



## Trustees Report: 2023 – 2024

Dear All,

The AAA Foundation Trustees extend our heartfelt appreciation for your unwavering support throughout the year as we embarked on a journey of remarkable endeavors.

The year 2023-2024 commenced at a deliberate pace but gained momentum as we successfully initiated and delivered various workshops, projects, and events. A significant highlight was the relocation to our new registered office in Fosse Ward (Rm 011, Fosse Neighbourhood Centre, LE3 5HG), a move that brought excitement and marked a positive change for our organization.

Financially, the charity experienced growth in income revenue streams. We secured funding from six different agencies, including the Big Lottery, Leicester City Council Ward Funding, Toys Trust, Office of Police and Crime Commissioner (OPCC), Heritage Fund, and NHS. These sources, combined with funds raised through fundraising events and generous donations from supporters, amounted to a total of **£42,721.42**. This financial support empowered us to continue providing assistance to community members facing challenges during the economic crisis.

Our initiatives during this period included upskilling workshops, intervention and prevention workshops, Football and the Anti-Poverty Projects. The latter involved offering nutritious hot meals, clothing, toiletries, and signposting support from March to September. Although the hot meal section of the project

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concluded, we sustained the provision of essential items and dry food to our service users. The Anti-Poverty Project enabled us to support 100 individuals made up of families and single people, along with 50 refugees and asylum seekers. We were also able to engage five new volunteers. Our initial target was to work with 20 participants, however the demand for our service in the community rapidly exceeded way beyond our expectation. The number of participants on the Anti-poverty project does not include the 13,408 service users who received items given away over the year that was received from Giving World.

Beyond the Anti-Poverty Project, we successfully executed other projects/workshops, such as the AAA Foundation Football Group, Visual Arts Exhibition, Arts & Crafts, and a Parliament Education Workshop visit in Westminster. Our services reached a broad spectrum of the community, serving no fewer than 853 people throughout the year. This included families, individuals, children, young people, and the homeless.

Collaboration played a pivotal role in our outreach efforts, and we forged partnerships with various community organizations, educational institutions, and support groups. Notable collaborations included work with Gateway College, Highfield Community Centre, Leicestershire Cares, Big Inclusion Group, Jenny Baby Community Group, Unlimited Possibilities CIC, Violence Reduction Network (VRN), KCVS, Team Hub, Outspoken, (MLSS) Midland Langar Seva Society, Feedo Needo, Karl in the Community, Demonfont University, Nottingham University, Scholars School, and Comfort Centre.

We also expanded our network with support organizations, such as Giving World and Inkind Direct, who generously contributed to our mission through donations of items and clothing.

An annual highlight for our charity was the AAA Foundation Award Event. This year, the event celebrated Antoin's 10th Anniversary and was attended by VIP guests, including Police Commissioner Rupert Matthews, Chief Constable Rob Nixon, Lord Mayor Dr Susan Barton, Lady Mayoress Dr Marie Weston, High



Bailiff/Leicester Conservative Leader Cllr Deepak Bajaj, and British Hollywood Actor Dr Winston George Ellis.

Hosted at Winstanley House Leicester, the event brought together 150 guests from across the Midlands and London. Forty nominee winners, nominated by the community, were presented awards in various categories, creating a memorable occasion for all involved.

The trustees express sincere gratitude for the public's continued support and eagerly anticipate progress in 2023-2024.

Yours faithfully,  
Antoin Akpom Achievements Foundation Trustees

## **Projects / Workshops**

- Intervention & Prevention Knife Crime Project
- Anti-Poverty Project
- Well-Being Project
- Football Project
- Arts & Crafts Workshops
- Heritage Project
- Parliament Education Visit/Workshop

## **Events**

- AAA Foundation Award Event
- AAA Foundation Arts Exhibition
- Antoin Akpom Memorial Event

## **Survey**

- NHS Young Voices Survey

## **Support Partnerships**

- Leicester/shire Police Commissioner Department
- Violent Reduction Network
- Leicester City Council
- Funk Academy
- Print Vision
- The Trophy Parlour
- Outspoken
- Highfield Community Centre
- Leicestershire Cares

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## **Intervention & prevention Project - March 23 – December 23**

The project is focused on preventative measures and aims to create a safer community. Developing aspirations, goals, and positive outcomes for young people is a proactive approach that can contribute significantly to reducing the likelihood of involvement in violence or carrying weapons.

