



CHARITY COMMISSION
FOR ENGLAND AND WALES

Charity Name
SPORTAINMENT

No (if any)
1208190

Receipts and payments accounts

CC16a

For the period
from

Period start date
10/05/2024

To

Period end date
31/05/2025

Section A Receipts and payments

	Unrestricted funds	Restricted funds	Endowment funds	Total funds	Last year
	to the nearest £	to the nearest £	to the nearest £	to the nearest £	to the nearest £
A1 Receipts					
Donation		39,903	-	39,903	-
Grant	-	44,600	-	44,600	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	-	84,503	-	84,503	-
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	-	84,503	-	84,503	-
A3 Payments					
Programme delivery	-	21,200	-	21,200	-
Equipment	-	5,700	-	5,700	-
Staff costs	-	8,454	-	8,454	-
Administrative costs	-	6,923	-	6,923	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	42,277	-	42,277	-
A4 Asset and investment purchases, (see table)					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	-	42,277	-	42,277	-
Net of receipts/(payments)	-	42,226	-	42,226	-
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	-	-	-	-	-
Cash funds this year end	-	42,226	-	42,226	-

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds	Bank	-	42,226	-
		-	-	-
		-	-	-
	Total cash funds	-	42,226	-
	(agree balances with receipts and payments account(s))	OK	OK	OK
B2 Other monetary assets	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
B3 Investment assets	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
			-	-
			-	-
			-	-
			-	-
B4 Assets retained for the charity's own use	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
B5 Liabilities	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
			-	
			-	
			-	
			-	
Signed by one or two trustees on behalf of all the trustees	Signature	Print Name	Date of approval	



Section A

Independent Examiner's Report

Report to the trustees/
members of

Charity Name
SPORTAINMENT

On accounts for the period
ended

31st May 2025

Charity no
(if any)

1208190

Set out on pages

(remember to include the page numbers of additional sheets)

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the period ended **31 / 05 / 2025**.

Responsibilities and
basis of report

As the charity trustees of the Trust, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent
examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention (other than that disclosed below *) in connection with the examination which gives me cause to believe that in, any material respect:

- accounting records were not kept in accordance with section 130 of the Act or
- the accounts do not accord with the accounting records

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in order to enable a proper understanding of the accounts to be reached.

** Please delete the words in the brackets if they do not apply.*

Signed:

Robert Couser

Date:

31/03/2026

Name:

Robert Couser

Relevant professional
qualification(s) or body
(if any):

ICAEW - ACA

Address:

162 Kingsquarter

Maidenhead

SL6 1AW

Only complete if the examiner needs to highlight matters of concern (see CC32, Independent examination of charity accounts: directions and guidance for examiners).

Give here brief details of any items that the examiner wishes to disclose.

During the year the charity struggled to open a dedicated charity bank account. This was secured post year end.

In order to mitigate any risk regarding misplacement of funds or lack of financial controls the charity opened and operated a dedicated standard bank account that only had charitable transactions in and out of the account.

MAKEEBO X SPORTAINMENT

IMPACT REPORT

2024/25



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MENTORING THAT BUILDS WELLBEING, AMBITION, CONNECTIONS & OPPORTUNITY



OUR MISSION

We work with young people aged 13–25 who face the toughest systemic barriers — including low-income backgrounds, disabilities, care-experience, and those at risk of exclusion, reoffending or becoming NEET. We also support students on FSM and SEN plans, making sure they receive the tailored guidance and opportunities they deserve.

Our programmes deliver enrichment, life-skills, tutoring, exam support, and clear pathways into future careers. We also offer powerful extracurricular experiences that build confidence, spark new interests, and help young people grow beyond the classroom.

Everything we do is driven by our 360° model — supporting each young person academically, socially, emotionally and personally. We build strong networks around every individual, opening doors that were once closed and creating real, life-changing impact.

OUR PURPOSE

1. To support youth facing disadvantage, vulnerability or risk
2. To strengthen the well-being and confidence of young people
3. To provide meaningful access to opportunity and endless enrichment
4. • To build pathways into leadership, mentorship, education, and employment

To eliminate the term NEET, and every label that limits potential

- To open doors to industries where access has historically been denied
- To equip young people with every tool required to thrive
- To provide continuity of mentors who can be contacted 24/7
- To create safe spaces where young people can speak and be heard
- To celebrate success and learn from mistakes
- To build pathways collaboratively, with shared ownership and purpose
- To uphold mutual respect and complete transparency in everything we do

LETTER FROM THE FOUNDER



SHIV SHARMA

FOUNDER
MAKEEBO X SPORTAINMENT

We have worked exclusively with the most disadvantaged and at-risk 16–30 year olds , and still achieved 100% retention, 100% referrals and 100% positive feedback. Our growth has been faster than we imagined because we have shown what hard work, honesty and teamwork can achieve. Our team has gone the extra mile every time, and our students have met us with courage and ambition. They are now motivated, confident and ready for opportunities they once thought were out of reach — and we remain by their side.

Year One proved the power of our model. Year Two will show what happens when we scale it.

Our first full year has been remarkable. We set out to build a model that gives disadvantaged young people the opportunities, networks and belief they deserve, and we have achieved more than we ever imagined.

Thanks to twenty years of trusted relationships through Makeebo Students, we have recruited an army of mentors, trusted adults and employers old and new. Together, we have created genuine career pathways into industries that are traditionally hard to break into, with or without qualifications or degrees, by working in true partnership with our hiring communities and individuals.

This year, we delivered full 360° support: wellbeing, education, fitness, confidence and career development wrapped around every young person.

Our mentors have opened doors, built networks and helped our students stand on equal footing with their peers.

100%

Satisfaction rate

100%

Referral rate

100%

Retention rate

FOREWARD FROM OUR HEAD OF SEN ED



ARUNA

HEAD OF SEN

The heart of our work is simple: we never turn a young person away. Every student referred to us deserves high-quality support, and our commitment is to help each of them move forward, academically, socially, emotionally, and in preparation for adulthood.

We hold an unwavering belief in every young person who walks through our doors. Just as importantly, we help them build that belief in themselves.

