



A message from our Chairman, Lord Coe

2014 -15 was a very significant year for IN. In June 2014 we saw the completion of the International Inspiration Programme (IIP), which was independently validated by Ecorys' final report in the summer. This saw the realisation of a promise we made to the world: "to reach young people around the world and connect them to the inspirational power of the Games so they are inspired to choose sport."

"The programme, of which we are very proud, is the largest sport and social legacy initiative of its kind and exceeded all targets."

It inspired and enriched the lives of over 25 million children and young people around the world; trained over 255,000 teachers, coaches and young leaders; and influenced 55 policies, strategies or legislative changes.

2014 also saw IN secure on-going core funding from DfID, allowing us to move from UK Sport and set up in a new self-sufficient form. We now have a focused executive team who have developed and manage a strong portfolio of programmes in nine countries in Africa, Asia and the Caribbean – many of which are featured in this review.

To ensure we continue to be a focused organisation with a unique role to play, we undertook a short strategic review. This has given IN renewed direction with a focus on less

developed countries where we believe sport can have a real impact on helping to bring people out of poverty.

We will utilise IN's unique relationships and networks to lead on the mainstreaming of sport into development practice, particularly in the fields of education, health and peace and reconciliation, and in so doing building a longer lasting legacy of the London 2012 Olympic and Paralympic Games.

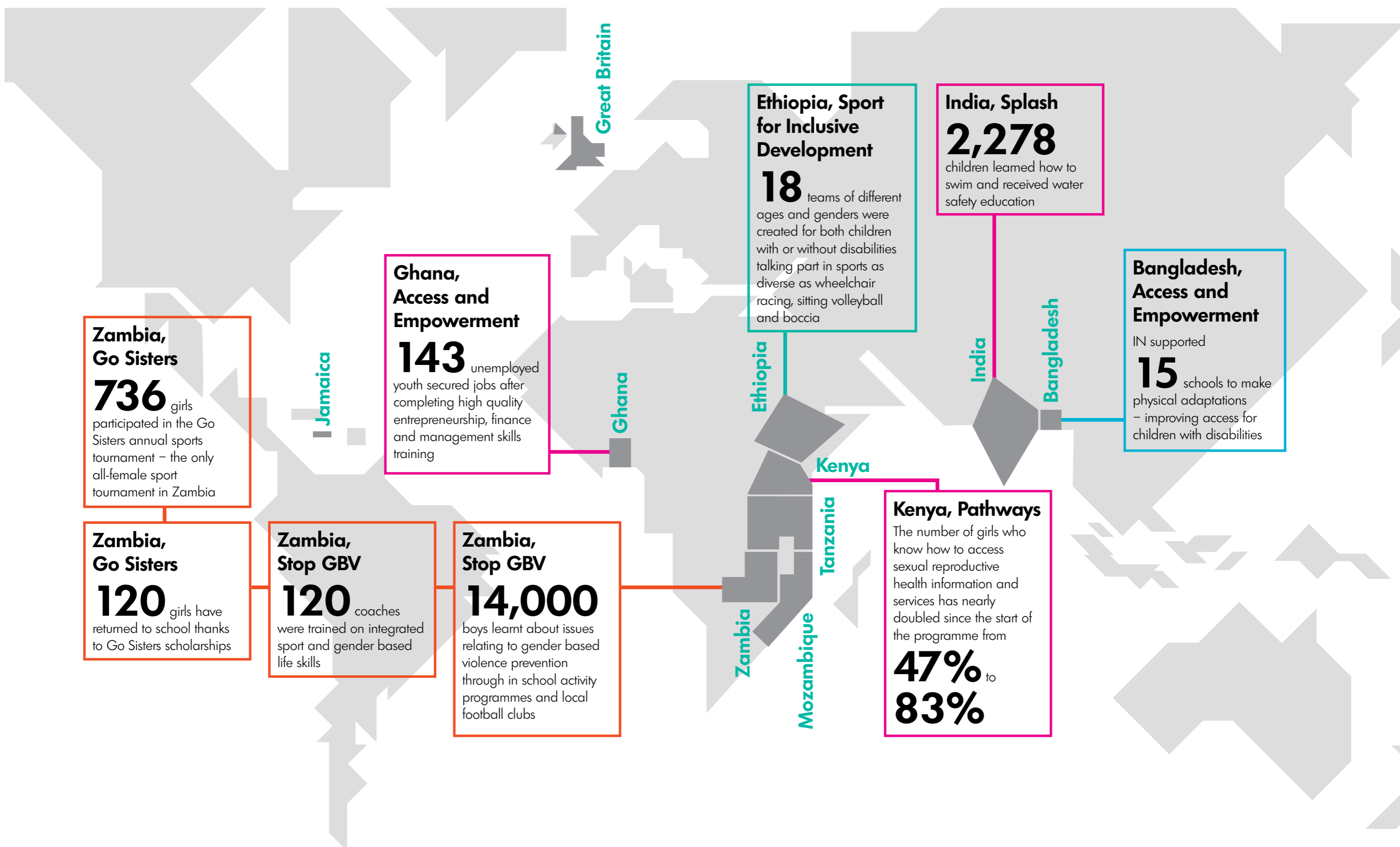
Having overseen the transition to independence, I have confirmed that I will be stepping down as Chair in July 2015 and am delighted to announce that Sir Martin Davidson will be taking over. Sir Martin has a huge passion for our work and I know will work well with the team to continue to develop our magnificent work around the world.

