



ANNUAL REVIEW 2023



Welcome

I am delighted to welcome you to our Annual Review 2023 reflecting another year of growth for the Wimbledon Foundation with £3.9 million expended on charitable activities.

In line with our goals, a significant proportion of our work continues to take place locally with £2.2 million invested in Merton and Wandsworth during the financial year 2022/23. The cost of living crisis is having a significant impact on our community and in response, we awarded grants to projects tackling food poverty; to charity partners working with those most severely impacted by rising living costs including people with disabilities and long-term health conditions, people from minority communities, older people and low-income families; and to grantee organisations running priority services such as hardship support and advice services.

Nationally, thanks to a significant contribution from Barclays, official banking partner of The Championships, our Set for Success programme in partnership with Youth Sport Trust, has expanded from 19 to 42 secondary schools across the UK enabling more young people to gain life and leadership skills to improve their future opportunities.

We were thrilled to expand our Work at Wimbledon initiative which helps local people facing barriers to employment to access job opportunities at The Championships. 43 people supported by our local charity partners, including eight people with visual impairments from Merton Vision, were employed across 11 different teams, gaining valuable experience.

An exciting year lies ahead as we celebrate the Foundation's 10th anniversary. Since 2013, we are proud to have expended more than £19 million on charitable activities. We were delighted to see Ian Hewitt awarded an MBE for services to tennis and charity. Ian has always been committed to ensuring the All England Club is a force for good within the community, and it was his vision and leadership which saw the Wimbledon Foundation established.

I would like to thank Oliver Wyman for their pro bono consultancy, the Wimbledon Foundation team and Trustees for their continued hard work, and the dedicated staff and volunteers at our charity partners for your tireless efforts to care for those in need in our communities. As we embark on our next decade, we will continue to do all we can to support your vital work.



Bruce Weatherill
Chairman
Wimbledon Foundation

OUR MISSION

Championing opportunity for all

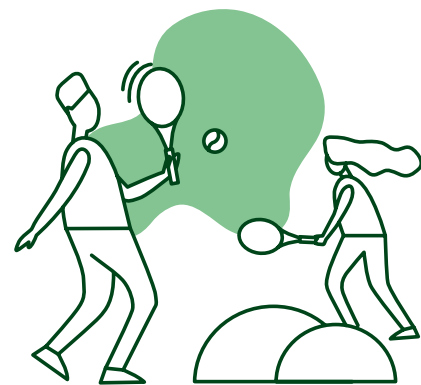
The Wimbledon Foundation uses the collective strength of the All England Club and The Championships to make a positive difference to people's lives.

What we do



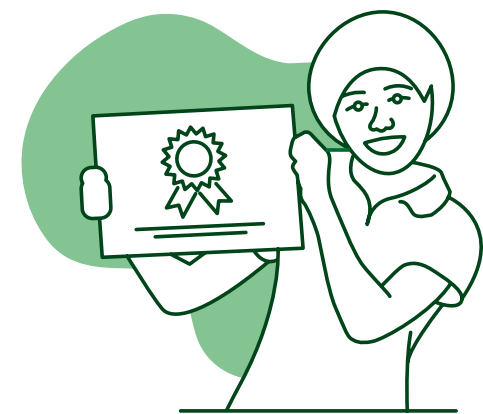
Strengthen our local community

Tackling social disadvantage in Merton and Wandsworth.



Promote healthy and active lives

Advancing good mental and physical health for all.



Inspire the next generation

Creating opportunities for young people to learn valuable skills for life.



Respond in times of need

Making a difference to those facing adversity.

Who we do it with

Local partners



National partners



International partners



How we do it



Programmes

We deliver programmes and projects.



Funding

We provide grants and financial support.



In-kind

We donate resources such as physical gifts and use of facilities.



Ongoing support

We work collaboratively with our partners in our aspiration to be more than just a funder.



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Celebrating 10 years of the Wimbledon Foundation

£19m

expended on charitable activities

9m

people reached

382

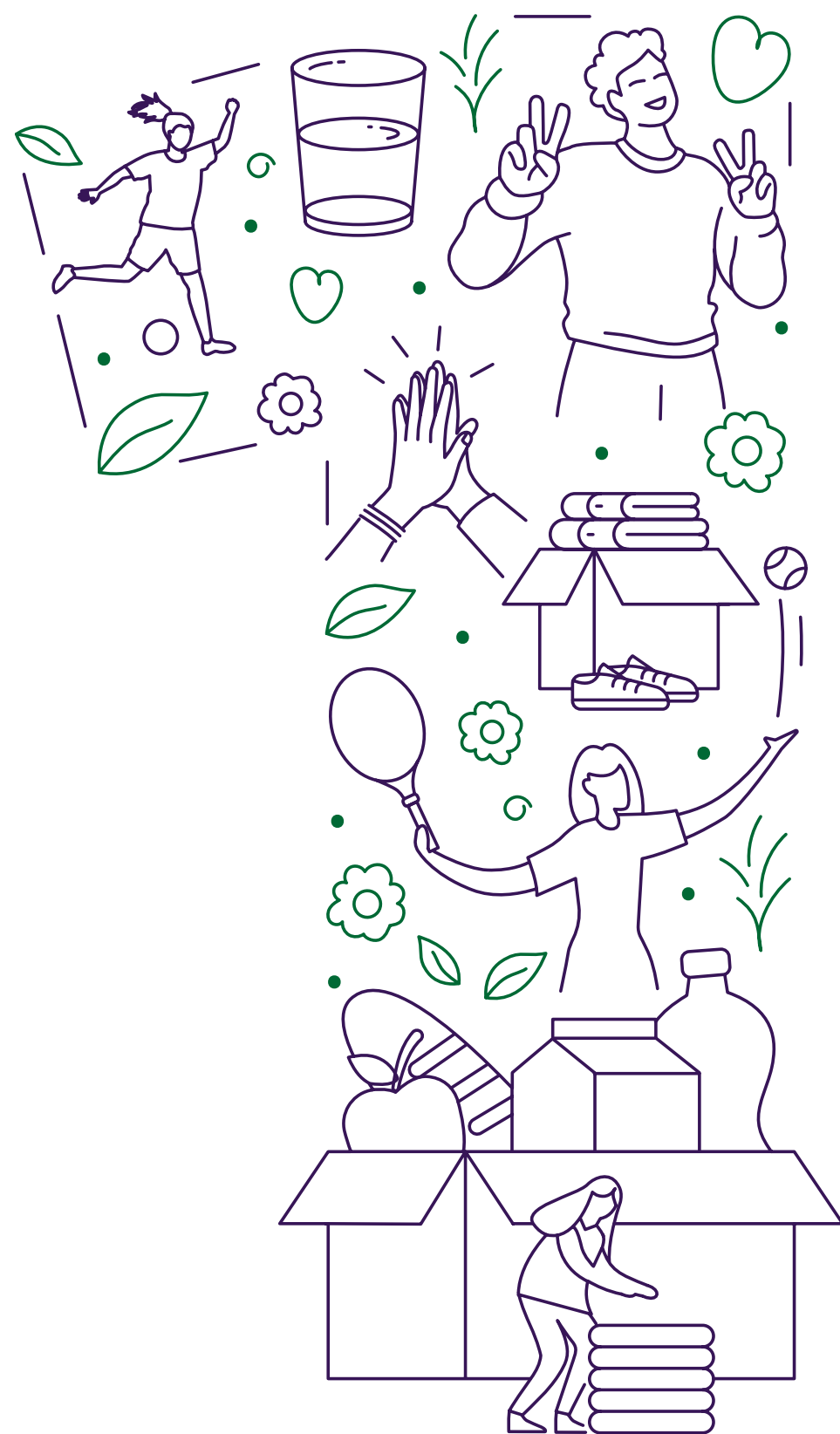
organisations supported

977

grants and donations awarded

142,000

items donated to charities





2013
 The Wimbledon Foundation is established as the official charity of the All England Club and The Championships bringing together existing community and charity activities including the Wimbledon Junior Tennis Initiative, Learning programme and Ticket Resale scheme.



