



Annual Report 2024



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**Members of the Trustee Board and their guests at the
Oakland Foundation Ball**

Welcome

I would like to open this annual welcome statement, on behalf of the Trustees, by thanking our commercial sponsors Oakland International Ltd. They have been funding the Oakland Foundation since 2012 and have responded to ever-increasing need in their communities with typical generosity.

As I look back on 2024, I can see the Foundation's busiest year ever. We have funded projects benefiting over 4,000 children and invested more funds than ever before in projects. It is clear that challenges caused by the cost of living are not going to be easily resolved by a change in government and that our community partners are now dealing with a permanently altered post-COVID landscape. Many of these organisations are now trying to make up the shortfall in traditional support services and acting as first responders in what are increasingly complex cases of need.

During 2024 we have achieved a number of notable milestones which clearly endorse our approach that long term partnerships within the community are the most effective way of working;

- Repeat funding for 28 projects, up from 21 in 2023.
- 10 projects funded where the applicant found the Foundation via 'word of mouth' or a recommendation.
- Continued work with HAF (school holiday) provision of food and activities.
- Examples of partners utilising Foundation funding to establish an idea, and prove their concept to leverage funding from larger sources (e.g. local authorities).

We have again seen a healthy number of applications from across our regions and have now added Knottingley site to the Oakland portfolio. We have been able to prepare for the anticipated uplift in funding applications in 2025 by hosting our third fundraising ball in September 2024 which raised a record £35,000.

As we prepare for 2025, the Oakland Foundation has a number of community partners in each region who have a great track record of delivering success. We will continue to develop these relationships and use our learnings to work with new partners. Within this year's report we have included a number of case studies showing how this can happen.

Pete Vaughan

Chairman & Founding Trustee

Overview 2024

Hosted our third charity ball, raising
over £35,000

Issued over £120,000 in funding

Worked with projects benefiting over
4,000 children

Worked with 28 repeat-funded
partner projects

Key statistics 2024

107 applications

44 granted applications

Average project value: £2,427



Case study 1: Be You Programme

The Oakland Foundation has been working with the Be You Programme in schools across Worcestershire since 2021. The Foundation funds places on the programme for students from schools which may otherwise be unable to afford the cost.

The Be You Programme can be tailored to each school and the students concerned but typically combines;

- On-site and off-site activities.
- Outdoor learning experiences.
- Activity focussed on developing self-confidence and self-esteem.

The Programme encourages team-building, leadership and communication helping the students to become more resilient to challenges. The course will teach students to take ownership of their own development and culminates with a graduation ceremony.





Number of projects funded

A consistent number of projects by region

Growing numbers of sustainable partnerships

Case study 2: Athena Activities

The Foundation began working with Athena Activities in Corby in 2023, supporting them to deliver HAF programmes. During our initial funding in 2023, they were able to provide places to 270 children on HAF programmes and provide 810 meals. We were also able to support almost 60 hours of specialist mentoring to children dealing with complex personal circumstances.

In 2024, support has continued and the Foundation has worked with Athena as they delivered their Christmas activity camps.

