

# AntoinAkpom Achievements Foundation Trustee Report 2024 - 25



Charity Reg. No. 1173362





## Trustees Report: 2024 – 2025

Dear All,

The trustees of the Antoin Akpom Achievements Foundation are humbled and inspired by the incredible progress we have achieved together over the past year. Your unwavering support has been instrumental in enabling us to deliver impactful programs, furthering meaningful collaborations, and uplift those in need within our community.

The past year has been a testament to the strength of unity and shared purpose. Among the many highlights which includes the charity having two new trustees Alyce-Ellen Barber, Brian Simmonds, along with engaging Dr Winston George Ellis MBE as the charity Honourable Ambassador. Our AAA Foundation Award Event stands out as a poignant moment of connection and celebration. We were honoured to present Mohammad Ali Jr. with a Lifelong Legacy Award on behalf of his late father, the Honourable Mohammad Ali Senior, in the presence of members of Malcolm X's family from The Malcolm X Foundation. This event was not just a celebration of legacy but also a powerful reminder of the importance of community-driven action and resilience.

Financially, we have secured funding from four different agencies, including the Community Lottery Fund, The Office of The Police Crime Commissioner, the Community Leadership Fund, and the Martin Trust. This funding, totaling **£42,278.00**, has been a lifeline, enabling us to provide essential support to individuals and families grappling with the economic challenges of our time.

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Our collaborative efforts have been central to our success. This year, we proudly partnered with Gateway College, Highfield Community Centre, Wesley Hall, Gartree Wellbeing, Leicestershire Cares, Big Inclusion Group, Violence Reduction Network (VRN), Outspoken, Golden Token, and Karl in the Community. Together, we have expanded our reach, delivering programs and workshops that have empowered individuals, strengthened bonds, and inspired hope.

As we look to the future, our mission remains steadfast: to create opportunities, provide support, and foster resilience within our community. This work would not be possible without your continued belief in our vision and your generous contributions of time, resources, and goodwill.

Thank you for being an integral part of our journey. We invite you to stay connected with us, join our initiatives, and share in the impact we are making together. Let us continue to build a brighter future, one step at a time while we move forward into 2025

With heartfelt gratitude,

AAA Foundation Trustees

**Antoin Akpom Achievements Foundation**



## Overview

The AAA Foundation made significant strides in 2024, securing several key funding grants and successfully delivering a wide range of impactful projects and events. With a total of approximately £42,278 in funding from organisations such as the Office of The Police & Crime Commissioner, Community Fund Lottery, Community Leadership Network, and the Martin Trust, the foundation was able to support and engage communities through numerous initiatives.

## Key Achievements and Impact:

1. **Funding and Support:** The AAA Foundation successfully obtained grants totalling **42,278** from the following organisations:

- OPCC (Office of the Police and Crime Commissioner) - **Metamorphosis & Anti-Social Behaviour Projects**  
£20,000.00
- Community Lottery Fund - £19,778.00
- Community Leadership Network - £500.00
- Martin Trust - £2,000.00

### Other Income:-

Gateway College	£385.00
Raffle ticket/charity lottery/donation/bank interest	£568.26
Award event ticket revenue	£5,000.00

**Total** **£48,231.26**

Bank Balance as of December 19<sup>th</sup> 24 £27,062.70  
Bought forward to 2025



These funds enabled the foundation to carry out its community-driven projects and initiatives, with remaining funds to be carried forward to 2025.

## 2. Community Trips & Outreach:

- **Liverpool and Brixton Trip:** Organised educational trips for 17 young people aged 11-17, where they visited cultural and historical sites, further enhancing their understanding of African and Caribbean heritage.
  - **Homeless Safe Spaces Project:** Supported 50 young people aged 18-30, providing safe spaces for vulnerable individuals to gather, receive support, and access resources.
  - **Camping Trip:** Engaged 27 participants (20 children and 7 adults) in a camping trip aimed at fostering community cohesion and providing outdoor activities
  - **Christmas Dinner for Homeless:** Hosted a Christmas dinner for 20 individuals, where each person received gift bags containing toiletries and other essential items.
  - **Christmas Party:** Organised a festive event for 31 adults and 50 children (ages 10-20), where 50 Christmas presents were given to children and gift bags were provided to parents.
- Community Support:** Throughout the year, the foundation provided **clothing and toiletries** families facing financial difficulties, ensuring they received essential support.