I would like to take this opportunity to thank UK Sport for their tremendous contribution to the delivery of IIP and for supporting our transition to becoming an independent organisation. Also to the Executive team and Board of Trustees for their commitment, hard work and dedication, with these in place I am confident that IN will have a sustainable and successful future.



Lord Coe

Where we worked and our key achievements in 2014 - 2015



Kenya, Pathways – Moving the Goalposts

Transforming girls' lives through football

The Kilifi District is home to some of the poorest and most disadvantaged girls and young women in Kenya, many of whom drop out of school early and have children at a very young age. Trapped in an endless cycle of poverty, they are also vulnerable to HIV/AIDS and violence. Moving The Goalposts (MTG) uses football leagues to help women and girls return to school and receive financial training in order to help them set up local businesses, giving them increased independence over the family finances.

After three years of strong collaborative and partnership work, the Pathways Programme came to the end of its first phase in February 2015. It achieved extraordinary results:

- **3,427** young women footballers were reached through peer education, increasing their level of knowledge of sexual reproductive health, helping them make their own informed decisions.
- Over **300** girls benefitted from financial literacy training and business start-up support; enabling them to have autonomy over savings and household budgets.
- **295** out of school girls were back in formal secondary education, attending vocational college or trained in business skills.
- **302** young boys participated in education sessions aimed at challenging harmful practices against women and promoting gender equity.

“Over 300 girls benefitted from financial literacy training and business start-up support.”

As a consequence of the programme, out of the **3,427** women that were reached:

- **68%** of girls have been running a viable business for over a year.
- **71%** became more financially independent.
- Over **80%** of participants reported an improvement in life skills, attitudes towards gender equity and personal wellbeing.
- **80%** feel they have the freedom to choose whom and when to marry and the number of children to have.

The success of the Pathways Programme perfectly reflects IN's mission by showing that sport engages young people. It talks to them in a language they can understand and are inspired by, helping break down barriers and promoting inclusive societies.



Case study: Sport for Inclusion – Bahir Dar, Ethiopia in partnership with CF-AI

Helping integrate people with disabilities into their community

In Bahir Dar, north western Ethiopia, 75% of young people with a disability live in the slums of the city with very few attending school and even fewer taking part in sport because of commonly held misconceptions about their physical appearance and capabilities. Indeed, in Ethiopia many people believe that those who have a disability are a curse and are unable to contribute effectively to society. In partnership with Cheshire Foundation Action for Inclusion (CF-AI), IN's Sport for Inclusion programme seeks to challenge some of these beliefs and increase access and participation to inclusive sport for over **1,500** young people in Bahir Dar.

This year, more children and young people with and without disabilities took part in the programme together, including a 9% increase in female participation. Lisanwork and Emebatale, are two of them.

Lisanwork who lost his legs in an accident two years ago spoke about the importance of being able to play wheelchair basketball:

“I was very depressed and I wasn't sure what to do. When Netsanet (a sport coordinator in his village) told me about the wheelchair basketball it convinced me that I could still enjoy sport and do something that was seen as worthwhile by the community.”



Lisanwork also explained that thanks to the programme, he has also returned to school.