As SEN Lead, I ensure that every learner receives a thorough, holistic evaluation of their needs. This includes reviewing current targets and outcomes, identifying the right provisions — particularly around SEMH, academic progress, communication, independence and preparation for adulthood — and ensuring that support is both appropriate and ambitious.

My team develops fully SMART targets, contributes to EHCP reviews, and works closely with all professionals involved in each young person's journey. We also design Learning and Work Placement Passports so that every student is understood, supported, and equipped to succeed in real-world environments.

And the most remarkable part? This is only Year One. We have worked at an extraordinary pace, been consistently relentless, and poured everything into our approach to secure the strongest possible outcomes. Our systems, reporting, and specialist input now reach every area of need — and we are only just getting started.

With over 20 years of teaching experience in some of the most deprived areas of the UK, I understand the barriers faced by disadvantaged, vulnerable and SEND learners. Our model has been built to address those challenges head-on — bespoke, adaptable, and genuinely transformative.

No two situations are ever the same, but one thing has remained constant: every single student has made progress.

By equipping young people with the right support, confidence and opportunities, we open up equal access, broaden employment pathways and lay the foundations for long-term financial independence. This is more than our mission — it is our promise.

NOTE FROM OUR CHAIR OF TRUSTEES



ABI
CHAIR OF TRUSTEES

I am incredibly proud to be associated with Sportainment and the exceptional work they do for young people. Sportainment has carved out a vital space in holistic youth support, built on the simple but powerful act of truly listening. Many young people feel heard - sometimes for the very first time - and the impact of that cannot be overstated. The stories shared with me about genuine, young-person-centred communication, free from preconceptions or bias, are consistently inspiring.

As a lawyer who qualified through an unconventional route, I understand the stigma that can arise when you do not have the “right” grades or come from the “right” university. Yet what ultimately shapes our potential is not our academic pathway, but who we are, how we grow, and how we engage with others. Sportainment’s mentoring equips young people with confidence and self-belief - often the essential first step toward a more positive and fulfilling future.

This report reflects the passion, commitment, and sheer hard work of the Sportainment team. I am genuinely in awe of their energy and determination to improve outcomes for the young people they support. The data and feedback included here demonstrate the real and measurable difference they are making.

I look forward to continuing to support the team as they grow and widen their impact.

R U N N I N G SPORTAINMENT

MAGAZINE

ISSUE
18



MAY 2025

CHARITY OVERVIEW

VISION

To build a world where disadvantaged young people have the same networks, opportunities and belief as their peers — a world where talent is recognised over bias, where background never limits ambition, and where every young person is supported to achieve the future they choose. We exist to close the gap in connection, confidence and opportunity, ensuring no young person is held back by circumstance. Our vision is a society where every young person can access industries, mentors and pathways that were once out of reach — with or without qualifications. We stand beside them until they get there.

MISSION

- To remove the barriers of bias, background, and limited networks by connecting young people to mentors, employers, and trusted adults who open real doors.
- To create career pathways into hard-to-break industries, with or without qualifications, through deep partnership with our hiring communities.
- To deliver full 360° support, wellbeing, education, fitness, confidence, career development, wrapped around every young person.
- To champion talent, lived experience, and potential, ensuring disadvantaged youth stand on equal footing and thrive in spaces they never felt they couldn't belong in.



NEXT GENWIN

N E E T N O M O R E

WHY WE EXIST

We exist to rebuild real-world connection. In a world where young people are increasingly isolated, overlooked, or pushed into one-size-fits-all systems, we provide something different: human relationships that change the trajectory of a life.

We are a team of mentors and trusted adults — each a specialist in our field — united by a shared duty to elevate young people in the most extraordinary ways. Our work is built on teamwork, ownership, and genuine belief

* Every young person who walks through our doors gains access to:

- Safeguarding and SEND specialists
- Wellbeing and mental health consultants
- Fitness and confidence-building through our Universal Play Initiative
- Some of the best tutors and educators in the region
- Professionals with networks within networks

We exist because young people deserve adults who don't give up, who don't limit them, and who don't accept hardship as normal. We exist because connection is the catalyst — and when the right adults show up, everything changes.

* Nothing we do is off-the-shelf. There is no one journey, no template, no conveyor belt. We build every programme around the individual — their needs, their strengths, their dreams.

Once a young person tells us what they want for their future, we get to work. We activate our networks, open doors, and source:

- Scholarships
- Work experience
- Apprenticeships
- Industry advice
- Career pathways

OUR COMMUNITY

WHO WE WORK WITH

Our referred young people come from schools, colleges, care homes, NHS mental health teams, housing providers, Job Centres and councils. Every referral comes from professionals working in some of the most deprived communities in the UK, trusting us with the young people who need the most.



We work specifically with those who are:

- At risk
- Vulnerable/ Disadvantaged
- NEET/ risk of NEET
- Facing multiple barriers
- Falling through gaps in education, care or health systems

These are the young people who are too often overlooked, misunderstood, or passed between services. They are exactly who we exist for.

**OUR NICHE IS
INTENTIONAL:
WE START WITH
THE MOST
AT-RISK**

We intentionally ask to work with the most at-risk individuals within every setting. As we grow, we have chosen to remain niche by design. Our philosophy is simple: when you build solutions for the hardest-to-help, you create a standard of practice that lifts every young person who comes after.

The young people with the most complex needs teach us the biggest lessons. They sharpen our methods, strengthen our systems, and ensure that as we expand, we can confidently put in place solutions for students with less severe situations in the future.

By starting with the highest level of need, we guarantee that our model is robust, adaptable and capable of supporting every learner — no matter their background, barriers or starting point.

100%
REFERRED YOUNG PEOPLE



UNIVERSAL PLAY INITIATIVE

Our sports partners are Lucky Gs and JSA, two organisations that have shaped champions and opened doors for young people across the UK

Our core sports are:

- Boxing
- Strength training
- Stamina and conditioning

These disciplines are universal, accessible to all abilities, backgrounds, and starting points. Every session is built with layered levels, allowing young people to progress at their own pace, grow confidence safely, and stay motivated as they develop.

* Why These Sports?

They, build the qualities our young people need most:

- Discipline
- Focus
- Structure
- Determination
- Energy
- Resilience

These are not just sports — they are life tools. They create routine, self-belief, and a sense of identity. They help young people feel strong in their bodies and powerful in their minds.