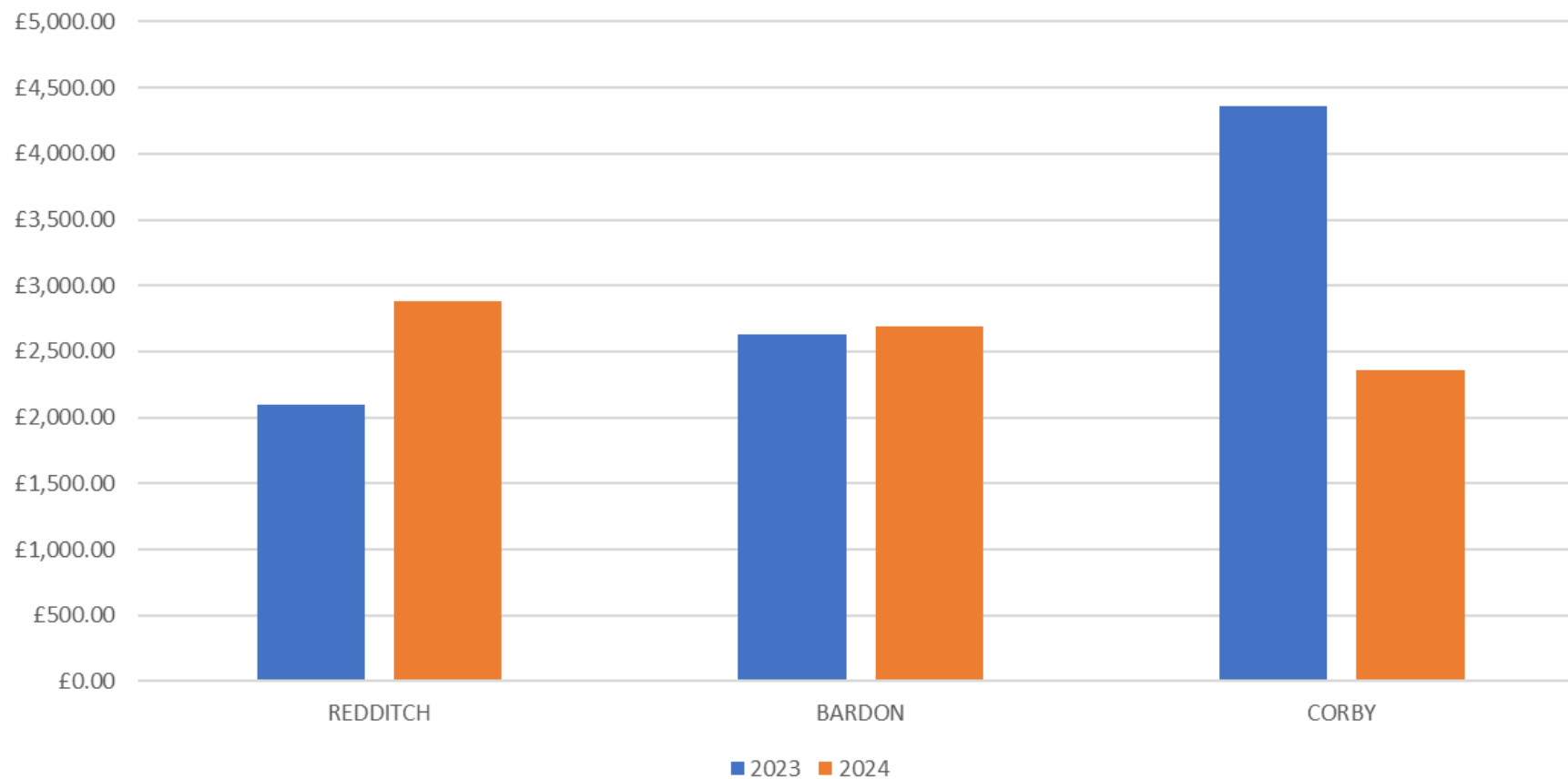
As a partner located close to our Corby depot, Athena are an important part of our presence in the area. By working together, we have been able to help Athena set up and deliver programmes, offering proof to other funders that they can deliver.

“My team and I are incredibly grateful for the funding you've granted us for the Summer Holiday .”

Luke Miller, Sales & Funding Co-Coordinator, July 2024



Average project value by region



Average project value

Three core regions , focussing on areas around Oakland International sites

A large proportion of projects focus on education and sports (33 in total)

Corby projects have secured other funding in 2024, lowering their requests to the Oakland Foundation

Case study 3: Love4Life

The Foundation began funding Love4Life , a Leicestershire based organisation, in 2023. Funding helped them establish their New Parks group for young people.



“Love4Life has helped me become a better person they have helped me with my ups and downs that I have gone through and without Love4Life I would not be the person I am today they have helped me with more than I can imagine and I’m so grateful and thankful towards them”