“I finished in grade 9 and went to work, but now I have enough confidence to go back to school and I am aiming for University”

Emebatale explained how much self-confidence the wheelchair basketball programme had given her:

“I became a double amputee at the age of four after a road accident. I really love playing wheelchair basketball and my competence has given me a lot of self-confidence. I realise I can be a role model for other disabled as well as non-disabled people by showing them there is no such thing as inability, just ability”. Emebatale aims to build on her ability by coaching others in the community.

The programme is set to grow, helping to give confidence to more children and young people with a disability and ultimately challenging people's commonly held beliefs about their place in society.

International Inspiration Programme (IIP)

June 2014 was very significant for IN as it saw the end of the International Inspiration Programme (IIP). The programme was the first ever international legacy initiative officially linked to an Olympic and Paralympic Games. It was conceived from a promise to ‘reach young people all around the world and connect them to the inspirational power of the Games so they are inspired to choose sport’, made by Lord Coe in Singapore in 2005 as part of the UK’s bid to host in London the Olympic and Paralympic Games in 2012.

The IIP was launched in 2007 and was delivered in 20 countries, as well as the UK. In each country, the programme was managed by UNICEF and British Council in-country offices,

who worked closely with their UK counterparts, plus UK Sport and the Youth Sport Trust and local partners including national sport federations, teacher training and sport colleges, community based organisations, and schools.

In June 2014, Ecorys delivered the final evaluation of the programme which explored whether the IIP achieved its original objectives, examined the programme’s impact, and the extent to which the programme left a sustainable legacy. The original aim of the programme was to ‘enrich the lives of 12 million children and young people of all abilities in 20 countries around the world through high quality and inclusive sport, physical activity and play’. The evaluation confirmed that it went far beyond this:

55 government policies, strategies or legislative changes on sport and Physical Education (PE) were influenced across **19** countries

Over **18.7** million children and young people of all abilities were regularly engaged in sport and PE

594 schools were engaged in a mutually beneficial relationship. Of these, **288** were UK schools and **306** were overseas schools

1,025 community based events were delivered across **12** countries

16 advocacy events were delivered across **11** countries

308 safe spaces were developed across **7** countries

More than **256,000** practitioners were trained to organise, manage, deliver, monitor and evaluate high quality and inclusive PE, sport, sport for development and play activities



“When I am playing with others, I forget my disability.”
Student, Ethiopia

“We are the next generation of leaders – the IIP gives us confidence to be better leaders in the future.”
Young Sports Leaders, Tanzania

“The tools inherited by the IIP have changed the vision of teachers, young people and parents – they now see the importance of PE and sport and how it can support the wider development of young people.”
Sport for Development, Azerbaijan

“The perception in rural areas that women should not do sports is coming to an end.”
Member of the taskforce group, Mozambique



Access and Empowerment: one programme, three continents!

Access and Empowerment is a unique programme that runs in three countries across three continents. It uses different approaches to address the key issues young people face in their respective communities: the physically disabled in Bangladesh, the unemployed youth in Ghana and the unattached (defined as young people outside mainstream systems) urban

youth in Jamaica. **Sport is the golden thread across the three programmes** and is used as an attractive alternative to classroom based teaching for young people to develop life skills, build confidence and develop employability skills as well as to challenge discrimination against marginalised groups.

Bangladesh

In Bangladesh, only 0.84% of children with disabilities attend schools and only 1% of schools are accessible. Working with the lead disability organisation in Bangladesh, The Centre for the Rehabilitation of the Paralysed (CRP), IN has worked with 15 schools and their surrounding communities to address some of the principal barriers to children not being able to attend school. As a result, this past year the following has been achieved:

- Children with disabilities were provided with physical aids (wheelchairs, frames etc.) and offered physiotherapy and other therapeutic interventions.

- 15 schools made significant physical adaptations to their facilities.
- Workshops with over 500 parents and community elders were organised to challenge myths and prejudices held against people with disabilities.
- 300 children with disabilities were made the keepers of sports equipment in the communities, meaning children from local communities interacted with them on a daily basis, forming friendships and improving understanding of disability.



Ghana

The partnership with Alive and Kicking Ghana directly addresses high youth unemployment in Ghana through the creation of entrepreneurs who sell ethically made footballs. This year, over 160 entrepreneurs participated in business start-up training and were provided with the business, marketing, financial and sales skills required to successfully establish their own businesses and generate a meaningful income to support themselves and their families. With money generated 93% of A&K's team used their salary to pay school fees.