* They have created...

- Professional boxers
- Semi-pro and pro footballers
- Athletes who have gone on to compete, coach, and inspire

And inside our own team, we have:

- Renaldo, our internal scout, who actively supports young people into semi-pro and pro contracts
- Rob, who leads the development of women's sport and refugee inclusion pathways

Together, we create opportunities that young people would never normally access, both off & on the pitch. We do it with purpose, pride, and a belief that talent lives everywhere.



360 WELLBEING

Our team includes qualified wellbeing staff, mental health specialists, wellbeing consultants and safeguarding professionals, all trained to support every aspect of a young person's wellbeing. We measure wellbeing at every communication point, from first contact to session delivery and follow-up, using structured check-ins, reflective tools, and consistent monitoring. We set clear wellbeing KPIs, track progress over time, and establish realistic, personalised targets to improve mental health, emotional stability, confidence, fitness, and overall quality of life.

FIONA HANDLEY

*** HEAD OF SAFEGUARDING & WELLBEING**

Fiona is our Safeguarding and Wellbeing Lead, bringing a background in education and a Master's in Psychology. She specialises in trauma-informed practice and supports learners with safeguarding needs, personal growth and emotional wellbeing. Alongside her education work, she is a qualified wellbeing coach, helping individuals manage stress, build healthier habits and improve overall balance. Known for her empathy and holistic approach, Fiona empowers both young people and adults to feel safe, confident and capable, while ensuring that wellbeing is embedded consistently across every stage of their journey with us.

ARUNA VASHISTHA

*** HEAD OF SEN & WELLBEING**

With over 16 years of experience in education, Aruna has dedicated her career to supporting individuals who face barriers to achievement. A former SENDCO, she brings strong expertise in identifying needs, coordinating support and promoting inclusion so learners can thrive. She has been a consistent advocate for those with unique challenges, ensuring their strengths are recognised and their aspirations supported. Aruna is also completing her MSc in Psychology, deepening her understanding of the emotional, social and psychological factors that influence personal and career success. This blend of frontline experience and academic insight enables her to support learners holistically and effectively.

LEAD

FROM THE FRONT

**EMPLOYMENT
WORK EXPERIENCE
APPRENTICESHIPS
SCHOLARSHIPS**

OUR EMPLOYER NETWORK OF 20 YEARS

- We have a uniquely powerful gateway into the world of employment, and everything in between.
- Over 20 years of training and recruitment experience, we've built pathways into some of the hardest-to-access industries in the UK.
- Our network goes far beyond employers. We work with organisations offering work experience, apprenticeships, and real progression routes.
- As the representing charity for one of the largest networking groups in the world, we have direct access to SMEs across the UK, alongside partnerships with major energy, insurance, WiFi and telecom providers.
- We open pathways into roles that are usually restricted by degree requirements or closed networks.

STAYING AHEAD OF SKILLS SHORTAGES THROUGH REAL-TIME INDUSTRY INSIGHT

We recognise the growing skills shortages across key industries and stay closely aligned with current labour-market trends to respond to them. We're creating real routes into the Armed Forces and Emergency Services, sectors facing some of the most severe skills shortages in the UK. We strengthen this pathway by working directly with a former Army Sergeant who leads the fitness and discipline element of our programme, preparing young people with the resilience, capability and standards these roles demand.

KEY TEAM

- **Zero staff lost!**
- **Incredible recruitment onboarding system**
- **Safeguarding for all staff**
- **Lived experience**



Donavan - Chief Diversity Officer

Donavan is a recognised DEI leader, driving change across education, mental health, and inclusive workplaces. As Governor at Barnsley College and PrideLife Global Advocate, he champions equity, LGBTQ+ inclusion, and wellbeing. His lived experience and leadership in coaching, hiring, and engagement make him a powerful force for fairness and transformation.

We're proud to have Donovan on our team — his expertise and compassion help us break barriers and build a more inclusive future across all sectors.



Ernestina - Chief Mental Health Officer

With over a decade in mental health nursing, Ernestina has dedicated her career to supporting individuals from all walks of life through crisis intervention, holistic wellbeing, and trauma-informed care. Her approach centres on empowerment—helping people move from surviving to thriving by building resilience and self-belief.

She integrates leading clinical tools, including ReQoL, PROM, and PHQ-9, to deliver tailored, measurable support. Through her work, Ernestina reinforces a powerful truth: mental health isn't separate from success, it's the foundation of it.



Rich-Director of Education & Safeguarding Trustee

Rich brings 26 years of experience in UK schools, specialising in student development, safeguarding, and inclusive education. As Director of Achievement, he collaborates with institutions to build strong support systems and remove barriers across academic, wellness, and financial challenges. With leadership roles spanning SENCo, Mental Health Lead, and Safeguarding Trustee, Rich empowers students to thrive, build confidence, and reach their full potential.



Sean - Head of Fitness

Sean has revolutionised the way fitness should be done, transforming traditional training into an engaging, fun, and rewarding experience. With over 20 years of expertise, he provides elite coaching tailored to professional and academy-level athletes.

His approach goes beyond standard fitness routines, integrating advanced training techniques, mentorship, and strategic development to ensure athletes reach their peak performance while enjoying the process. Whether working on strength, agility, or skill refinement, Sean and his team create an environment where hard work feels exhilarating and progress is deeply fulfilling.



Jo - Events & Projects Lead

With over 15 years of experience working with the youth community, Jo has been instrumental in creating opportunities for young individuals. Her extensive background in project and event management, combined with a strong commitment to empowering youth, makes her an essential force behind Sportainment's success.

Jo coordinates all events, trials, and workshops across the UK, ensuring that every initiative runs seamlessly and provides valuable experiences for individuals to showcase their talents and build industry connections. Her expertise extends to logistics

OUR PROGRAMMES

ED LEARN

Early-intervention, 1:1, face-to-face programme providing full 360° support, delivered by a trained and trusted adult who offers multifaceted guidance across wellbeing, education, safeguarding and personal development.

RISE+

Trauma-Informed Training & Support is delivered to vulnerable and disadvantaged students in collaboration with healthcare professionals, parents, carers and educators, offering emergency support and a safe, consistent space. This includes creating Learning Passports, contributing to EHCP reviews and aligning all interventions with SEND frameworks to ensure coordinated, personalised support.