## **Anti-Poverty Project – March 23 – September 23**

The project supports vulnerable families experiencing financial difficulties, especially throughout this current crisis.

Creating a safe space hub where families can drop in have a chat, get general signpost information around benefit support, and wellbeing, provide necessities along with a weekly hot meal.

## **Well-Being Project -April 23 – ongoing**

The project - creating a platform to openly discuss challenges & concerns around their wellbeing providing a sounding board building a local supportive network. Looking at addressing emotional and physical development, healthy eating, self-care, coping mechanisms, safe spaces and safe go to person or agencies

## **Football Project - July 23 – December 23**

The BiG! Fun Football Project was created as a means to directly address the ASB issue, engage with young people and their families and provide support in areas such as addressing Food Poverty and Social Inequality through Sport (Football)

## Heritage Project - November 23 - ongoing

The project creates a bespoke programme that directly relates to young people of British Caribbean heritage and demonstrates the part their ancestors played in attempting to create a happy, fulfilling life for generations to come. The whole concept of the 'Black Heritage Project' is to lead our young people into thinking differently about behaviours and actions. We improving attitudes, beliefs and actions to be part of a positive outcome.

Project	Number of participants/service user
Intervention & Prevention	277
Anti Poverty	150
Wellbeing	100
Football	16
Herritage	200
<b>Workshop</b>	<b>Participants</b>
Arts & Craft	90
Parliament Education	20

Donations of items from Giving World – These items were distributed to members in the community who needed support which included people who not necessarily participated in any workshops. Along with service users from our associated partners who we collaborate with on projects

## **STATS**

<b>DESCRIPTION</b>	<b>NUMBER</b>
Items from Givning World distributed to the community	13,558
Number of people helped over the year	9,551
Value of items given from Giving World	£42,737.49