2015
 The Health and Wellbeing Fund is launched offering three-year grants to projects improving the health and wellbeing of residents in Merton and Wandsworth.



2016
 The Get Set, Get Active Fund is launched aimed at helping local people of all ages and abilities to take part in physical or sports activities.



2017
 The Arts and Community Engagement (ACE) Fund is launched aimed at supporting a creative project that will engage the local community, particularly disadvantaged groups who might not ordinarily access the arts.



2018
 More than 200,000 local primary school children have been introduced to tennis by the Wimbledon Junior Tennis Initiative since it began in 2001.



2020
 The Wimbledon Foundation establishes a Coronavirus Fund which distributes a total of £2m to local and national charities to assist response and recovery efforts across society.



2014
 The Wimbledon Foundation Community Fund is launched offering grants to help meet social needs in Merton and Wandsworth.



2015
 The Wimbledon Foundation partners with Magic Bus, a leading sport for development charity in India, funding a community and school-based programme for children from underprivileged backgrounds in Delhi.



2016
 The total amount expended by the Foundation on charitable activities exceeds £1 million a year.



2018
 A new partnership with WaterAid is announced supporting their work bringing water, sanitation and hygiene (WASH) to communities in Malawi, Ethiopia and Nepal.



2019
 To mark the fifth anniversary of the Foundation, a new homelessness fund is launched. Funds raised by The No.1 Court Celebration go towards A Roof for All which provides multi-year grants to four homelessness charities in Merton and Wandsworth.



2020
 The Foundation launches an Emergency Relief Fund. An annual donation to the British Red Cross Disaster Fund supports those affected by emergencies both internationally and in the UK.

CELEBRATING 10 YEARS OF THE WIMBLEDON FOUNDATION



2020
Set for Success, the Foundation's first national programme, is launched in partnership with the Youth Sport Trust aimed at helping young people in disadvantaged areas to develop their skills and increase their future aspirations.



2020
The total amount expended by the Foundation on charitable activities exceeds £2 million a year.



2021
The AELTC's Wingfield Kitchen serves up 30,000 hot meals which are delivered by City Harvest to those in need in the local community.



2021
The Wimbledon Foundation Garden is opened at Polka Theatre providing a new creative play area for children with sensory planting to enhance the theatre's Access Programme for children with disabilities and learning needs.



2022
In response to the cost of living crisis, the Foundation commits £180,000 to projects in Merton and Wandsworth directly responding to the crisis.



2023
The Foundation sponsors a City Harvest London van for three years, christened Vandy Murray.



2020
The Foundation builds on its support of local homelessness charities by partnering with Crisis helping them to meet urgent housing needs.



2020
The Foundation extends its partnership with WaterAid and commits £1.2m to towards installing WASH facilities at healthcare centres in communities around the world.



2021
A new 'Work at Wimbledon' initiative is launched with local people supported by charity partners invited to apply for roles at The Championships.



2022
The total amount expended by the Foundation on charitable activities exceeds £3 million a year.



2023
Thanks to a significant contribution from Barclays, official banking partner of The Championships, Set for Success expands into 42 new schools across the UK and will reach 150 schools by 2027.



2024
The Foundation extends its partnership with WaterAid and commits a further £2.2 million towards installing WASH facilities at healthcare centres around the world.

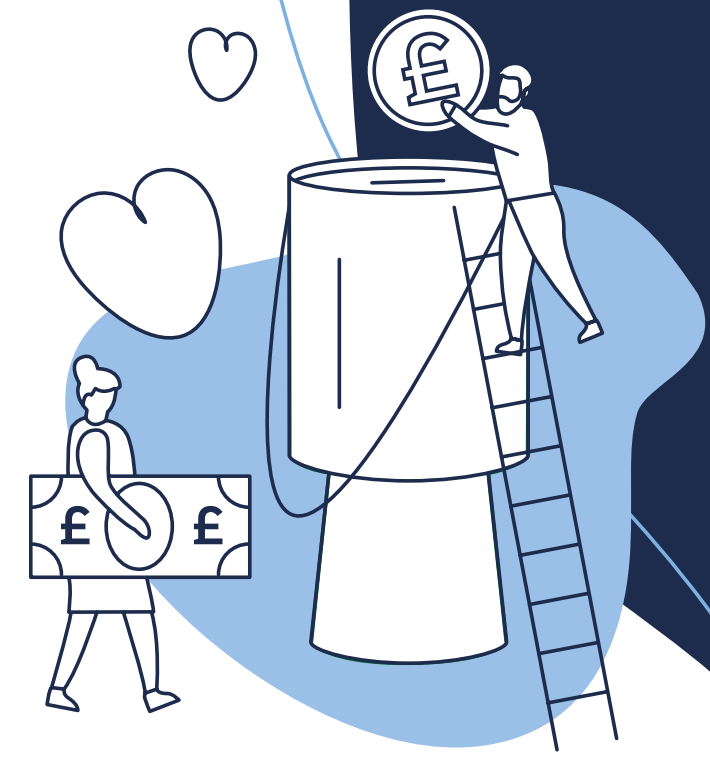


Our impact in 2022/23



£3,903,000

expended on charitable activities
▲ increase of 21% on 2021/22



£3,340,000

awarded in grants and donations
▲ increase of 16% on 2021/22



£2.2m

to projects in our local
community of Merton
and Wandsworth



147

organisations
supported



43

people supported by our local
charity partners employed at
The Championships including eight
people with visual impairments
supported by Merton Vision



18

countries supported
through our international
partnerships



54

secondary schools across
the UK taking part in our Set
for Success programme



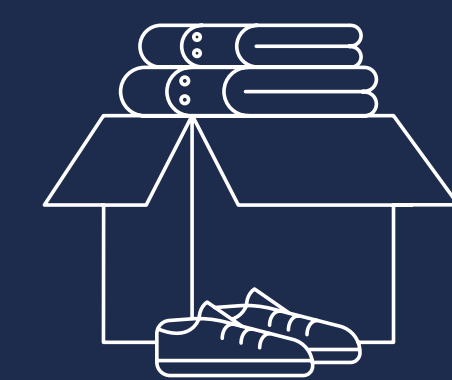
5m

people reached



600

guests from 67
charities welcomed to
The Championships



17,000

items donated to local
and national charities

Going the extra mile

During the financial year 2022/23, the Foundation has helped to donate more than 17,000 items including:



7,000

items of clothing to charities including Polish Family Association, British Red Cross, Disability Sports Coach and Home-Start Merton

Trainers to Wandsworth Prison Welfare Trust for people leaving prison and Spires homelessness charity



Thank you for all the wonderful Christmas gifts sent to us. I love the Wimbledon towel. It's my dream since I was a child to go to Wimbledon so anything related makes me super happy.