PEER2POWER

Empowers individuals with leadership potential to become changemakers in their communities, supporting peers and taking responsibility for younger participants. These leaders can extend their impact to some of the world's most disadvantaged regions, driving sustainable projects and creating real-world change.

RISEIT

We co-create career pathways in industries that don't require formal qualifications and work with employers to open doors in fields traditionally limited to degree-holders, ensuring equal access for every young person. Our specialism lies in leveraging over 20 years of industry experience across sectors historically out of reach, building partnerships with key personnel, expanding horizons for our young people and turning what once felt impossible into achievable, supported career journeys — with us by their side every step of the way

ENRICHHUB

We deliver exceptional HAF and after-school enrichment programmes for young people, offering inspiring opportunities across sport, creative arts, education, careers and wellbeing. Our programmes are designed to build confidence, connection and aspiration, while providing consistent support, positive role models and meaningful pathways into further learning, leadership and long-term personal growth.

ACCESSALL

Support employers to build inclusive, skills-focused workforces by creating roles that don't require higher education



TEACHSTRONG

TeachStrong strengthens teacher, mentor and youth-worker retention by placing wellbeing and safeguarding at the centre of everyday practice. We provide practical tools that reduce stress, ease daily pressures and ensure staff feel valued, supported and safe in their roles. Our programmes integrate attainment, behaviour and attendance monitoring, creating calmer, more focused classrooms where teachers can teach, learners can learn and safeguarding-led practice underpins every interaction. By supporting staff holistically, TeachStrong helps build resilient teams, positive cultures and long-term stability across schools and youth settings.

OUR YEAR IN NUMBERS

MODEL PROVEN. IMPACT DELIVERED.

Funded by our Primary Sponsor, alongside being self-funded in Year One, we were able to launch and scale at pace while external funding pipelines were still developing. All staff worked entirely as volunteers, receiving only basic expenses and per-diem support — ensuring that every possible pound went directly to young people and frontline delivery. Our spending reflects a model built on commitment, lived experience, and community-driven impact.

Our work delivered extraordinary value:

£1 generated £93 of social impact, proving that our methods, pace, and commitment translate directly into life-changing outcomes.

£1 = £93

of social value created



SPORTAINMENT

**LEVELING THE
PLAYING FIELD**



Vol. 001



Income generated

£84,503



Spent on Charitable
Activities

£42,277



Year-end reserves

£42,226

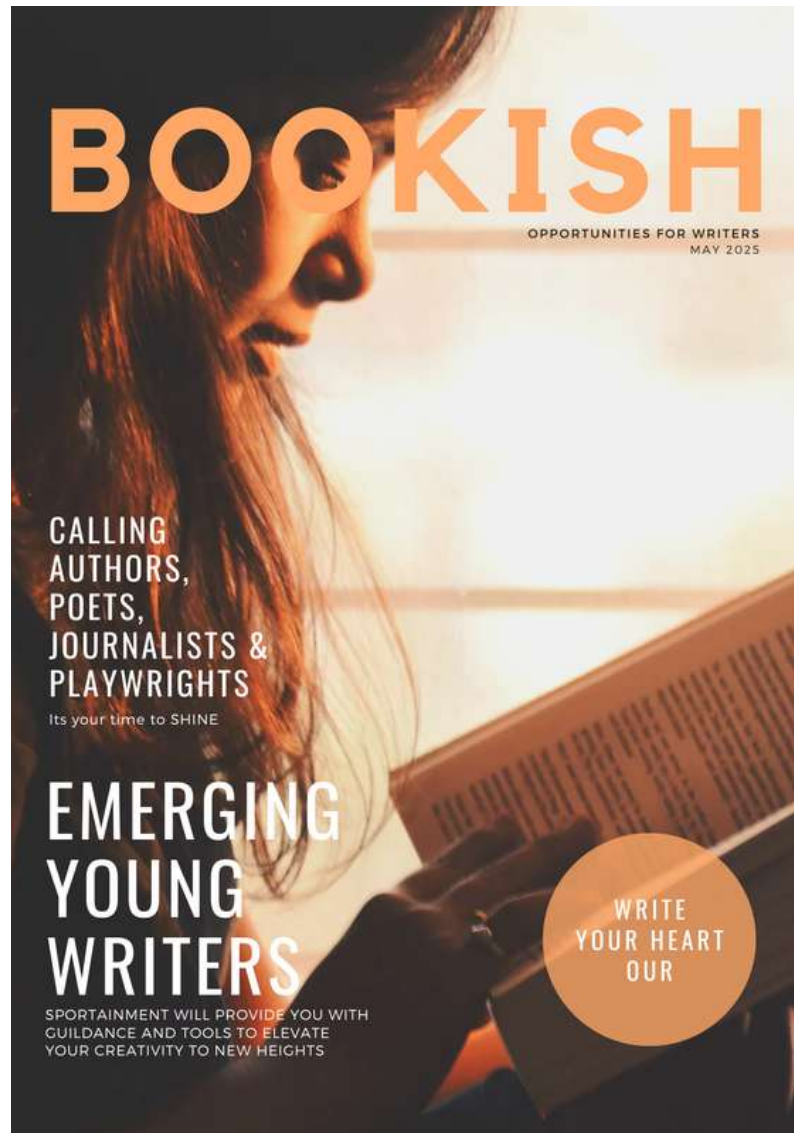
FINANCIAL HIGHLIGHTS

OUR YEAR IN NUMBERS

Every staff member, mentor, and volunteer has gone far beyond the call of duty to build what is now an unstoppable force of nature. a team dedicated to bringing out the absolute best in every young person we support. We make them feel unbreakable, their strongest self, and we fill every gap they're missing so nothing holds them back.

Reach & Engagement

- 414 young people reached
- 121 students received full 360° one-to-one support
- 5000 hours of one-to-one support delivered
- 10,000 hours of fitness delivered



- **BACKING OUR WORDS WITH INVESTMENT**
- **BUILDING A FAIRER WORLD FOR EVERY YOUNG PERSON.**



OUR DIRECT IMPACT

*** REAL SUPPORT.
REAL OPPORTUNITIES.
REAL IMPACT.**

% SITE WITH
FSM LEVEL
ABOVE 50%

90%

M/F

310/104

% IN
CARE/SOCIAL
WORKER

40%

% FROM
VULNERABLE,
DISADVANTAGED,
AT RISK
BACKGROUNDS

100%

*** EDUCATION, SKILLS & PROGRESSION**

Students were brought out of their comfort zones and challenged.