## **Brief Summary Report – preview of a few projects delivered.**

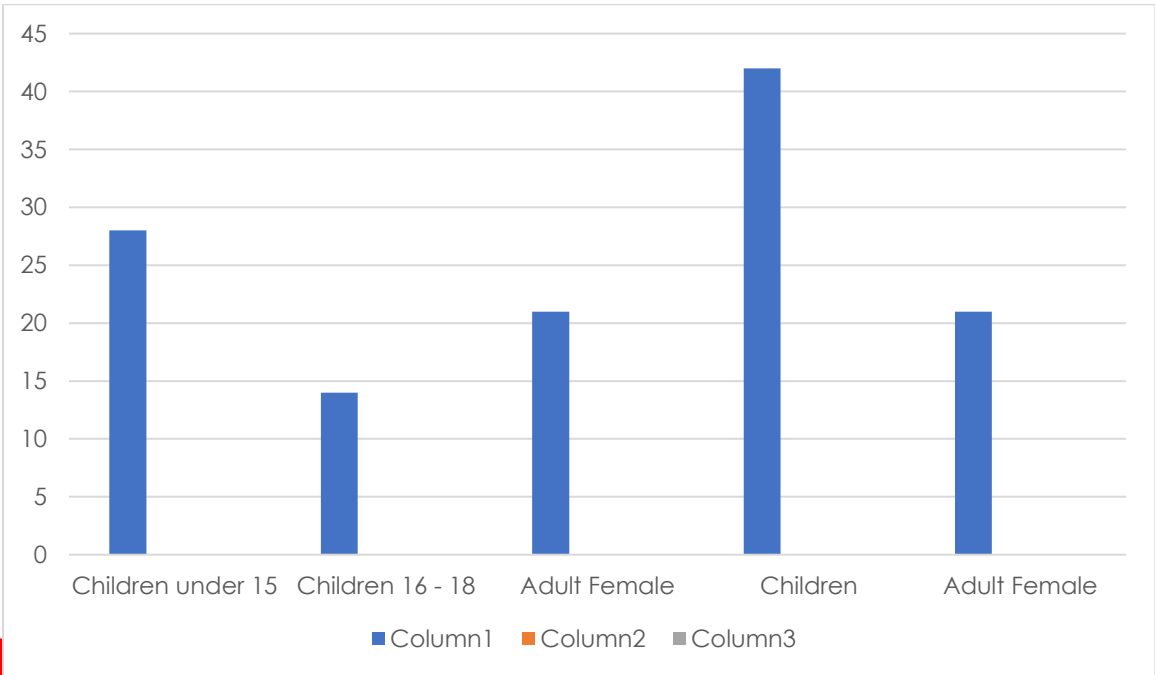
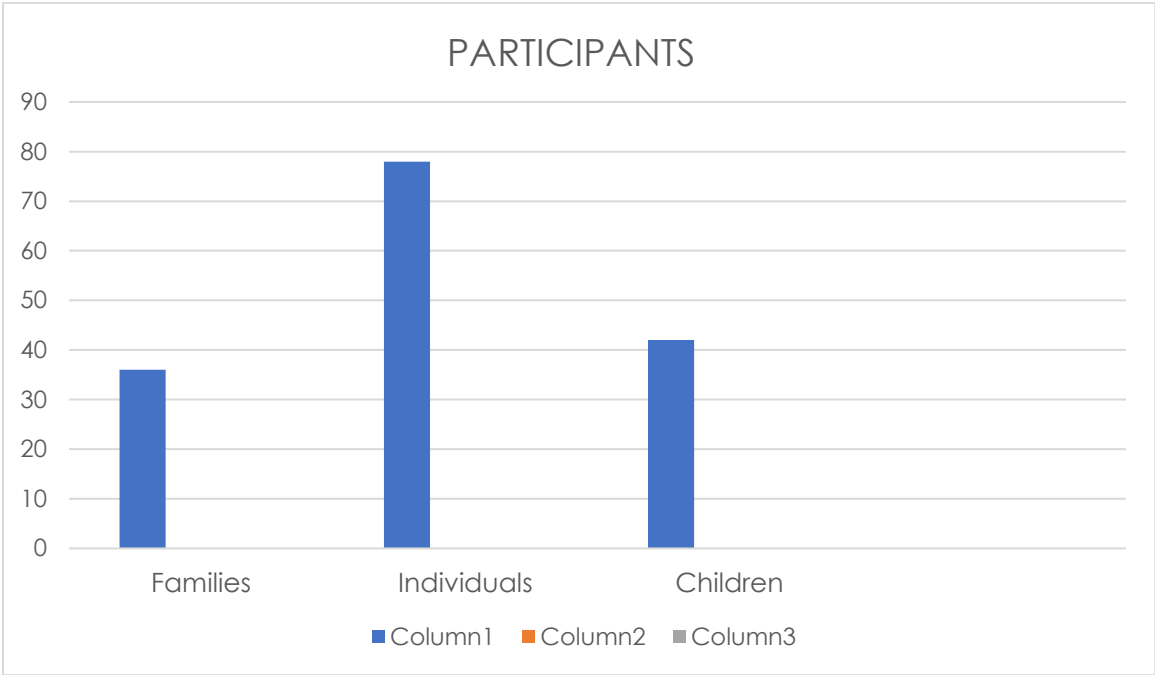
### **Anti-Poverty Project**