MOTHER SUPPORTED BY HOME-START WANDSWORTH



1,000

Championships towels to local charities including Ace of Clubs, Age UK Merton and Home-Start Wandsworth



3,000

toiletry items to Merton Connected and Dons Local Action Group

Wimbledon annuals to the Wandsworth Libraries Summer Reading Challenge

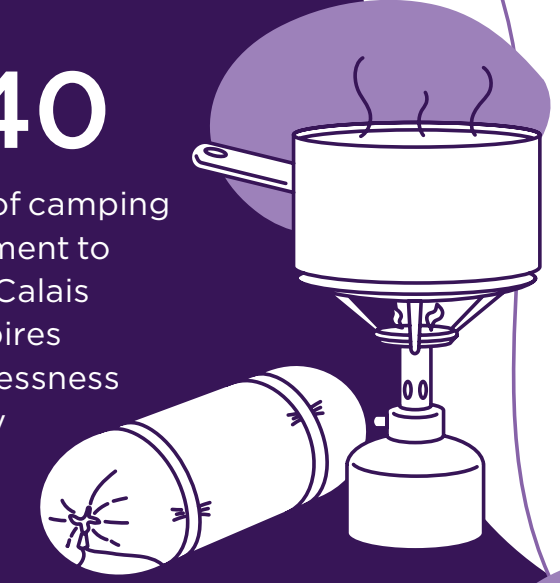


Prizes donated to UK-wide fundraising events



340

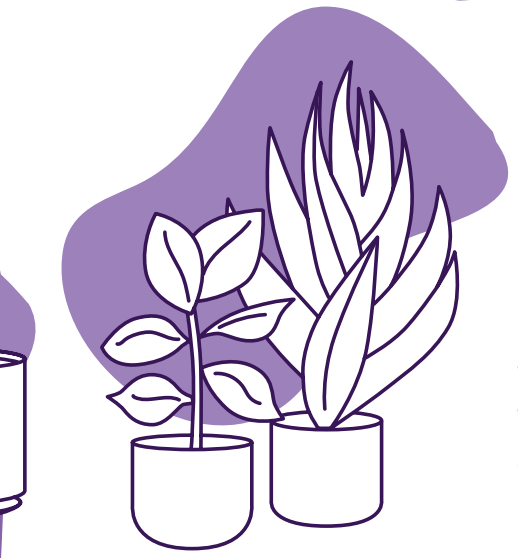
items of camping equipment to Care4Calais and Spires homelessness charity



IBM provided an amazing training session lots of useful and practical tips to start or refresh our marketing. The Foundation is so much more than just a local funder. You are responsive, intuitive and we really do appreciate all that you do to support not only Merton Connected, but also the wider voluntary sector across the two boroughs.

MERTON CONNECTED

IBM, official technology partner of The Championships, delivered a free marketing workshop for five Merton based charities



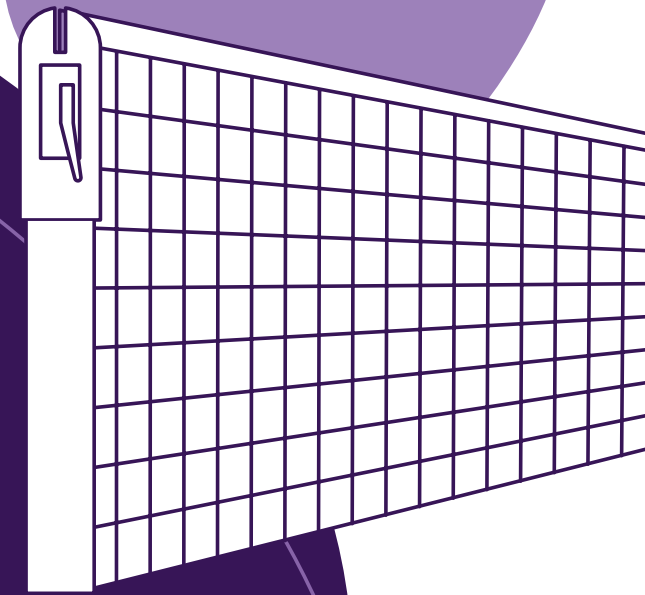
4,500

plants from The Championships to 22 local organisations helping to transform community spaces and improve garden areas at schools, hospitals, hospices and homelessness charities



AELTC sponsorship of Southfields Christmas Lights and the Santa's Grotto at the Wimbledon Village Christmas Fair

Nets from The Championships donated to courts in Merton and Wandsworth





**Making a
difference
locally**

Cost of living response

In the autumn of 2022, the Foundation increased its giving to the Merton and Wandsworth voluntary sector to help organisations meet the rising demand for their services combined with higher delivery costs.

Funding available through our Community Fund and Get Set, Get Active Fund was increased and our support to key homelessness charities including the winter night shelters was extended.

We also committed £180,000 to charity partners directly addressing the crisis and working with those most severely impacted by rising living costs. This included organisations running priority services such as hardship support, advice services and food provision, as well as projects supporting people with disabilities and long-term health conditions, people from minority communities, older people and low-income families.



42

of our charity partners received a 10% uplift in funding

87%

of working families in Wandsworth are living in poverty. It is the borough with the highest proportion of working people in poverty. (Trust for London)

20%

20% of in-work residents in Merton earn less than the London Living Wage. (Joint Strategic Needs Assessment 2021)



Our support of a partnership between **Citizens Advice Wandsworth** and **Wandsworth Foodbank** provided rapid, expert advice and casework to people accessing the foodbank who were in severe hardship. This helped more than 500 households to maximise their income with the aim of enabling them to meet the costs of food and essentials.



Tooting Community Kitchen was able to purchase a refrigerated electric van enabling them to continue supporting more than 400 people each week with food parcels.

Polish Family Association previously relied on volunteers to deliver food but were able to purchase their own vehicle to collect and distribute food and help Ukrainian refugee families access the services they need.

Wandsworth Foodbank was able to lease an electric van to help collect donated food, restock their seven foodbank centres across the borough and deliver emergency food aid to residents unable to visit a centre due to disability or ill-health.

Vandy Murray, the **City Harvest London** van sponsored by the Foundation for three years, delivers 500,000 meals a year to people in need in our local community via many of our charity partners. Meals are prepared using food that would otherwise be wasted from businesses including surplus food from The Championships.



Wimbledon Foundation Community Fund

Aimed at helping to meet social needs and reduce inequalities within Merton and Wandsworth, our Community Fund awarded grants totalling more than £493k to 55 projects during the financial year 2022/23. For 37 organisations, this was the first Community Fund grant received.