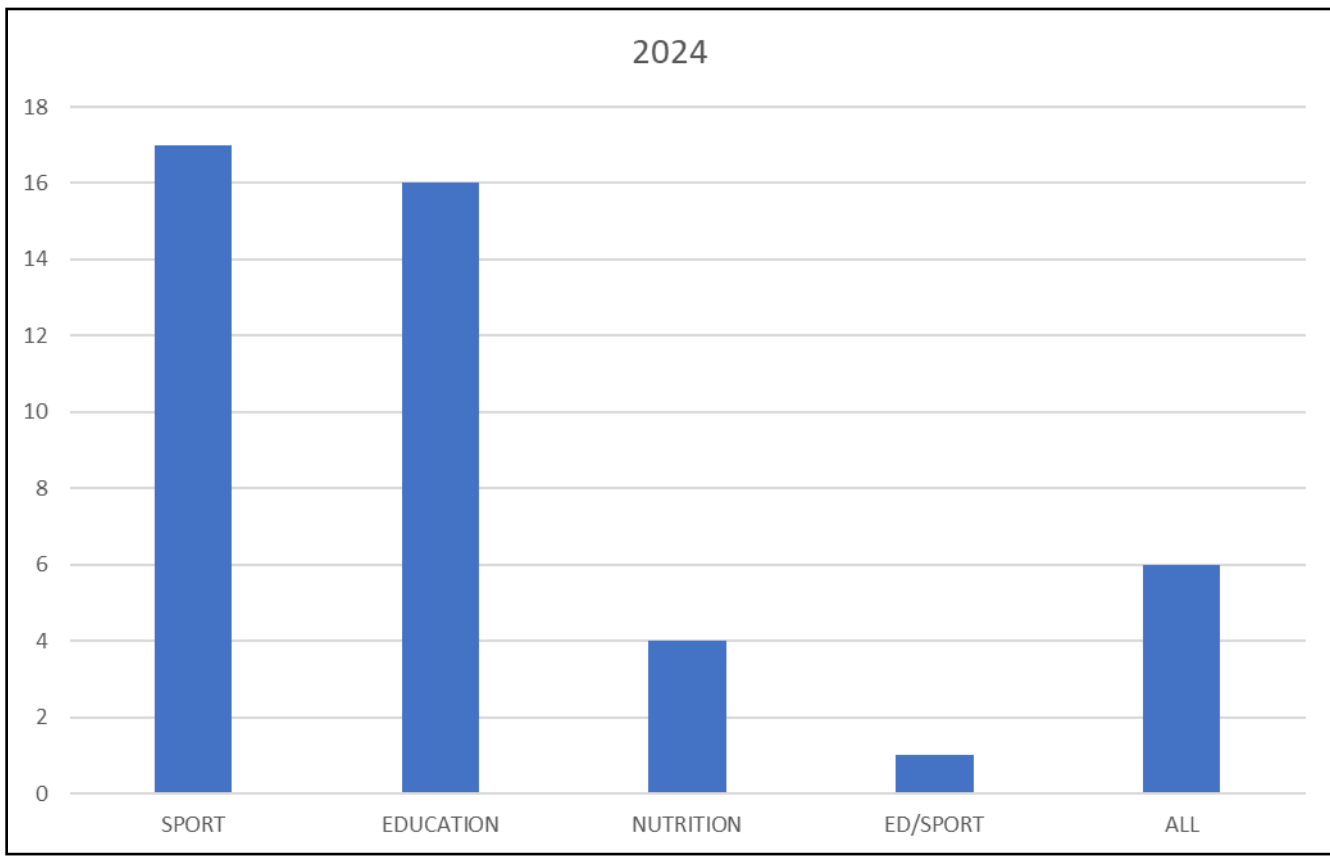
Feedback from attendee, 2023

Having received very positive feedback on outcomes for year one, the Foundation was happy to fund further projects in 2024. This group is based in Eyres Monsell, offering after school activities and a supportive environment to young people.

“My daughter has become the best version of herself, she is so much happier, which makes me happier :).”

Feedback from parent, 2023

Projects by type



Projects by type

A strong trend of sports or education themed projects

Increasing work with HAF provision is driving this trend

Case study 4: P & E Sports

The Foundation worked with P&E Sports back in 2016, supporting an estate World Cup competition. Since that time P&E Sports have focussed on developing their services and are now a recognised partner to local schools and a provider of HAF programmes.

Early in 2023, we had the opportunity to fund P&E to deliver a HAF programme in May half term. As this project was successfully delivered, and feedback provided, The Foundation was happy to fund further projects.

During 2024 funding has been committed for further HAF programmes in Redditch and the surrounding area. P&E Sports has a close working relationship with the main school partner of the Foundation and this has helped ensure that funded HAF places deliver to the right children.



Source of applications funded in 2024

Applications from new partners	Word of mouth applications increasing	Joint-funded applications increasing	Fewer applications from outside of target areas	Increase in long-term funding commitments
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Source	Number of applications
Previously funded partners	28
Word of mouth/recommendation	10
North Northants Council	2
Active Sport Leicestershire	2
Social media	1
Web search	1

Example projects



Kings Wrestling Club

Leicester

Example projects



Oasis Warndon Community Hub

Redditch

Example projects



Visiting project partners in Bardon

Some partner feedback

"Good morning, we wanted to send a huge and sincere thank you to ALL of you for last night.