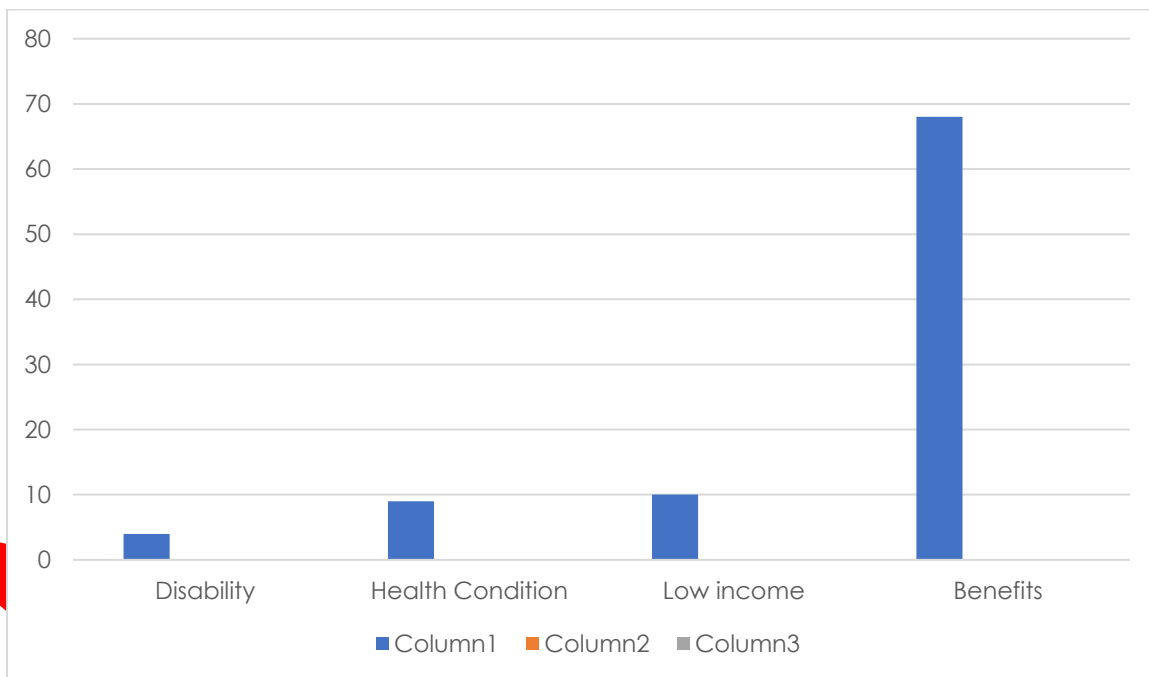
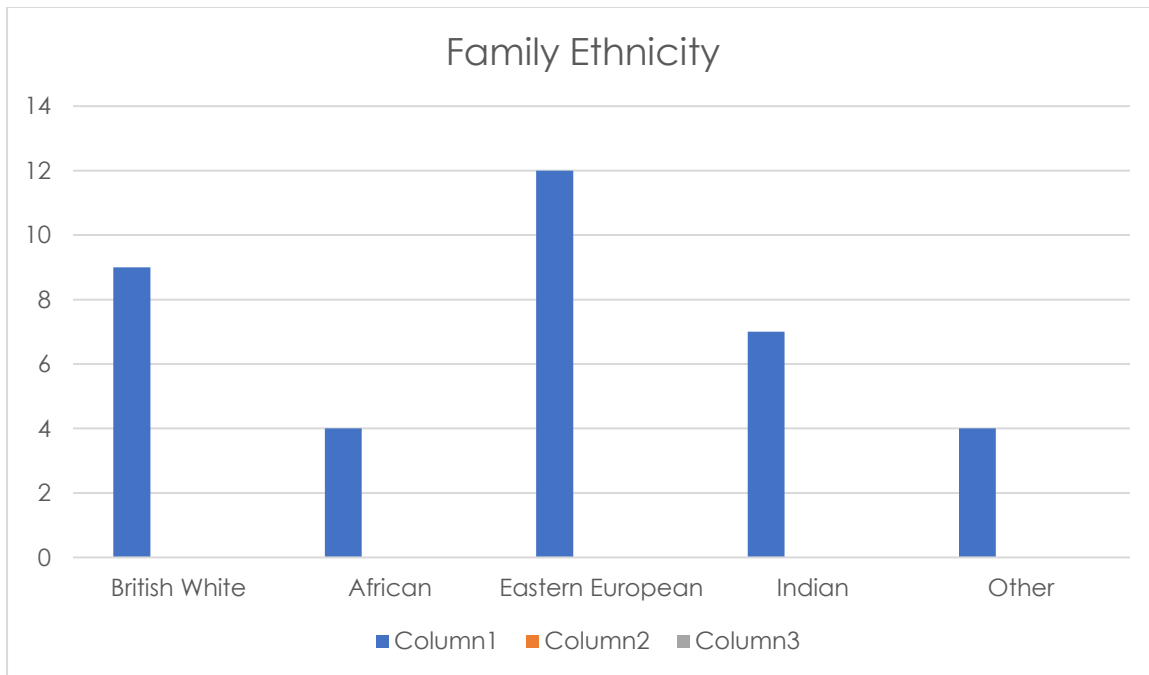
The project will support vulnerable families experiencing financial difficulties, especially throughout this current crisis.