55

projects supported, 37 for the first time

£1.5m

has been awarded by our Community Fund to charitable projects in Merton and Wandsworth since its launch in 2014

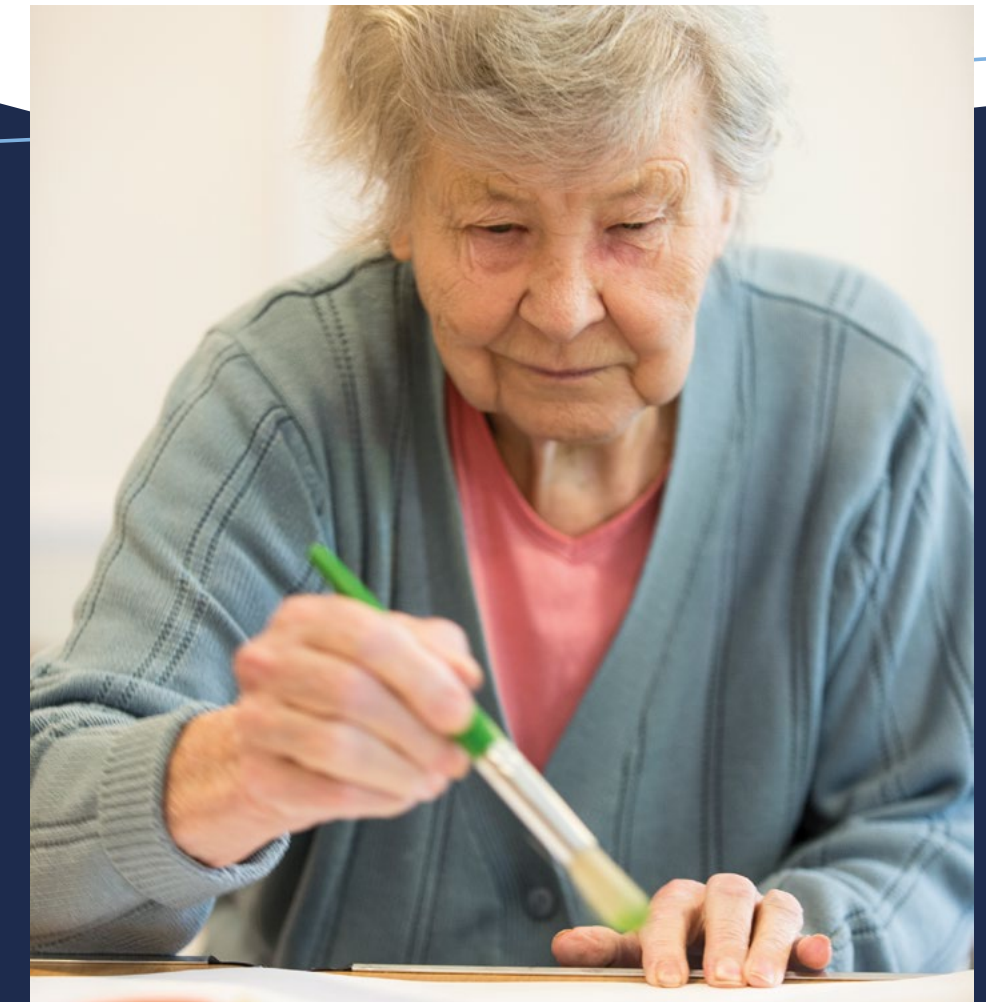


Sparkle is an intergenerational community project where primary and preschool children build friendships with older people bonding over crafts, reading, exercise, singing and gardening. Founder Emma Chisholm says, “The Wimbledon Foundation’s support has helped us to expand from one day to three days a week at two locations in Wandsworth. We see beautiful friendships form between young and old with numerous benefits for both generations. One housebound lady says she doesn’t see anyone all week and when she leaves Sparkle she says, “I’m already looking forward to next week, it’s my highlight of the week.”



We are grateful to the Wimbledon Foundation for its support of art:links, a project for isolated older people living with dementia and their carers. Taking part in stimulating creative arts activities improves participants’ wellbeing and reduces their isolation by enabling them to build stronger relationships with one another.

CREATE (ARTS)



“ ”

The Wimbledon Foundation's grant supports English language learning for ethnically diverse adults in Merton. With significant increases in our learner numbers, these English classes provided alongside free creche facilities are needed more than ever to empower learners to reduce social isolation, build independence and move to community integration and equality.

LEARN ENGLISH TOGETHER IN MERTON



Carney's Community works with disadvantaged young people, including those involved in the criminal justice system, through boxing fitness sessions and mentoring. The Foundation's grant supported their bike social enterprise where young people learn to fix bikes and offer a repair service to the public. Founder George Turner says, "We talk about the virtual cycle. We say to the young people you don't have to pay for any of the support we offer, but when you have sorted yourself out, you can go on to support other people. Giving them that responsibility helps them to grow and develop and helps them to be confident and proud of their community."

Smart Works supports women who face barriers to work, improving their confidence and employability outlook. Our Community Fund grant supported their interview dressing and one-to-one coaching service for women in Merton and Wandsworth. Lorraine, a Smarts Work client, who had been out of work for a decade while caring for her family says, "When I put on these clothes in the morning and look in the mirror, I hear the dressers telling me to be kind to myself and to stand proud. I feel like a success story and I want to keep going."

Theodora Children's Charity provides trained performers, called Giggle Doctors, to hospitals, hospices and specialist care centres. Using music, magic and storytelling, Giggle Doctors transform a child's hospital visit which can be a stressful and frightening experience, to one filled with laughter and fun. Our Community Fund grant helped fund fortnightly visits by two Giggle Doctors to the children's ward at St George's Hospital, Tooting.



Strengthening our local community

Investing in our local voluntary sector is an important way for the Foundation to meet its goal of strengthening our local community. In 2022/23, we awarded three two-year Community Fund Plus grants which aim to strengthen the sustainability and resilience of smaller, user-led organisations supporting under-represented communities in Merton and Wandsworth.

Commonside Community Development Trust supports people living in Merton by running a community centre, local events and community development programmes. Our support will help make their café a permanent, more sustainable service, giving local people a safe space to meet and access information and support.

stem4 supports positive mental health in teenagers. Our support is helping fund a Wellbeing Resource Creator for two years to create content for a new web-based platform for Merton.

Wandsworth Mediation Service is a not-for-profit conflict resolution provider. Our support will enable them to refine and develop their peer mediation programme in Wandsworth primary schools, train up to six new trainers to deliver it, and run the programme in two schools.

FAST London

FAST London supports young people living in and around the Patmore Estate in Wandsworth. One year into their Community Fund Plus grant, the funding has had a significant positive impact on their income, development and long-term resilience enabling them to have greater impact on their service users. By covering core costs, the Chief Executive has had additional time to fundraise and attend meetings with key stakeholders which has brought in NHS funding for mental health support for young people. The Youth Work Manager has expanded partnership work with schools and other youth organisations and their ability to support young people with higher needs through additional keywork and mentoring has increased.



A contribution of £100,000 to **St George's Hospital's Time for Change Appeal** is helping expand the paediatric intensive care unit capacity by a third, transform wards into welcoming spaces, and create better facilities for NHS staff.

A three-year grant to **AFC Wimbledon Foundation** is supporting their Women and Girls Inclusion Project which aims to address the barriers specific to women and girls when accessing sport. By funding the core cost of a Development Officer, AFC Wimbledon Foundation has been able to dedicate resource specifically to plan, implement and deliver a new women and girls strategy to benefit the whole borough and strengthen their ability to deliver. After the first year, AFC Wimbledon Foundation has increased their regular engagement with women and girls from 192 to 728 people per week, started a Year 11-13 girl league at AFC Wimbledon Stadium, employed two new female coaches, trained six young female volunteers, and set up eight new girls' football festivals and tournaments which engaged 950 girls.