Gift Giving: 50 Christmas presents were distributed to children, and gift bags were given to parents during the holiday season, ensuring that families had a brighter holiday season.

### 3. Projects & Workshops Delivered:

- **Knife Crime Intervention:** This program provided vital support and guidance through drama-based interventions in London, tackling the complex issues of knife crime and its impact on young people. along with delivering workshops at Gateway College, Leicester, Tresham College, Wellingborough, and hosting an anti-knife crime campaign with Quinton Green of MMAP in Northampton.

**Knife Crime Intervention Drama Project “Knife on the table” in London:** Collaborated with other organisations “Something Underground to address youth violence through educational drama projects

- **Parliament Youth Workshop:** Working in Collaboration with Golden Token Community Hub Engaging youth with the political process, the workshop provided insight into parliament, encouraging active citizenship and political awareness.

Vibes displayed at The Haymarket Leicester that showcased their talents and fostered community engagement through the arts.

- **Heritage Project:** Engaged 300 children, young people, and 5 adults in exploring and learning about cultural heritage, focusing on African and Caribbean roots, with a particular highlight on visiting the Liverpool Slave Museum.



AAA Foundation, in collaboration with Highfields Community Centre, organised a memorable trip for 17 children to Skegness. The day introduced the children, many from Asian, African, and Eastern European backgrounds to a quintessential British seaside experience. Activities included enjoying fish and chips, joy rides, and exploring the beach, fostering cultural understanding and shared joy. This initiative provided a unique opportunity for the children to connect, creating cherished memories while embracing British seaside traditions.

- **Metamorphosis Project:** Focused on year six pupils transitioning into secondary school, this program helped ease the change by providing them with tools for coping with the emotional and academic challenges of transition.
- **Arts & Crafts at Wesley Hall and Highfield Community Centre:** Creative sessions were organised for various age groups, promoting expression and skills development in local communities.
- **Art Exhibition:** A creative platform was provided for local artists, with an exhibition included cultural art pieces created by young people from Sensational Vibes displayed at The Haymarket Leicester that showcased their talents and fostered community engagement through the arts.

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- **Cultural Arts & Crafts – Sacred Heart Academy**

The workshop fostered creativity, collaboration, and cultural exchange, celebrating diversity and unity within the classroom. Through crafting flag-inspired bracelets and sharing stories about their traditions, the children gained a deeper understanding of one another's cultural backgrounds. The exchange of bracelets symbolised mutual respect, strengthening their sense of community and appreciation for the rich diversity among their peers.

- **Cultural Markets:** These events celebrated diverse cultures through food, music, and crafts, strengthening community ties and fostering cultural understanding.





- **Windrush Storytelling:** This project celebrated the stories and experiences of the Windrush generation, ensuring that their contributions to British society were recognised and honoured.
- **Safe Spaces Project:** This initiative created safe spaces for vulnerable community members, particularly young people, to engage in open discussions and receive support.
- **Wellbeing Programs:** Focused on mental health and wellness, these initiatives aimed at improving emotional resilience and overall wellbeing among participants.

4. **The Highlight Event: AAA Foundation Awards:** The AAA Foundation Awards were a standout event, recognising the achievements of young people and community members throughout the year. The awards ceremony included:

- Presenting trophies to children and young people across Leicester who had excelled in various fields.

A special highlight was the presentation of the **Life Long Legendary Award** to **Muhammad Ali Junior**, on behalf of his father, the Legendary Muhammad Ali Senior. This was a momentous occasion that honoured both Ali's legacy and his family's contributions.

The foundation also had the privilege of meeting **Malcolm X's family** through the **Malcolm X Foundation**, celebrating the ongoing impact of their work and legacy.