Isaac is one of the Alive & Kicking ball sellers, he shared:

"I enjoy stitching the footballs. It is hard work but I feel proud when I see the finished product. With the money I earn, I can send money back to my mother who lives outside of Accra. She is using the money to buy food and send my little brother to school."

Jamaica

With our partner Development Option Limited, IN has worked with 150 young people, recruited from local sports clubs, who were struggling to find work. As well as running a series of career and enterprise workshops, the programme also linked them with mentors from the business community who provided them with the knowledge and support to create new enterprises. Over the last year, 40% of the young people taking part have already established individual or group enterprises. Mario, who was introduced to the programme through the Community Security and Justice Programme, is one of them:

"I used to wonder why my business was failing. The programme has helped me with my problem solving capabilities and to understand the science of entrepreneurship. Now that I realise my problem is capital, I am seeking investors."

Our financial year

Income and expenditure 2014 - 2015

International Inspiration is at a very exciting time of its development as it builds upon the hugely successful London 2012 Olympic and Paralympic Games to become a sustainable charity that leads on the mainstreaming of sport into development practice, particularly in the fields of education, health and peace and reconciliation, and in so doing builds a longer lasting legacy of the London 2012 Olympic and Paralympic Games. A new strategic plan has been put in place from April 2015 giving the charity direction and focus until 2019. This includes plans to substantially increase income in order to grow the programme portfolio and ensure IN is financially sustainable. We are delighted to have been awarded a £400k grant from DfID towards our core costs for 18 months which gives us the time to implement this plan.

Income

Government funding	160,000
Trusts and Foundations	449,959
Corporates	179,036
Other	30,954
Total income	819,949

Expenditure

Education	322,789
Health	86,323
Livelihoods	123,620
Inclusion	347,526
Gender Empowerment	300,512
Total charitable expenditure	1,180,770
Governance costs	38,992
Total expenditure	1,219,762
Net deficit	(399,813)
Funds brought forward	770,283
Funds carried forward	370,470

The financial information represents a breakdown of International Inspiration’s results for the year. This comes from our full financial statements which are available on request.

Thank you and acknowledgments

Trustees

- Lord Sebastian Coe (Chair)
- Dr. Anita White OBE (Vice Chair, until February 2015)
- Guinevere Batten
- Jonathan Curry
- Ann Cutcliffe OBE
- David Davies OBE
- Dr. Katherine Grainger CBE
- Stephen Grainger MBE
- Christopher Grant
- Therese Miller OBE
- Rt. Hon Andrew Mitchell
- Janet Paterson
- Myles Wickstead CBE

Chief Executive Officer

Giles Meyer

Company Secretary

Vijay Parbat

Donors

- DfID
- Comic Relief
- UK Sport
- DfID Zambia
- Anita White Foundation
- Top Foundation
- Oak Foundation
- Speedo
- Premier League

Partners

- Alive and Kicking
- British Council
- Brunel University
- Centre for the Rehabilitation of the Paralysed – CRP
- Cheshire Foundation Action for Inclusion
- Development Options Limited
- The EduSport Foundation
- Moving The Goalposts
- National Sports Council of Tanzania
- Rashtriya Life Saving Society India – RLSS[[]]
- Sport In Action
- Tico School
- UNICEF
- UK Sport



About International Inspiration

IN is a unique charity that uses the power of sport to involve, inspire and positively impact upon the lives of children, young people and marginalised groups around the world – providing them with rights and opportunities that they may not otherwise have had. IN believes sport is an effective and high quality tool to tackle some of the most pressing development issues, such as engaging more children in education, promoting human rights, gender equity and providing opportunities for children with disabilities to join sporting and social activities.

Vision

A world where sport inspires unity, equity and opportunity for all.

Mission

To promote sport as a powerful tool for building peaceful, prosperous and equitable societies.

Goal

To build a strong, collaborative network of partnerships and programmes that use sport to promote a measureable impact in the lives of disenfranchised youth by increasing access to opportunities, improving quality of life and empowering people to make informed decisions with a particular focus on health and education.

“IN believes sport is an effective and high quality tool to tackle some of the most pressing development issues.”





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