Creating a safe space hub where families can drop in have a chat, get general signpost information around benefit support, and wellbeing.

The charity will provide one hot meal a week, clothing, bedding and children's toys. The aim is to alleviate some of the stress families experiencing.

Anti-Poverty





## Feedback

### Esther

A goodwill message for AAA foundation:

It's with a grateful heart that I write to appreciate this noble organisation: AAA FOUNDATION for their invaluable assistance towards my family within the period I started getting food and some household items from them. You people are the



best !!!  
Thank you so much

### Saman

This project helped me and my family endlessly. I have recommended this project some of the very needed families and they were very pleased. Sheryl and the team have done unconditional service for our community. I wanted say big thanks for everyone who contributed for this marvellous project.

### Veronica

The project helps me super good.

I have attended for few days now and we practically depend on this meal on the Wednesday lunch.

The meals are very tasty and we enjoy the samosas a whole lot.

It's obviously a good work of charity and God will bless your deeds. I pray they attend to you .Many people here are hungry. Time is hard and costs high.

### Lisa

The food is good and healthy and helps financially and also saves me cooking.--

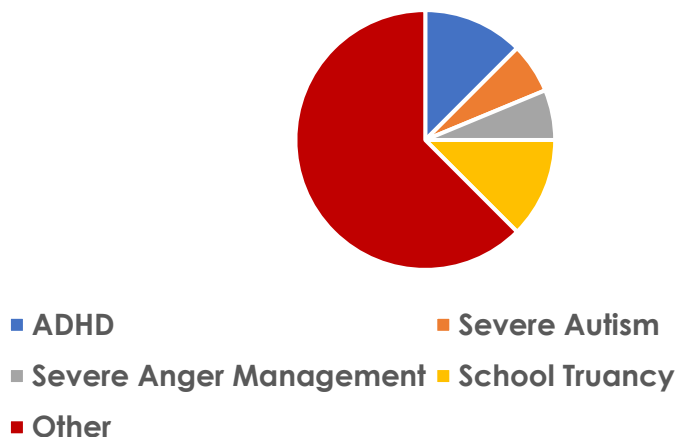
## AAA Football Group

AAA Foundation engaged Michael Bown of Big!nclusion Group to coach our under 14yrs Football Group. Project ran from July 23 – December 23. The project is part of our Knife Crime Intervention and Prevention program, to deter children from getting involved in crime and anti-social behaviour. Area for delivery of this project – **Beaumont Leys**

Domestic Diversity



Cognitive Diversity



## Feedback

### **Carla – 3 of her children attended the project.**

Hi Mikey, here's some feedback you asked for regarding football. Due to my children taking part they have finally put down technology and are getting out playing sport and mixing with other children.

They are more active and so this has helped them gain more stamina and are all round much better children.

They all say you are a brilliant coach and that you really take time out to get to know them as people not just as players.

They really enjoy football, and they just hope that it carries on in the future.

A huge thank you, to you for taking the time out to spend it in all weathers with the children.

### **Kate – One of her children attended the project.**

Hi Mikey, just giving you my views on the football sessions, For starters I would like to give you a massive thank you for your time and dedication to the group of children, you're a total star, all the children look up too you.

When Brooke first started, she hated sports, ever took an interest in football at all, but I made Brooke join so she could have some outside socialising time with other young people.