## Challenges - Antoin Akpom Achievements (AAA) Foundation in 2024

While the AAA Foundation experienced significant success in 2024, several challenges were encountered during the year:

- 1. Funding Limitations:** Despite securing key grants, the foundation faced challenges in managing financial constraints. Although the £42,278.00 funding was substantial, it was often stretched across multiple projects, requiring careful budget management and prioritisation. Some initiatives had to be scaled down or modified to ensure resources were used effectively.
- 2. Logistical and Coordination Difficulties:** The coordination of various projects, workshops, and events across multiple locations (such as Leicester, London, and other community centres) proved complex. Ensuring smooth communication between all stakeholders, including volunteers, participants, and partner organisations, required extensive planning and flexibility.
- 3. Volunteer Management:** Engaging and retaining volunteers presented challenges, particularly with fluctuating availability. With only 20 volunteers, the foundation was often reliant on a small team, which meant that many individuals had to take on multiple roles, leading to potential burnout and difficulty in maintaining consistent support across all initiatives.
- 4. Community Outreach and Engagement:** Reaching and engaging certain vulnerable or hard-to-reach communities posed a challenge. Despite efforts in outreach, some individuals and families were reluctant to participate in certain programs, particularly those addressing sensitive issues like knife crime or mental health, due to stigma or fear of judgment.



5. **Adapting to Changing Needs:** The needs of the community, particularly in relation to mental health and youth violence, evolved throughout the year. The foundation had to be adaptable and responsive, often adjusting the focus of its initiatives mid-year to address emerging concerns or changing circumstances, such as the ongoing impact of the pandemic on community well-being.
6. **Collaborative Efforts:** While collaborations with other organisations were essential, aligning different organisational priorities and schedules sometimes led to delays and complications. Working across different sectors (e.g., education, health, arts) required continuous alignment to ensure the success of joint projects.
7. **Event Management Complexities:** Organising large-scale events, such as the AAA Foundation Awards, required significant coordination and attention to detail. Securing guest appearances, managing logistics, and ensuring the smooth execution of the event presented challenges, especially when dealing with high-profile figures like Muhammad Ali Junior and the Malcolm X family.

Despite these challenges, the AAA Foundation demonstrated resilience and resourcefulness, ensuring the continued success of its programs and maintaining strong community relationships throughout 2024.



## Conclusion

AAA Foundation's work in 2024 has had a profound impact on the Leicester community and beyond, fostering education, cultural understanding, community support, and empowerment. The foundation remains committed to supporting those in need and continuing to deliver essential services to vulnerable groups.

Looking forward to 2025, the AAA Foundation plans to build on this success by expanding its reach, enhancing current projects, and continuing to strengthen partnerships with other organisations. The foundation is focused on addressing critical community issues, particularly around youth violence, homelessness, mental health, and cultural education.