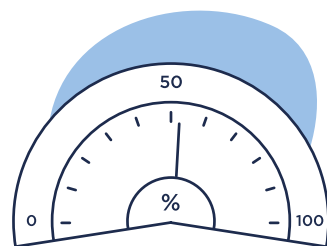


Get Set, Get Active Fund

Promoting healthy and active lives is one of our four key goals and our Get Set, Get Active Fund aims to help local people of all ages and abilities to take part in sport and exercise. Grants are awarded to projects which not only improve people's physical wellbeing but also aid their mental wellbeing by learning a new skill, meeting new people and in turn make communities stronger.

25

organisations in Merton and Wandsworth were awarded grants in 2023, covering a wide range of sports including hockey, martial arts, rowing, table tennis and volleyball



More than **50%** of the adult population in Merton and Wandsworth are overweight or obese



25% of adults in Merton and **17.5%** in Wandsworth are physically inactive



In Merton, the healthy life expectancy gap between the **30%** most and **30%** least deprived wards is **9.4** years for men and **9.3** for women



The proportion of overweight children in Wandsworth is increasing more rapidly than elsewhere in London

Source: Joint Strategic Needs Assessment 2021



Dolphin Swimming Club in Wandsworth used their Get Set, Get Active Fund grant to run swimming lessons for adults and children with disabilities. 70 people took part in the lessons, 60% of whom were from ethnic minority groups.



One boy at our group has been in the training pool since 2022. He is non-verbal and used to struggle to even enter the water. The sessions we held have really encouraged him. He now swims 15m solo and we couldn't be prouder of his accomplishment. He doesn't speak but now always has the biggest smile.

NICK LEWIS, DOLPHIN SWIMMING CLUB

Health & Wellbeing Fund

Since 2018, our Health & Wellbeing Fund has been supporting nine local charities with funding of up to £30,000 a year towards projects that improve the health and wellbeing of local residents, particularly those who are at a higher risk of poor mental and physical health including young people, minority groups, LGBTQIA+ people, disabled people and those not in employment, education or training.

Initially three-year grants, we extended our funding for a further two years to support these organisations through the pandemic and cost of living crisis.



3,000

people with high social and mental health needs have been supported to improve their health and wellbeing



75%

of those supported reported significant improvements to their mental health and wellbeing



96%

of the people in mental health crisis and those recovering from drug and alcohol addiction supported by **CDARS**, reported feeling less isolated. 91% felt more positive and motivated about their recovery.

75%

of the young people who face challenging situations such as anti-social behaviour, unemployment or criminality supported by **Regenerate** reported an increase in confidence, creating positive goals and improved communication skills.

250

young people have been provided with one-to-one mentoring by **Free2B Alliance**, the only dedicated LGBTQIA+ service for young people in the area, with over 75% reporting increased wellbeing as a result.

300

visually impaired people have been supported by **Merton Vision**, the only dedicated visual impairment support charity in the area, improving their social wellbeing, confidence and quality of life.



The Wimbledon Foundation has always been so supportive, helpful and understanding of the challenging dynamics of the work and have been flexible and adaptable to support our situation and needs at any given time.

CLARE SMITH, REGENERATE

Our Health and Wellbeing Fund partners expressed gratitude for:

- 1 length of the Foundation's funding
- 2 flexibility shown by the Foundation
- 3 Foundation's willingness to invest in new areas



The length of the Foundation's funding has enabled Merton Vision to guarantee consistency of support to our clients. It can often take many months for people who are new to sight loss or who come from certain ethnic backgrounds, to accept their condition and the support offered. Merton Vision provides support throughout this process, but it is not a process which can be rushed. We provide support to clients over a number of years in order to address their various mental health and wellbeing needs. The Wimbledon Foundation's multi-year grant has helped us to plan, attract and retain good staff and ensure the best outcomes for our service users.

KEVIN GREGORY, MERTON VISION



The flexibility shown by the Foundation during the pandemic and the ongoing cost of living crisis has enabled us to adapt and change our services in response to the new challenges and ensure positive outcomes for our service users. We were able to move services online, establish one-to-one and small group workshops and education sessions to benefit young refugees and asylum seekers who became even more socially isolated because of lockdown.

SALMA ISTWANI, CARAS (COMMUNITY ACTION FOR REFUGEES AND ASYLUM SEEKERS)



The Wimbledon Foundation's willingness to invest in new areas of work has resulted in positive outcomes. Off the Record has been able to evidence the success of our counselling work for 18 to 25-year-olds and presented this evidence to South West London Clinical Commissioning Group (CCG) who have subsequently offered funding to continue it.

KAREN STOTT, OFF THE RECORD YOUTH COUNSELLING



A Roof for All Fund

Since 2019, the Wimbledon Foundation has been supporting four local homelessness charities - Ace of Clubs, Glass Door Homelessness Charity, Spires and SPEAR - to increase their capacity through investment in strategic personnel and digital systems meaning they are better placed to help vulnerable people off the streets and towards healthy and positive futures.



£662,556

invested by A Roof for All



22,353

Collectively these charities have supported 22,353 people facing homelessness in our local community of Merton and Wandsworth over four years



SPEAR



SPEAR used their funding to invest in better IT systems by embedding a new database and training staff to effectively use it. This has enabled them to collect, monitor and evaluate data more effectively, allowing for an increased understanding of local needs and improved efficiency when providing support. The data collected has been integral for demonstrating their impact with commissioning partners, an income stream which represents over half of their total annual income. SPEAR recently secured NHS funding for the first time, enabling them to deliver community-based health and wellbeing days in Streatham and Wimbledon.



We really value the contribution of funding for our core functions, which enables us to strengthen our organisation. Our charitable work relies on being able to demonstrate the issues that are facing really vulnerable people without a place to call home and the impact that we can make to their lives.

HELEN WHITTAKER, SPEAR

Glass Door

Glass Door used a percentage of their grant to part-fund the salaries of caseworkers. This funding has enabled Glass Door to increase the number of people supported over the last year by 17%, reaching 1,677 people experiencing homelessness.



The current cost of living crisis is now placing many more people on the brink of homelessness and turning to us for help. The ongoing funding from the Wimbledon Foundation towards our core costs is providing invaluable support and stability as we strive to meet this increasing demand for our help.

ALICIA FEETHAM, GLASS DOOR



Glass Door's support changed my life. When I left my abusive partner a couple of years ago, I had nowhere to stay. After confiding in my GP receptionist, I was given Glass Door's number. They gave me a safe place to stay during the coldest months of the year, and the help I needed to move on from my experience of homelessness. I cannot thank them enough.

ELAINE

The Foundation also continues its support of the Merton Winter Night Shelter run by Faith in Action and the Wandsworth shelter run by Glass Door which provide overnight accommodation, holistic support and advice for guests during the winter months.

London has the highest rates of homelessness in England, with **one in 58** people being homeless. The rate in Wandsworth is even higher with **one in 45** people being homeless.

(Source: Homelessness in England 2022; Shelter: Research: Homelessness in England 2022 - Shelter England)

+90%

This winter, Glass Door saw an increase of 90% in the number of people seeking access to its emergency Winter Night Shelter within the first 10 days of opening.