Now Brooke has found her place in football!!! And loves being a goalkeeper, which is amazing to see, and that's all down to your hard work Mikey, once again thank you for everything, Kate

### **Michelle – one of her children attended the project.**

The football program is so important for children like Chay who really isn't interested in anything at the moment, being quite silly at school and has that can't be bothered attitude (and very easily

could go down the wrong path) but Chay is engaged, focused and most importantly enjoys these sessions, Mikey you help me also so much by having these chats with Chay trying to steer him in the right direction& help guide Chay.

Chay respects Mikey and I feel is taking in what is being said. obviously, it's also good for Chay to get the exercise and being part of a team is good for Chay's social skills too. It's not just good for Chay I have to say I really like being part of this & coming along to the sessions.

## Income & Expenditure 2023 - 2024

FUNDING BODY	PROJECT	AMOUNT
The Big Lottery	Knife Crime Action Project	£9,980.00
Leicester City Council	Anti Poverty Project	£4,755.00
OPCC	AAA Foundation Memorial Event	£1,922.00
National heritage	Heritage Project	£9,820.00
Leicester City Council	Ward Funding	£1,500
Toys Trust	Toys – Anti Poverty Project	£1,000.00
NHS	NHS young voices survey campaign	£2,500.00

**Total Funding**

**£31,477.00**

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## The Big Lottery – Community Fund - £9,980.00

Item	Description	Amount
Catering	Second phase Anti Poverty Project – providing hot meals	£2,365.00
Decorating	Office & workshop	£1,660.00
Furniture	Storage boxes, table, chairs, projector, office equipment,	£3,960.00
Activities	Football, Art Exhibition & outings	£1,995.00
<b>Total</b>		<b>£9,980.00</b>

## Leicester City Council – Anti- Poverty Project - £4,755.00

Item	Description	Amount
Space hire	Woodgate Resource Centre (subsidy) 45 weeks @£5	£225.00
Meals	Equipment community take-away 40 meals a week	£1,800.00
Staff Cost	3 hrs of staff @£13 per hour x 45 weeks	£1,755.00
Travel	Trave cost for staff @£15 per day x 45 weeks	£675.00
Project Management	20hrs	£300.00
<b>Total</b>		<b>£4,755.00</b>

## OPCC FUND – AAA Memorial Event - £1,922.00

Item	Description	Amount
Catering (Food & Drinks) Disposable cups, plates, cutlery	Food for guests	£650.00
Printing	Logo/slogan warm up tops for Nirvana FB Team – AAA	£270.00
Video & Photography	Capturing the event	£200.00
Marquee	Event Tent	£300.00
Memorabilia	Anniversary bows & candles	£102.00
Hosting cost	Cost for Nirvana FB	£400.00
<b>Total</b>		<b>£1,922.00</b>

## National Heritage - £9,820.00

Item	Description	Amount
Volunteer Expenses	Travel Cost	£650.00
Venue Hire	Various Workshops	£1,200.00
Project Resource	Laptop, activities costs	£3,890.00
Transport	Transport costs to education trips	£780.00
Printing	Leaflets, posters, event information	£500.00
Event cost	Workshops & visits, presentation & evaluation	£2,800.00
<b>Total</b>		<b>£9,820.00</b>

## Ward Funding - £1,500.00

Item	Description	Amount
Volunteer expenses	Travel costs	£500.00
VolunteerTraining	Workshops for hosting event	£250.00
Refreshments	Volunteer meal at event	£250.00
Awards	Trophy for nominees	£400.00
Venue Hire	Workshop space hire	£100.00
<b>Total</b>		<b>£1,500.00</b>

## Toys Trust - £1,000.00

Item	Description	Amount
Arts & craft Jigsaw puzzles Stationery set & books	For children – Anti poverty project creative learning 30 units	£600.00
Cognitive learning toys	For children – Anti poverty project skills building	£400.00
<b>Total</b>		<b>£1,000.00</b>

## NHS SSurvey Project - £2,500.00

Item	Description	Amount
Venue Hire	Space hire various locations to deliver workshops & consultation	£470.00
Administrative costs	Administrative expenses including coordinating, planning, communication & documents	£495.00
printing	Flyers	£180.00
Resources	Materials, supplies and equipment	£260.00
Refreshments		£95.00
Staff	Outreach workers & volunteers	£1,000.00
<b>Total</b>		<b>£2,500</b>