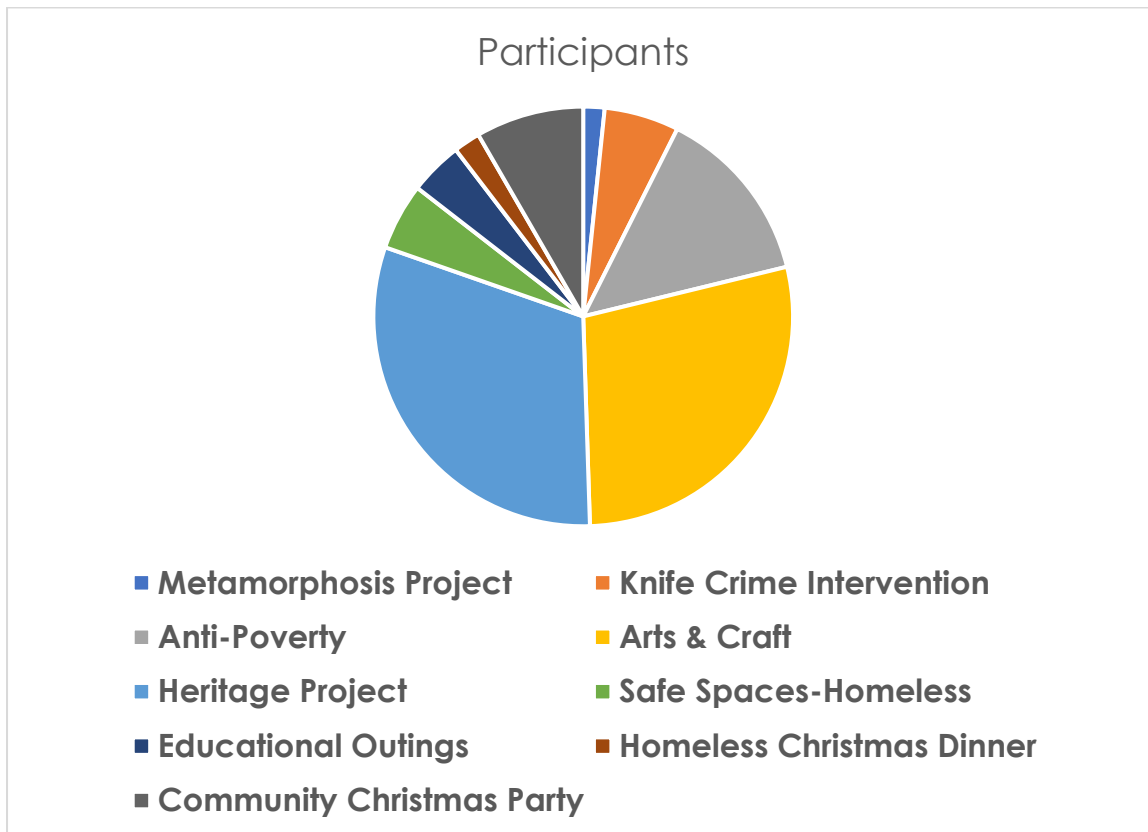


## Summary of Outreach Numbers

- **Metamorphosis Project:** 16 children aged 11 years.
- **Knife Crime Intervention Project:** 40 young people aged 16-18 years.
- **Knife Crime project London:** 16 children 11yrs – 16yrs
- **Anti-Poverty Project:** Supported 134 individuals 44 adults 90 children and young people
- **Arts & Crafts Project:** 120 children Sacred hearts Academy, 30 children Highfields Community Centre, 40 Children Wesley Hall, 20 children Haymarket
- **Heritage Project:** 300 children and young people aged 10-20 years, and 5 adults aged 60+.
- **Art Exhibition:** Participants - 20 Children Sacred Heart Academy, 5 children Highfields Community Centre, 10 other and 30 visitors from the public
- **Homeless Safe Spaces Project:** 50 young people aged 18-30 years.
- **Camping Trip:** 27 participants 20 children aged 11-15 and 7 adults).
- **Homeless Safe Spaces Christmas Dinner:** 20 attendees, all received gift bags.
- **Liverpool and Brixton Trip:** 40 young people aged 11-17 years.
- **Christmas Party:** 31 adults and 50 children aged 10-20 years.



## Summary of Outreach Numbers





Community Support Project – Giving World Goods to the value of £10,377.75

Number of people items distributed to	Value of £
3,954	£10,377.75
<b><u>Total Value</u></b>	<b><u>£10,377.75</u></b>

### Other

Description	Amount
Charity Lottery	£41.00
Donation/ fundraising/Raffle	£ 480.00
Bank Interest	£47.26
<b>Total</b>	<b><u>£568.26</u></b>





## OPCC FUND – Metamorphosis Project £10,000.00

Description	Amount
Management Cost	£1,000.00
Travel cost for coordinator Wellingborough - Leicester	£900.00
Equipment	£200.00
Project Mobile Phones	£500.00
Design & Print Journals	£250.00
Project Staff Cost	£4,500.00
Specialist Trainer	£300.00
Project Evaluation	£200.00
Media/Marketing	£150.00
Activities	£2,000.00
<b>Total</b>	<b><u>£10,000.00</u></b>



## OPCC Fund – Anti-Social Behaviour Project £10,000.00

Description	Amount
Management Cost	£1,000.00
Travel cost for coordinator Wellingborough - Leicester	£900.00
Equipment	£225.00
Resources – Journal/Stationery	£380.00
Activities/Participant Pathway	£1,000.00
Lead Trauma mentor	£1,000.00
Mentor	£750.00
Workshop Facilitator	£375.00
Head Football Coach	£500.00
Assistant Football Coach	£375.00
Specialist Coach/Entrepreneur	£1,500.00
Marketing	£120.00
Project Space Hire	£1,875.00
<b>Total</b>	<b><u>£10,000.00</u></b>



