborough College
Loughborough University
MEND
Odgers and Berndston
Penna
Personal Development Point Ltd
Skill Force
Skills Active
vinspired

We're looking forward to partnering

GE Intelligent Sport® UK Challenge
Social Lottery
London Mayor's Sports Participation Fund





Our Partners: The DKH Legacy Trust forms long term partnerships with companies and organisations which have similar standards and brand value in the market place. Through funding, sponsorship and sometimes pro bono provision of bespoke services, they are helping us to save money, and therefore the charity has greater resources to create life chances for even more young people.

What do they say?

Keith Hatter, CEO, K2 Performance Systems, said:

“Working with the Trust has made a massive difference to us and our customers. It has made the team at K2 feel as though we are truly making a difference to people who have just as much talent as others but perhaps not the opportunity or the confidence to fulfill it - and that’s the reason we exist. Our customers feel good about it because they know that we can only make the contribution we do as a result of them choosing us as their high performance partners. Finally, working with a charity that is inspired by the essence of a truly elite performer means that we are working with people whose standards are high and only want the best - so they keep us on our toes too! We love them.”

**Keith Daniell, Managing Director,
The Media Group, said:**

“We’ve been proudly working with the Trust since its inception. Kelly is, without doubt, an inspirational figure and in front of an audience of young people she genuinely has that ability to motivate, enthuse and change lives. As managing director of The Media Group it’s been a privilege to watch, on occasions, as her personality takes over a group of youngsters. From being disinterested and reticent they become engaged and inspired. When we’ve gone back with Kelly to film those same young people several months further on there really has been a sustained and measurable change in their attitude and behaviour. We’ve been able to introduce the Trust to other partners, leading to new relationships and business opportunities. Kelly’s passion for helping young people and drive to make things happen mean an introduction leads to results. In business that’s certainly not always the case. But perhaps you don’t become a double Olympic champion without knowing how to deliver.”



media:cpm Managing Director Gary Chesterman said:

“As an organisation, we actively engage with our clients in providing services that add real value and impact to their business, in much the same way as the Trust enhances the lives and experiences of young people. Already we are seeing a fantastic return on our support through exposure to a new network of contacts.”

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The Dame Kelly Holmes Legacy Trust creates life chances for young people. Every young person we help works alongside our team of Olympic, Paralympic and World Champions, who, having experienced the highs and lows of world class competition, know what it takes to face adversity and overcome the odds to succeed.


DKH
Legacy Trust

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