We built rapport and trust with our students within the first communication.

All students reported increased attainment, attendance & behaviour

Tutoring workshops delivered

154

Life-skills &
financial-planning webinars

48

Creative sessions

108

Wellbeing sessions
delivered

1008

Career & Education
pathways confirmed

394

Students passed
resits

82%

Students placed into work
experience/ longterm
employment/ education

78%

YOUNG PEOPLE REACHED **414**
HOURS OF 121'S **5000>**
HOURS OF FITNESS **10000>**
NO. OF WELLBEING
SESSIONS **1008**
% STUDENTS FELT WE CARED
FOR THEIR GROWTH &
WELLBEING **100**
% STUDENT SAID WE HELPED
THEM CREATE AND ACHIEVE
THEIR GOALS **100**

% AT RISK
NEET/ NEET

100%

% DISENGAGED
FROM
EDUCATION

30%

% SEN/ EHCP/ LA

50%

% OF STUDENTS WHO
REMAIN IN CONTACT
AFTER PROGRAMME
COMPLETION

95%

% REFERRED

100%

*** WELLBEING & PERSONAL GROWTH**

We successfully signposted individuals to specialist mental-health and trauma services quickly and efficiently, creating urgency for high-risk cases and ensuring they received the immediate, expert support they needed.

Confirm
Sportainment are
easy to talk to

100%

Trust Sportainment

100%

Improved
Behaviour

90%

Improved
Attendance

92%

Improved
Attainment

95%

Improved mental
health & wellbeing

95%

Students stepping
out of comfort
zone

90%

Improved
wellbeing

92%

OUR TEAM & MENTORS



80+
**MENTORS/YOUTH
WORKERS**

100%
**OF MENTOR HELP
INCREASE STUDENT
PROBABILITY TO GAIN
WORK EXPERIENCE,
APPRENTICESHIPS,
FURTHER EDUCATION,
INDUSTRY KNOWLEDGE &
CAREERS**

100%
**STAFF, VOLUNTEER,
MENTOR RETENTION**

INCLUDING PILOTS, SURGEONS, ENGINEERS, CEO'S. LAWYERS, ECONOMISTS, FINTECH STRATEGISTS, BROKERS, SPORTS CONSULTANTS, POLICE INSPECTORS, DETECTIVES, FINANCE PLANNERS, RECRUITERS, PROPERTY DEVELOPERS. TRADESPEOPLE, SCIENTISTS, INNOVATORS, ESTATE AGENTS, ACCOUNTANTS, PROJECT MANAGERS, SPONSORSHIP EXECUTIVES...

Our powerhouse of trailblazers is united by a mission to spotlight hidden talent and drive unstoppable change. Our team includes top scouts, award-winning talent managers, educators (SEN and non-SEN), wellbeing specialists, safeguarding leads, and industry leaders across sports, entertainment, science, tech, finance, innovation and other hard-to-break industries. Many bring lived experience of overcoming barriers, making their support authentic, personal and deeply effective. They share ownership of each young person's success and use their own networks to elevate them into real opportunities.

SPORTAINMENT ALUMNI

JAKE!



Jake was our first ever Sportainer, a young man with huge potential, a dream of becoming a boxer, but no direction, no structure, and no clear pathway to turn ambition into reality.

When he joined us, he knew what he wanted, but not how to get there. We helped him find his calling.

Through our mentoring, networks and training, Jake:

- committed to boxing and developed the discipline to train like an athlete
- completed sales training to build employability skills
- secured full-time employment
- worked his way up through sheer determination
- and then — through our networks — stepped into his dream career

Today, Jake is a semi-pro boxer and works in corporate sports sponsorship with one of our employer partners. He is living proof of what happens when belief, opportunity and the right networks & support collide.

FEEDBACK

Her constructive feedback and continuous support has empowered me to up-skill and professionalise in the sales industry tenfold, as well as to perform and impress during high-end sales role interviews. Shiv has tackled and conditioned my weaknesses into strengths, through building my confidence and skillset essential for sales by regular check-ins and coaching sessions.

As a result, I became employed in a sales role local to my hometown as a Sales Adviser. However, despite my employment her support still remains. It is now apparent to me as her student that Shiv's impact is both long term and short term! I believe that Shiv's training is much to do with why I successfully acquired a role in sales, and am now consistently exceeding my personal sales targets each week and hence achieving commission and bonus rewards for my team!

For employers, it is clear that Shiv is incredibly picky with who she introduces to you and when, this means you will not be disappointed. You are supporting a great charity

For dreamers, please do not miss out on this opportunity.

SPORTAINMENT ALUMNI

JEROME!



FEEDBACK

Jerome is a carer with one of the biggest hearts we've ever met. A young dad living in a small bedsit, he carried responsibilities far beyond his years — yet he showed up every day with kindness, humour and courage.

In classroom training, Jerome always knew when others were struggling. He stepped forward without being asked, volunteered to go first on difficult tasks, and once even sang in front of the group just to ease everyone's nerves. That's who he is: a natural leader who lifts the room.

We put Jerome on our Fast Track to Leadership so he could see the potential we already saw in him, and he rose to every challenge. He built confidence, developed new skills, and unlocked opportunities he never thought were possible.

Today, Jerome is a homeowner and is building an incredible career. He is proof that when heart, talent and the right support come together, transformation isn't just possible — it's inevitable. Jerome didn't just grow; he now mentors many of our young people, and the impact is undeniable when you see the evidence right in front of you.

His career has gone from strength to strength and his confidence unstoppable!

I'm proud to recommend Sportainment for their transformative youth leadership training. As someone with lived experience, I was inspired by their mission to become a youth leader and provide peer-to-peer support for disadvantaged young people.