## Gateway College - Knife Crime Intervention Project - £385.00

Description	Amount
Staff Cost - Facilitator	£385.00
<b>Total</b>	<b><u>£385.00</u></b>

## Community Leadership Network Fund – Award Event £500.00

Description	Amount
Trophies for children various schools	£250.00
Travel cost for photographer to various schools	£250.00
<b>Total</b>	<b><u>£500.00</u></b>



## Martin Trust – Award Event £2,000.00

Description	Amount
Volunteer Expenses	£500.00
Trophies nominees	£350.00
Young Persons Coms	£200.00
Tickets for 30 young people – award event	£750.00
Nominee Brochures	£150.00
Travel fare	£50.00
<b>Total</b>	<b><u>£2,000.00</u></b>



## Community Lottery Fund - £19,778.00

Description	Amount
Safe Space Hire	£1,278.00
Staff	£15,000.00
Volunteer Expenses	£500.00
Offsite Visits	£1,500.00
Refreshments	£1,000.00
Stationery Resource	£500.00
<b>Total</b>	<b><u>£19,778.00</u></b>



## AAA Foundation Award Event -Ticket Revenue - £5,000

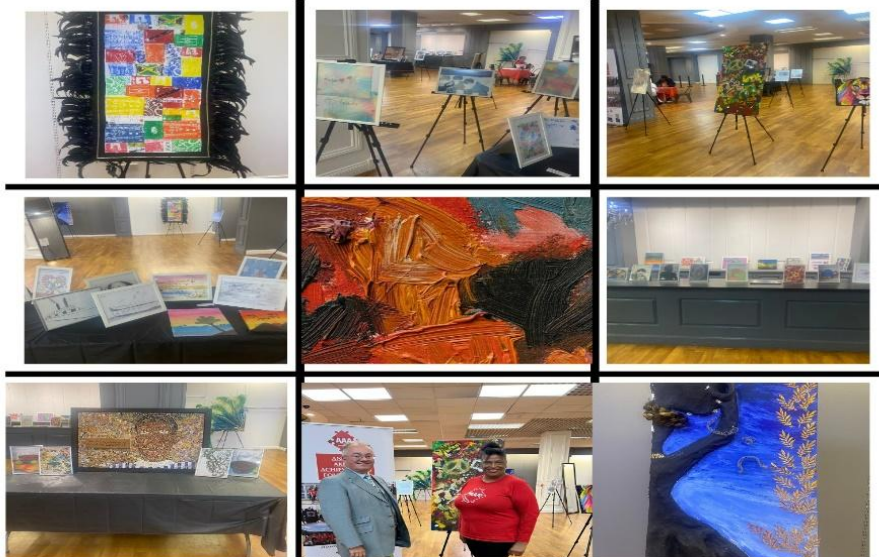
Description	Amount
Nominee Trophies	£550.00
Venue Decor	£914.30
Table Centre Pieces	£103.00
Crockery Hire	435.60
Catering	£2047.50
Volunteer Involvement Fee	£500.00
Artists travel cost	£60.00
Accommodation	£201.60
Event Administrator	£1,009.00
Volunteer Uniform(Glove, Ties, Shirts)	£108.54
Cheryl/Volunteer Taxi Cost event evening	£111.95
Coordinator Travel Cost	£60.00
Nominee Brochures	£150.00
Video/Photographer	£200.00
DJ	£150.00
<b>Security</b>	£90.00
<b>Total</b>	<b><u>£6,691.49</u></b>



## AAA Foundation Christmas Party



## AAA Foundation Art Exhibition



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## AAA Foundation Camping Trip



## AAA Foundation Arts



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# AAA Foundation Metamorphosis project



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# AAA Foundation

## Award Event



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## A SPECIAL THANK YOU FOR SUPPORT TO AAA FOUNDATION THROUGHOUT 2024



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