Working with Crisis

Since 2020, the Foundation has partnered with Crisis, the national charity for people experiencing homelessness. Our funding supports their London-wide Housing First service, which offers homes without condition, rapidly housing people experiencing homelessness in sustainable accommodation and providing wraparound support according to people's needs to help them keep their home for good.

Our support is funding six roles including Housing Procurement officers and Housing First coaches who play a key role in helping Crisis members into safe accommodation as quickly as possible.

Over the next two years, the Foundation will be investing a further £540,000 to continue part-funding the vital work of the Crisis Housing First and Housing Procurement teams.

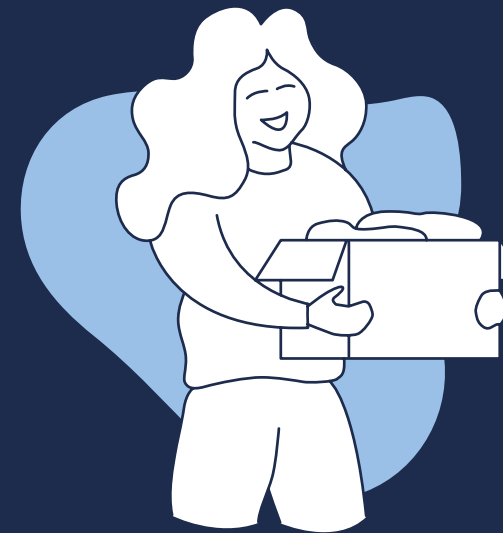
9 members secured tenancy offers in 2022 thanks to our partnership

51 people sustained tenancies for at least six months

90 people made progression on their journey out of homelessness



Billie-Jo's Story



Billie-Jo lost her home after a relationship breakdown, which led to serious mental health problems. After leaving an unsafe hostel, Billie-Jo spent weeks sleeping on the streets until a friend got her an appointment with Crisis. Billie-Jo was assigned a coach, Jemma, and booked into a hotel. She said: "Crisis gave me a phone and Jemma called straight away. I gave her my life story. I told her I was staying on the street. She called me back the same day and she said she'd booked me into a hotel for a couple of nights. I couldn't believe it. She helped me get into another hostel and after two months she helped me get my own flat. Jemma was like a guardian angel. I didn't have anyone else I could trust. My aim for this year is to find a job and get my flat done up and next year is to learn to drive. I couldn't have done any of this without my coach Jemma."

For the past two years, AELTC staff members have volunteered at Crisis at Christmas helping to set up and sort donations, look after guests over the festive period, and pack away items in the New Year.



It was a really rewarding experience and so interesting to learn about their operations and see the huge variety and scale of the donations they receive. I'd definitely recommend it and hope to get involved again next year.

EMILY

Wimbledon Junior Tennis Initiative

The Wimbledon Junior Tennis Initiative (WJTI), supported by the Wimbledon Foundation, introduces children in Merton and Wandsworth state primary schools to tennis, teaching them skills and improving fitness levels through fun exercises.

In the autumn and spring terms of the academic year 2022/23, the WJTI coaches worked with 16 schools with higher pupil premium levels across the two boroughs offering coaching for six-week periods. In the summer term, they delivered weekly taster sessions at a further 37 schools in Merton and Wandsworth.

Pupils who demonstrate aptitude continue to be invited to join the year-round WJTI programme. Around 400 children attend free weekly training sessions learning to play tennis as well as developing the life skills and values sport brings such as teamwork, discipline and fairness.

53

schools reached

5,300

children enjoyed free tennis coaching



The children have enjoyed the activities and learning about a new sport they haven't been able to experience before. As a school, it is fantastic for us to be able to offer sporting additional opportunities to children in our younger years as so many activities are targeting the older pupils in our school.

WILLIAM MORRIS PRIMARY SCHOOL, MITCHAM





**Making a
difference
nationally**

Set for Success

Set for Success, in partnership with Barclays, and delivered by Youth Sport Trust, is a two-year youth leadership programme that provides young people from disadvantaged backgrounds around the UK with the opportunity to develop valuable life and leadership skills.

Through mentoring sessions delivered by inspirational world-class athletes and participation in sport and social action projects, Set for Success helps young people to develop skills and identify their future goals. Each young person has the opportunity to achieve an accredited qualification at the end of the two-year programme.



Delivered by



SET FOR SUCCESS

426

The pilot programme, which ran from 2020 to 2023, engaged 426 young people from 19 schools in Cardiff, Liverpool, Newport, Nottingham and Portsmouth*.



56%

were in receipt of Free School Meals



25%

were from ethnically diverse communities

*Extrapolated from available data.

Outcomes for young people included:



81%

of pupils improved their teamworking skills, and three quarters improved their leadership and communication skills



80%

know more about how their skills can help them in the future



78%

said they felt more socially connected



77%

have more confidence that they will do well in life



9/12

teachers reported improved student behaviour at school



12/12

teachers say Set for Success has helped them to feel more competent in supporting young people at risk of becoming not in education, employment or training (NEET)



Becoming NEET is a failure of the community around a young person. Having a programme like Set for Success helps give pupils a reason to come into school, gives them something to work for and makes them feel like they are achieving something. That's really, really important.

TEACHER



Set for Success has helped me to know what I want to be and how to get there.

YOUNG PERSON



Inspiration and Empowerment Days

During the year, we delivered two Inspiration Days at Wimbledon with 122 young people from schools across England and Wales getting to experience the magic of Wimbledon through mini tennis, tours of the Grounds and Museum and inspiring careers talks by AELTC and Barclays staff.

At the end of the first year of the programme, Youth Sport Trust organise Empowerment Events at inspiring local venues, to introduce young people to local employers who share their journeys into work and talk about what career opportunities are available in their industries.

Set for Success at The Championships

Young people who had made the most progress and teachers who had demonstrated excellence in their support and delivery of Set for Success were invited by Barclays to a VIP day at The Championships. The group enjoyed an inspirational Q&A by former England footballer Ian Wright OBE, hosted by TV presenter Anita Nneka-Jones, followed by lunch in the Barclays Suite and an afternoon of tennis on Centre Court.



So much of what I learned about communication, collaboration, and leadership came from playing football and the mentors I had. Sport is a brilliant vehicle for connecting with young people and giving them life skills. This initiative between the Wimbledon Foundation and Barclays, giving young people more opportunities - this is what should be happening.

IAN WRIGHT OBE



Thanks in part to Barclays' support, Set for Success has now expanded into 42 new schools in six new areas across the UK, including Merton and Wandsworth, Hull, Manchester, Wolverhampton, Swindon, Clackmannan, and Denbighshire.

Over the next four years, Set of Success will:



3,900

engage up to 3,900 pupils across years 9 and 10, with an extended number of young people accessing the Set for Success Employability Toolkit



150

work with 150 schools



30

deliver in 30 areas across England, Wales and Scotland



WATCH OUR SET FOR SUCCESS FILM



FIND OUT MORE ABOUT THE IMPACT OF SET FOR SUCCESS



Making a difference nationally



**Making a
difference
internationally**

Working with WaterAid

Clean water transforms lives through better health and greater opportunities. Over the last three years, our support has enabled WaterAid to install clean water, sanitation and hygiene (WASH) facilities at healthcare centres and in surrounding communities in Ethiopia, Madagascar, Malawi and Myanmar.