Sportainment's specialist training built my confidence, strengthened my teamwork and communication skills, and gave me the tools to lead with empathy and impact. Since joining, I've grown massively, both personally and professionally, and have been able to support others in ways I never thought possible. I'm proud to recommend Sportainment for their transformative youth leadership training. As someone with lived experience, I was inspired by their mission to become a youth leader and provide peer-to-peer support for disadvantaged young people. Sportainment's specialist training built my confidence, strengthened my teamwork and communication skills, and gave me the tools to lead with empathy and impact. Since joining, I've grown massively, both personally and professionally, and have been able to support others in ways I never thought possible.

SPORTAINMENT ALUMNI

BEE!



Bee arrived in the UK as a refugee and quickly found herself trapped in social isolation and domestic abuse. She had no support network, no safe space, and no one to turn to.

We stepped in to help her escape her situation and made sure her mental and physical health were fully assessed and supported. From there, we focused on rebuilding her confidence, creating a reliable social network, and helping her reconnect with the parts of herself that had been silenced.

Bee told us her dream was to sing. So we brought that dream to life.

Today, she sings every single week, surrounded by people who celebrate her voice, her courage and her resilience. She is stronger than ever — a reminder that safety, community and belief can transform a life.

FEEDBACK

When I came to this country I was very alone. I had no friends and I was in a bad situation at home. Sportainment helped me leave and made sure I was safe. They took me to appointments and checked my health. They helped me meet new people and feel part of something. I always wanted to sing, but I was scared. They helped me believe in myself. Now I sing every week and I feel strong again. I am very grateful because they changed my life

CASE STUDIES

Carly came to us at fourteen after years of abuse, isolated, frightened and barely attending school. With no support in place and a court case ahead of her, she was carrying everything alone. We focused first on her dream of becoming a beautician, securing paid salon experience that immediately rebuilt her confidence and sense of identity. Her engagement in school improved, she began opening up and she now feels safe, believed and supported. Carly still faces a long court process, but she no longer walks it alone — she has stability, hope and a future she can see.

CARLY, EAST CHESHIRE **14 Y/O**

- Beauty Mentor Assigned!
- Paid Work Experience

TRAUMA INFORMED DELIVERY

FEEDBACK

“Always been my dream and I’m so happy it’s finally turning into reality”

Aaron had been out of school for over a year, frequently in conflict with the police and completely disengaged from home, education and support services. For a month, we called every other day until he finally picked up & from the moment everything changed. We secured a delayed school start, and he has attended every day since, rebuilding routine, confidence, and identity. We reignited his passion for football, engaged him with his education, and improved his relationships within his home and school. He no longer needs a social worker and is on track to pass his GCSEs

AARON, SOUTH LONDON **15 Y/O**

- Sports passion reignited
- Resilience Mentor in place!

BACK TO SCHOOL AFTER A WEEK OF STARTING PROGRAMME

FEEDBACK

“They have genuine care for my growth and wellbeing”

When Devan was first referred, he was disengaged, unmotivated and unsure about his future. After missing his first appointment, we kept showing up until one conversation changed everything, the moment we helped him realise he wanted to become a detective. From then on, his behaviour, attendance, and effort transformed. To support this ambition, we partnered him with a MET Police Inspector who now mentors him, helps plan his education pathway, arranges site visits, and introduces new recruits to share their experiences and mistakes. Devan is now focused, driven, and working towards a future he never thought possible.

DEVAN, LONDON **16 Y/O**

- Met Police Inspector Assigned!
- Career pathway outlined
- Junior PCs sharing their route
- A DRIVE ALONG WHEN HE TURNS 18!

FROM NO DIRECTION TO TOTAL FUTURE CLARITY

FEEDBACK

“I really appreciate everything you’ve done to help me gain clarity and confidence about my goal of joining the Met. I’ll continue to work with my mentor and look into both routes carefully. Thanks again for your belief in me; it means a lot”

CASE STUDIES

Lisa grew up in a busy three-generation household where constant pressure and conflict at home affected her mood, behaviour, and engagement at school. When we met her, it was clear she wasn't "acting out", she was overwhelmed. Through honest conversations, we helped her understand the strain her mother was under, easing tension and rebuilding their relationship. She got into salsa dancing, and we put wellbeing and tuition support in place to stabilise her emotionally and academically. Everything changed when she told us she wanted to be a pilot. We connected her with a pilot mentor who then built a network of five aviation mentors committed to supporting her with work experience, scholarships and future employment. Lisa is now training toward her dream, with near-perfect behaviour and attendance, and a calmer, happier home life she actively contributes to. by constant baking!

LISA, MIDLANDS 17 Y/O

- 5 Pilot networks created
- Scholarship applications jointly completed

FROM GETTING BY TO FLYING HIGH.

FEEDBACK

"I can completely trust Sportainment and be open with them"

When Eric was first referred, he was struggling with, confidence and slipping behaviour, attendance and attainment. Once we stabilised the basics with consistent attendance, improved behaviour and tailored tuition, we focused on rebuilding his confidence through creative dialogue work with his mentor, a process that slowly reignited his self-belief. To help him explore his future, we built pathways in engineering and bioscience and introduced him to real professionals. His turning point came when he met Peter, CEO of an Robotics Engineering company, who mentored him through hands-on engineering demos, robotics sessions and honest conversations about the industry. This ignited a passion for mechanical engineering and helped Eric make a major decision about his future. Offering more than one route into his chosen career choice, and opportunities for work experience, apprenticeships and long-term support. Eric is stepping forward with clarity, confidence and a future he can see.

ERIC, THAMES VALLEY 17 Y/O

- Engineering Mentor in place
- National network of mentor on call

FROM NO IDEA TO TOTAL FOCUS ENGINEERED FOR SUCCESS FEEDBACK

"Sportainment have helped me towards my goals and provided more insight on opportunities available"

Leroy is one of five children, growing up in a home marked by severe domestic conflict. The chaos around him shaped his behaviour, especially towards his younger siblings, even though he appeared calm and guarded when we met him. Instead of focusing on reports from school or home, we began with his dream: becoming a paramedic. We paired him with Nigel, the youngest person ever to qualify as a paramedic in London, who became a powerful mentor. Nigel spoke to him about emotional control, calm under pressure, and what it truly means to protect others. He continued meeting with Leroy, sharing real stories from emergency work, supporting him with fundraising for an overseas trip and encouraging him into leadership roles at school. The change has been remarkable. Leroy is now engaged, emotionally regulated, on top of his schoolwork and more excited about his future than ever. He is beginning to separate the environment he grew up in from the man he wants to become.