## Donations – £4,424.80

Donated by	Description	Amount
Outspoken	(workshop)Fundraising	£100.00
Dennis Christopher	donation	£100.00
House of Commons 2022	Coach expense Parliament visit	£490.00
Leicester City Council	Reimburse Expenses	£303.80
Prosperity CIC	Donated for Anti Poverty Project	£350.00
Outspoken	Fundraising/workshop	£1,000.00
Rock Kitchen Harris	Donation for AAA Football Group kit	£500.00
KR Gohil	Donation for AAA Football Group kit	£500.00
House of Commons 2023	Towards coach expenses for Parliament visit	£375.00
Gateway College	Fundraising/workshop	£385.00
Coventry Carnival LTD	Fundraising	£200.00
Northampton Interfaith	Donation	£121.00
Leicester Police	Reimburse expenses	£200
<b>Total</b>		<b>£4,624.80.00</b>

## Other - £78.62

Description	Amount
AAA Lottery Revenue	£46.00
Interest	£32.62
<b>Total</b>	<b>£78.62</b>

## AAA Foundation Award Event - £6,541.00

Item	Description	Amount
Ticket Revenue	Guest ticket payment	£3,140.00
Donation –	Fund raised from raffle tickets	£415.00
Charity Raffle	at the award event	
Fundraising		£2,986.00
<b>Total</b>		<b>£6,541.00</b>
<b>Expenses</b>	Event Venue Hire incl catering	£4,560.00
	Venue décor (balloon arch)	£150.00
	Red carpet hire	£40.00
	Table centre pieces	£84.00
	PA system & DJ hire	£350.00
	Event MC	£150.00
	Performance Artists	£320.00
	Printing (flyers, banners, brochures)	
<b>Total</b>		<b><u>£6,082.28</u></b>

**Overall Total**

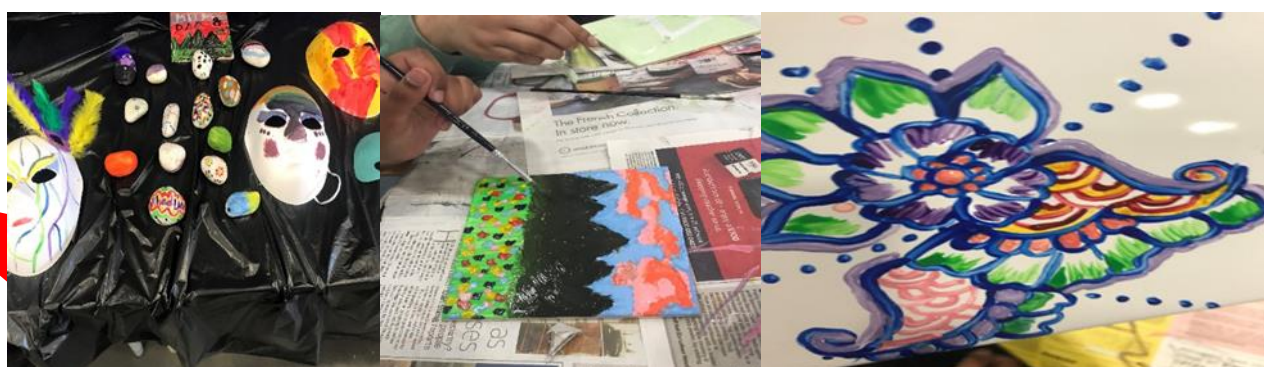
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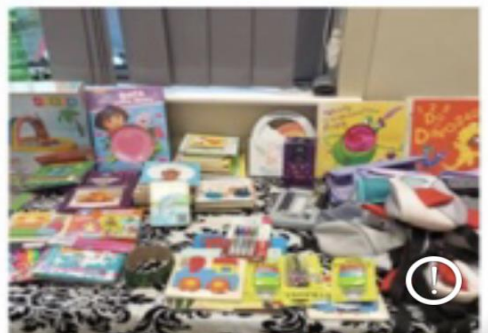
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