Water for life in Ethiopia



150,000

patients have improved health outcomes because of WASH provision at healthcare centres

11,800

pupils and teachers have benefitted from WASH facilities at schools

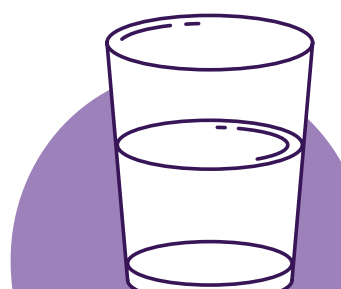
21,000

people now have clean water inside or close to their homes

24,000

people have received sanitation and hygiene training in the region of Amhara, Ethiopia

Creating waves of change in Madagascar



13,000

people across nine villages now have access to clean water

2,900

students and teachers can now stay hydrated and healthy at school

Transforming healthcare in Malawi



317,000

people have experienced improved quality of care after four healthcare facilities in Malawi, including the Ntchisi District Hospital, were provided with WASH services

240

staff have been trained in infection prevention and control (IPC) and WASH. They have also implemented a hygiene behaviour change campaign using trained hygiene promoters, leading to significant improvements in hygiene across healthcare facilities in Malawi

Healthy communities in Myanmar



4,900

people now have access to clean water after WaterAid installed and improved WASH facilities across five villages in rural communities in the Ayeyarwady region of Myanmar

“ “ “
We have running water, decent toilets, and bathrooms. The situation has improved greatly.

LUSTIYA SAMALANI,
PICTURED WITH HER DAUGHTER



A lasting impact

The Foundation's support has also enabled WaterAid to research and develop new training materials on the relationship between WASH and infection prevention and control (IPC) for healthcare professionals in Malawi. Now completed, the innovative training package is being scaled across the country and attracting attention and opportunities for engagement far beyond. Novel elements of the package, such as learning materials specifically designed for patient guardians, have led to opportunities for global dissemination to IPC expert networks through the London School of Hygiene and Tropical Medicine. Additionally, the World Health Organisation's IPC Hub Unit has taken an interest in the project as an example of collaboration in delivering adaptation of IPC best practice in low-resource settings, which is a major theme of the new WHO Global Strategy on IPC.

Bonface's Story

Bonface Chione, 31, is a Nurse Midwife Technician at the Ntchisi District Hospital, Malawi. He has also assumed a role as a hygiene promoter and received training from WaterAid on key behaviours and messaging to take to patients as well as other members of staff.

The role of hygiene behaviour change for women's health cannot be overstated and Bonface has seen improvements at the hospital. Bonface says, "Previously new mothers were returning to the hospital with sepsis but since the hygiene behaviour change sessions we are conducting, I've never had any case of sepsis."



Looking ahead

A further commitment of £2.2 million to WaterAid awarded over the next four years will enable WaterAid to:

- improve WASH facilities at three new healthcare facilities and improve community level WASH and hygiene behaviours in 10 villages in Malawi
- build new climate-resilient WASH services at six healthcare facilities and promote improved hygiene behaviours in surrounding communities in Mozambique
- find community-led solutions to disaster-related challenges by supporting communities to access climate-resilient, sustainable WASH services and hygiene behaviours in Pakistan
- scale up the WASH-IPC training materials project from Malawi to Mozambique
- pilot a new project focused on life cycle costing for WASH in healthcare facilities in both Malawi and Mozambique.



“ ”

We are incredibly proud of our partnership with the Wimbledon Foundation, which is transforming lives around the world with life-changing water, sanitation and hygiene. Thank you to the Foundation for ensuring healthy lives full of potential for everyone – through clean water.

TIM WAINWRIGHT, CHIEF EXECUTIVE, WATERAID



Carrying Life

In the spring, the Wimbledon Foundation and WaterAid staged a striking multimedia exhibition at More London near Tower Bridge. Carrying Life: Motherhood and Water in Malawi, was a 22-piece collection of photography and moving imagery captured by award-winning British-Egyptian photographer, Laura El-Tantawy, which shone a light on the stories of mothers and babies in Malawi's Ntchisi district, who were previously impacted by dirty water, poor sanitation and a lack of hygiene in health centres. Through our partnership, there are new water and toilet facilities in four healthcare facilities in Ntchisi, Malawi.



WATCH OUR PARTNERSHIP VIDEO



Emergency Relief Fund



Our Emergency Relief Fund provides support to those affected by emergencies, both internationally and in the UK. An annual donation of £100,000 is made to the British Red Cross Disaster Fund which provides rapid relief to those affected by emergencies.

In 2023, the Disaster Fund provided support to those affected by the earthquakes in Turkey and Syria, the devastating flooding in Libya as well as many other emergencies across the globe.

In addition to the Foundation's support, the All England Club donated £1 per ticket holder at at The Championships 2023, generating more than £530,000 for the British Red Cross' ongoing humanitarian work in Ukraine.



WATCH OUR PARTNERSHIP VIDEO



In May, a group of young refugees supported by the British Red Cross enjoyed a special day at the All England Club including a tennis lesson with AELTC Head Coach Dan Bloxham and a tour of the Grounds and Museum.



Our youth group provides a safe space for young people to have fun, meet others and receive emotional support to help alleviate their stress and overcome trauma in their past. Sport plays a key role in this and we are so grateful to the Wimbledon Foundation for inviting the young people to Wimbledon. They were smiling 99% of the time. It was an amazing, unforgettable experience that will stay with them forever.

LORENZO AMOROSINO, YOUNG REFUGEE PROJECT COORDINATOR, BRITISH RED CROSS



Working with Magic Bus

Internationally, the Foundation has a well-established partnership with Magic Bus, a charity that works with children and young people in India taking them on a journey from childhood to livelihood and out of poverty.

Magic Bus mentors work with more than 3,000 children from underprivileged communities in Delhi using a tennis-linked curriculum to deliver positive messages on the importance of staying in education, good hygiene and gender equality.



69%

of the children Magic Bus mentors worked with during the last year were girls



Our funding also supports the Magic Bus Livelihood Centre in Nangloi which helps young people between the ages of 18 and 25 identify their aspirations and develop the hard and soft skills necessary to achieve them.

Since the Foundation began supporting the Livelihood Centre in 2017, it has helped more than 900 young people to find sustainable and secure employment and help lift their families out of poverty through their work.

In 2025 we will be completing our 10-year partnership with Magic Bus, which over the last decade has helped more than 6,000 children and young people in India develop the skills they need to fulfil their potential and find sustainable and stable employment. We are very proud of the partnership and everything that Magic Bus has, and will continue, to achieve.

70%

of the 1,429 young people supported by the Livelihood Centre have secured employment



Poonam's Story

Poonam was introduced to the Magic Bus Livelihood Centre by a friend, having been unsuccessful in job interviews. Staff at the Centre helped her with interview preparation and she soon secured a placement at a tour and travel company. Her hard work and determination led to her being offered a job with the company and as well as achieving her own goal, she has helped to inspire and guide other girls to acquire essential skills and foster a sense of independence.



The Championships

- The Foundation welcomed 600 guests from 67 supported charities and community organisations with many enjoying behind-the-scenes tours of the Grounds.
- 1,000 refugee guests, including people displaced from Ukraine, were invited by the AELTC to enjoy a day at The Championships.
- Teresa Harris, founder of Wandsworth literacy charity, Learn to Love to Read supported by the Foundation met Her Majesty The Queen on Day 10.