LEROY, MANCHESTER 14 Y/O

- Paramedic Mentor in place
- Helping with fundraising for a trip abroad
- Into the Leadership programme at school

FROM EXPLOSIVE REACTIONS TO CONTROLLED RESPONSES FEEDBACK

"Sportainment have been very useful in helping me towards my goals and has been very useful in many other ways. They will always ask how I am and I know they will always be there to listen to me with any concerns I have and always give advice. They take my problems seriously and reiterate that I can always contact them and they will be there for me"

CASE STUDIES

Roma has been her mum's primary caregiver, a responsibility far beyond her years. Her passion for sport has always been undeniable. Anxiety was holding her back, so we put simple structures in place to help her regain control and rebuild confidence. Once she felt steadier, we opened doors into the world she loved, showing her the different careers within sport. With support from Josiah, our sports mentor, she discovered sports performance analysis, a field she hadn't even known existed. She began analysing school matches and supporting local teams, growing in confidence with every session. Her progress has been extraordinary: Roma came top of her class in her mock exams and is now thriving academically, emotionally, and professionally! What a turnaround, and no doubt she will continue to grow at pace, now she has finally understood what she is capable of and her hunger to reach her potential has been unlocked!

ROMA, LONDON

17 Y/O

- Sports Mentor in place
- Weekly work experience at her school!

FROM ANXIOUS TO UNSTOPPABLE FEEDBACK

"Thank you for the support you have provided me, I truly appreciate it. You have helped me in so many ways and shown opportunities I didn't know existed"

Precious was referred to Sportainment at one of the most vulnerable points in her life. After caring for her terminally ill mother from Year 7 and losing her in Year 9, she fell into deep grief. Her attendance dropped below 30%, her relationship with her father broke down, and she had no safe space to process her loss. We moved quickly. From the first conversation, we brought her father in, helping both of them understand how they had been grieving separately. We also worked with the school to adjust her start time, removing a major barrier to attendance, which rose almost immediately. Today, Precious is at 90% attendance and climbing. She receives weekly one-to-one support, starting Maths and English tuition, and has two clear career pathways mapped out. We also paired her with our nursing mentor, who talked her through the realities of a caring career. It's amazing how Precious wants to help others who have been through the same experiences as she has. Precious is rebuilding her confidence, reconnecting with education, and no longer navigating her grief alone.

PRECIOUS, SOUTH LONDON

14 Y/O

- Nursing Mentor in place
- Tutoring needs identified
- Therapy fully supported

360° WRAPAROUND SUPPORT WITH A STEP-BY-STEP PATH TO THEIR GOALS FEEDBACK

"Sportainment have been real good & helpful, they help me with a lot of support I need, I can trust & be open with them & they are always there on the spot for help & answers"

Harry was referred to Sportainment after a violent assault that led to police involvement and a decline in school attendance. Instead of judgment, we met him one-to-one, and for the first time, he spoke openly about the grief, pressure, and family hardship he had been carrying alone. Beneath the anger, we found a young man with a strong work ethic, clear ambitions, and deep responsibility for his family. We set him a two-week challenge of perfect behaviour and taught him how to manage his anger, separate past pain from present choices, and lead with kindness. He didn't just meet the challenge, he exceeded it. His behaviour, homework, and exam results all improved, and he rose to the top of his Drama class. We then partnered him with Rik, our property and entrepreneurship mentor, who helped him build a powerful long-term vision. Together, they are now planning how he can one day launch a business in Texas, a goal that keeps him motivated and keeps all of us on our toes. Harry is no longer defined by one moment; he is defined by the future he is building.

HARRY, CREWE

16 Y/O

- Property/ Business Mentor in place
- We helped deescalate a situation while he was on a school trip abroad
- On target to get an 8 in Drama GCSE

TARGET: BECOME A MILLIONAIRE BEFORE 25.

FEEDBACK

"Sportainment have cared for me a lot and are helping me so much. Helped motivate me to always try my best, be my best. I am pushing myself harder than I have before and meeting Rik has been a game changer"

WORD FOR WORD

FEEDBACK FROM STUDENTS

helped me stay focused and more structured with my goals, and your guidance has supported my progress and helped me think more clearly about next steps.”

“YOU CONSISTENTLY SHOW INTEREST IN MY DEVELOPMENT AND CHECKS ON HOW I’M DOING, NOT JUST ACADEMICALLY OR PRACTICALLY, BUT OVERALL AS WELL.”

i feel like i can achieve everything and have someone always supporting me along the way

came into my life and has been very useful in helping me towards my goals. I’ve had meetings with a former paramedic to consult on my future (as i want to be a paramedic)

I FEEL LIKE I’VE BEEN MADE TO HAVE A BIT MORE PURPOSE SOMETHING TO WORK FOR

She is a really nice person to talk always giving me the best advice for my progress. Makeebo are different to other companies I have used before as they helped all aspects of my wellbeing as well as my career development.

FEEL SHE WILL ALWAYS LISTEN TO ANY SORT OF PROBLEMS I MAY HAVE AND WILL ALWAYS TAKE THEM SERIOUSLY

THEY HAVE BECAUSE SHE HAS HELPED ME TO CONNECT WITH PEOPLE THAT ARE IN POSITIONS I AIM TO BE IN THE FUTURE AND THEY HAVE GIVEN ME GREAT INSIGHT INTO THEIR FIELDS OF WORK

SHE REACHED OUT WITH A GREAT OPPORTUNITY AT A LEADING SPORTS MARKETING AGENCY, TOOK THE TIME TO REALLY UNDERSTAND MY GOALS, AND FOUND THE IDEAL MATCH FOR ME. HER THOUGHTFUL AND SUPPORTIVE APPROACH MADE THE WHOLE PROCESS SMOOTH AND EXCITING – I’M TRULY THANKFUL FOR HER HELP! HIGHLY RECOMMEND SHIV! SHE REACHED OUT WITH A GREAT OPPORTUNITY AT A LEADING SPORTS MARKETING AGENCY, TOOK THE TIME TO REALLY UNDERSTAND MY GOALS, AND FOUND THE IDEAL MATCH FOR ME. HER THOUGHTFUL AND SUPPORTIVE APPROACH MADE THE WHOLE PROCESS SMOOTH AND EXCITING – I’M TRULY THANKFUL FOR HER HELP