Amazingly we had over 200 families attend and gave out well over 300 slices of pizza along with squirty cream hot chocolate with sprinkles! Many of our most vulnerable families attended and I know went away with the information and reassurance that they needed.

Everyone here at Team Ipsley continue to be overwhelmed and appreciative of all of your support at these events and the effort that you make. Thank you for coming here on a dark, gloomy January evening and supporting our families with smiles and a genuine desire to make a difference."

Dana, Ipsley Middle School (January 2024)

"It was totally amazing, the girls had a blast and I wanted to say a huge thank you to the Oakland Foundation for supporting it!"

Lucy, Worthington Brownies (March 2024)

"Thank you so much for your support, this makes us proud to support our families and yourself in trusting us to provide the service."

Sue, PAL Fitness (June 2024)

"We could do none of this, of course, without the support of our wonderful volunteers and funders. So please, on behalf of all the children, accept our sincere thanks for supporting our endeavours and making a difference to the lives of so many."

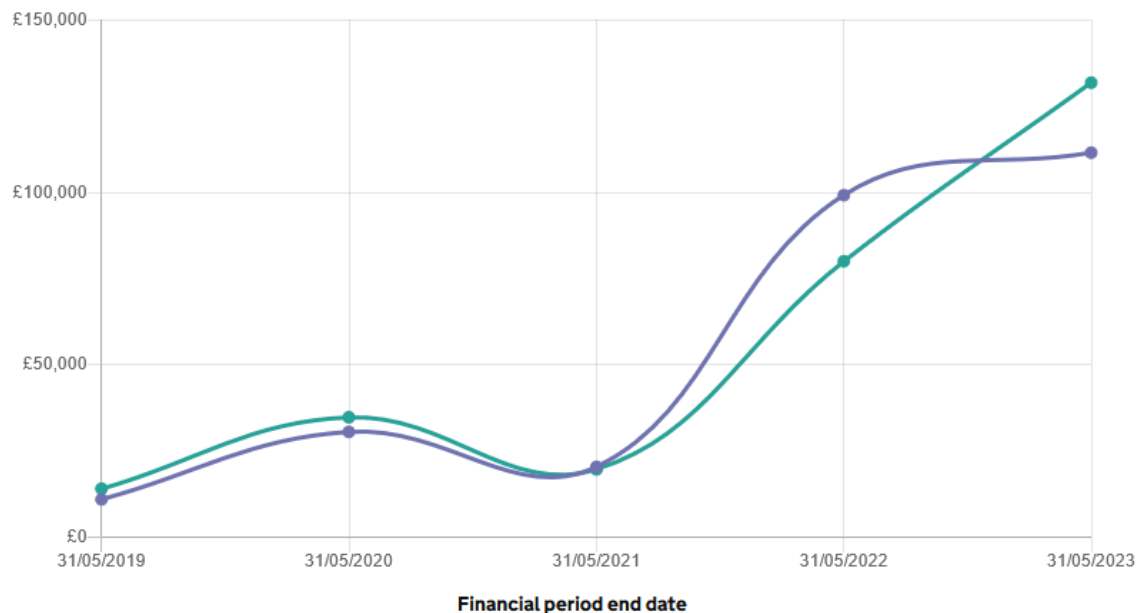
*Michael Cooke
Fundraiser, Belvoir Cricket & Countryside Trust
(December 2024)*

Financial Year information

Information is based on the accounting year. Here, we present the data from our entry on <https://register-of-charities.charitycommission.gov.uk>. This is the official register of Charities for England & Wales.

All of the donations made to the Oakland Foundation are spent on our projects. No money is spent on;

- Trustee wages, expenses or fees.
- Overheads.
- Employees.
- Contractual obligations, e.g. rental.



	Income / Expenditure	31/05/2019	31/05/2020	31/05/2021	31/05/2022	31/05/2023
<input checked="" type="checkbox"/>	Total gross income	£11.09k	£30.64k	£20.52k	£99.21k	£111.51k
<input checked="" type="checkbox"/>	Total expenditure	£14.17k	£34.87k	£19.84k	£80.03k	£131.81k



THANK YOU FOR READING

If you have any feedback, questions or would like to discuss anything please contact us;

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