100%. I FEEL COMFORTABLE BEING HONEST WITH YOU AND SHARING CONCERNS OR CHALLENGES BECAUSE YOU LISTEN WITHOUT JUDGEMENT AND GIVE THOUGHTFUL AND HELPFUL FEEDBACK

FEEDBACK FROM REFERRAL SITES

**I HAVE ALREADY RECOMMENDED
SPORTAINMENT TO THE WIDER
TRUST AND WOULD NOT HESITATE
TO RECOMMEND THEM TO OTHER
SCHOOLS LOOKING TO OFFER
THEIR PUPILS TRULY LIFE-
CHANGING OPPORTUNITIES**

What really stands out about Shiv is how much she genuinely cares. She is always willing to put in the extra effort to support the people she works with, and she advocates strongly for young people to help them reach their potential.

**DURING OUR COLLABORATION,
IT WAS EVIDENT THAT WE
SHARED SIMILAR VALUES—
DEDICATION TO SOCIAL
JUSTICE, SUPPORTING
VULNERABLE GROUPS, AND
FOSTERING POSITIVE CHANGE.
THIS COMMON GROUND
ENABLED US TO WORK
TOGETHER HARMONIOUSLY,
STRENGTHENING THE IMPACT
OF OUR JOINT EFFORTS AND
REINFORCING OUR
COMMITMENT TO BUILDING A
BETTER FUTURE FOR THOSE WE
SERVE**

Sportainment in order to provide additional support and encouragement to our harder-to-reach Sixth Formers. Every single one of the students we selected has enthusiastically embraced the opportunity to work with Sportainment, which is a remarkable achievement.

Sportainment offers is unrivalled, and it is a great help to us as a school to have such a comprehensive support offer from one single partner, instead of from ten or fifteen different organisations

One of the things I admire most about Shiv is her ability to connect with everyone on a personal level - she took the time to really understand where I was coming from, what my goals were, and what was holding me back. This personalised approach made her advice and encouragement feel incredibly relevant and actionable.

The work they do to connect disadvantaged young people with meaningful career pathways and further education opportunities is truly exceptional.

**ABILITY TO ENGAGE WITH
PUPILS, MAKE THEM FEEL SEEN
AND CAPABLE, AND INSTIL A
GENUINE BELIEF IN THEIR OWN
POTENTIAL HAS HAD REAL
IMPACT. SHE APPROACHES
EVERY SESSION WITH PASSION
AND PURPOSE, ENSURING THAT
EACH YOUNG PERSON FEELS
EMPOWERED TO CHANGE THE
TRAJECTORY OF THEIR FUTURE.**

FEEDBACK FROM EMPLOYERS

RELIABLE, AVAILABLE WHENEVER WE NEED HER AND ALWAYS READY TO HELP. SHE ALWAYS CHECKS IN WITH HER HIRES. SHE'S ALWAYS A PLEASURE TO WORK WITH AND HAS HELPED OUR COMPANY GAIN SOME INCREDIBLE RECRUITS ALL OF WHOM REMAIN IN THEIR POSITION FOR OVER TWO YEARS AND MOST OF THEM ARE STILL HERE, INCLUDING MYSELF.

AS A MEMBER OF BNI MAGNA CARTA, WE ALWAYS PROVIDE A SEAT FOR A CHARITY. AFTER CAREFUL CONSIDERATION AND CONVERSATIONS WITH ALL THE MEMBERS OF MY CHAPTER, IT WAS CLEAR THAT SPORTAINMENT, WITH ITS MISSION, IS NOT ONLY NOBLE BUT ALSO PERFECTLY ALIGNED WITH THE VALUES WE STRIVE TO UPHOLD AS A BNI CHAPTER

From organizing community events to volunteering your time and resources, you consistently go above and beyond to make a positive impact in the lives of others. Your ability to connect with people and understand their needs is a rare gift, and it's heartwarming to see how much joy you bring to those you help.

Shiv is an absolute delight both in terms of her approach to finding the right position for her clients and her general all round demeanour. She takes pride in what she does.

She spends time in understanding the actual needs of the client, what drives them, what they wish for and then works tirelessly in finding the role if she does not have one that is a good match. I tend not to deal with recruitment consultants/agents because so many of them fail to see what is important. However, I will always speak with Shiv when I am looking for help in this area.

Driven, trustworthy, personable, humourous, empathetic, warm and kind-hearted. I couldn't give higher praise.

THEY HAVE THIS INCREDIBLE KNACK FOR SEEING THE BEST IN PEOPLE AND HELPING THEM SEE IT IN THEMSELVES. WHETHER IT'S A CASUAL CONVERSATION OR A MORE FORMAL COACHING SESSION SHIV ALWAYS KNOWS EXACTLY WHAT TO SAY TO GET YOU FIRED UP AND READY TO TACKLE ANY CHALLENGE

SHIV AND HER TEAM HAVE CONSISTENTLY HELPED US REACH OUR RECRUITMENT TARGETS ON A MONTHLY BASIS THEY HAVE RECRUITED STAFF FROM A VARIETY OF DIFFERENT BACKGROUNDS, DELIVERING AGAINST OUR HIGH EXPECTATIONS AND DEMANDS. THEY HAVE ALSO RECRUITED A FULL TIME INDIVIDUAL WHO WORKS DIRECTLY FOR OUR ORGANISATION AND OVERSEES OUR STAFFS WELLBEING AS WELL AS CONFIRMING EQUALITY COMPLIANCE. MAKEEBO ARE A PLEASURE TO WORK WITH. THEY ARE TENACIOUS, DRIVEN AND OFFER TOTAL TRANSPARENCY. WE FULLY TRUST THEM WITH ANY TASK WHICH IS THE CORNERSTONE OF OUR SUCCESSFUL COLLABORATION. THANKS TO THEM, WE HAVE A DIVERSE AND INCLUSIVE WORK ENVIRONMENT, ENRICHED WITH DIFFERENT EXPERIENCES AND POINTS OF VIEW.

CONTACT US



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