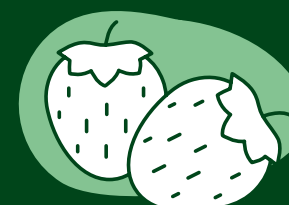


“ One of the young people we brought was able to see his sister working at The Championships as part of your Work at Wimbledon initiative. Both have had really challenging upbringings and he said that he'd always wanted to go to Wimbledon and never thought it would happen, but he's now able to tick it off his bucket list. What the Wimbledon Foundation has done for both of them really has made a difference.

GEORGE TURNER, CARNEY'S COMMUNITY



Thank you to:



Keith Prowse Hospitality for contributing £100k via the sale of hospitality packages.



Guests who donated their £1 reusable cup deposit to the Foundation helping to raise £139k.



Guests who purchased a used Championships ball generating £24k.

Ticket Resale

The Ticket Resale scheme, proudly supported by Barclays, generated £248,000.

Donations were made to local and national causes in line with the Foundation's goals, including: the Mayor of Merton's Charities and the Mayor of Wandsworth's Charities, Fields in Trust, Give It Your Max, IC Philanthropy Foundation, Tennis First and The Dan Maskell Tennis Trust.

Donations were also made to ABF The Soldiers' Charity, the Metropolitan & City Police Orphans Fund, the Royal Air Force Benevolent Fund, the Royal Navy and Royal Marines Charity and The Fire Fighters Charity.

The Honorary Stewards, who welcome and look after spectators at The Championships, are also invited to nominate beneficiary charities and chose Crossroads Care Surrey and Cure Parkinsons UK.



Work at Wimbledon

Our Work at Wimbledon initiative, established in 2021, aims to support local people facing barriers to employment to access job opportunities at The Championships.

The Foundation and AELTC HR teams work with local charities to offer a supported pathway into employment with every applicant guaranteed an interview. Information sessions are held in community venues across Merton and Wandsworth as well as open days at the AELTC to encourage people who have never been before to feel welcomed. Applicants who are unsuccessful receive personalised feedback to provide them with valuable experience and help them with future applications.

43 people supported by charities in Merton and Wandsworth worked across **11 teams** at The Championships 2023

8 The successful applicants included eight people with visual impairments supported by Merton Vision

93% of those attending an interview were offered a job



From the very beginning I've felt very comfortable and welcomed by everyone at Wimbledon. They have made a huge effort to take me on board and make me feel supported and important even before receiving an offer to work with them.



I have worked with hundreds of charities over the last 10 years, but the Wimbledon Foundation just stands out for me. It is their professionalism, kindness, generosity and above all the Foundation's desire to empower, encourage and make a difference. Hiring eight blind and partially sighted people to work at The Championships was truly exemplary.

HASSAN KHAN, VOLUNTEER SERVICES MANAGER, MERTON VISION



WATCH OUR WORK AT WIMBLEDON VIDEO

A Day to Remember

In recognition of Ian Hewitt's role in establishing the Wimbledon Foundation and his last Championships as AELTC Chairman, the Foundation invited Ian and Jenifer Hewitt to nominate two charities important to them for the coin toss ceremonies at the Ladies' and Gentlemen's Singles Finals.

Jenifer Hewitt chose Riding for the Disabled Association (RDA) who nominated Philippa George from Park Lane Stables, an RDA centre in southwest London which offers horse riding, carriage driving and specialist therapy to enrich the lives of children and adults with disabilities or learning difficulties.

Philippa has been part of Park Lane Stables for 15 years and plays an important role in inviting and welcoming new people and organising social events. Founder and manager Natalie O'Rourke said: "Philippa is a great ambassador because a parent of a child with additional needs looks at Philippa and just sees that the future's so bright. We're so lucky to have her as part of our family."

 **WATCH PHILIPPA'S STORY**



Ian Hewitt nominated WaterAid who selected eight-year-old Mu'awwiz Anwar who has raised £10,000 for the charity over the last two years by taking part in a cycling challenge and a half ironman triathlon.

 **WATCH MU'AWWIZ'S STORY**



We nominated Mu'awwiz because he is an extraordinary fundraiser, doing amazing challenges to raise money for WaterAid, and we are blown away by his dedication and hard work. It is thanks to the incredible efforts of people like Mu'awwiz - as well as the generosity of the Wimbledon Foundation and others - that ensure we are able to reach as many people globally with clean water, decent toilets and good hygiene.

JENNIE YORK, DIRECTOR OF COMMUNICATIONS & FUNDRAISING, WATERAID

Finance

The Wimbledon Foundation is a charitable company limited by guarantee and its sole member is The All England Lawn Tennis & Croquet Club Limited ('the Club').

Incoming resources principally comprise of donations from the Club and, on behalf of The Championships, The All England Lawn Tennis Club (Championships) Limited ('AELTC'). AELTC provides administrative, staffing and operational support to the Wimbledon Foundation without charge.

Support of the Wimbledon Foundation by the Club and AELTC is separate from and additional to the distribution of the large majority of the financial surplus from The Championships to the Lawn Tennis Association generally for the development of tennis at all levels in the UK.

The tables on the following page are not the statutory accounts but a summary of information extracted from the Foundation's Annual Report and Financial Statements 2023. The full statutory accounts were approved by the Wimbledon Foundation board of trustees on 4 October 2023 and Deloitte LLP issued an unqualified audit opinion thereon which did not contain an emphasis of matter or any statement under s496(2) or (3) of the Companies Act 2006. The full statutory accounts have been filed with the Charity Commission and a copy can be obtained from the Wimbledon Foundation, AELTC, Church Road, London SW19 5AE.

Trustees

The Hon. Bruce Weatherill (Chairman)
 Sir Keith Ajegbo
 Nick Bitel (Independent)
 Kevin Havelock
 Ian Hewitt MBE
 Anne Keothavong MBE
 Sir Nicholas Young (Independent)

Foundation team

Martin Guntrip, **Club Director**
 Paige Murphy, **Head of Foundation**
 Marco Alidoro, **Partnerships Manager**
 Laurien Gloag,
Communication & Events Lead (Job-Share)
 Lauren Palmer,
Grants & Community Manager
 Rachel Swithinbank,
Communication & Events Lead (Job-Share)
 Heather Wentworth-Matthew,
Engagement & Projects Officer
 Adil Yousaf, **Grants & Community Officer**

The Foundation team would like to thank their colleagues across the AELTC for their ongoing support and input.



THE WIMBLEDON FOUNDATION STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING AN INCOME AND EXPENDITURE ACCOUNT)	YEAR ENDED 31 JULY 2023 £000	YEAR ENDED 31 JULY 2022 £000
INCOME		
DONATIONS RECEIVED	4,167	3,132
INVESTMENT INCOME	-	11
TOTAL INCOME	4,167	3,143
EXPENDITURE		
CHARITABLE ACTIVITIES	(3,903)	(3,219)
TOTAL EXPENDITURE	(3,903)	(3,219)
NET INCOME/(EXPENDITURE) BEFORE INVESTMENT GAINS	264	(76)
NET INVESTMENT GAINS/(LOSSES)	18	(253)
NET INCOME/(EXPENDITURE) FOR THE YEAR	282	(329)
RECONCILIATION OF FUNDS		
FUNDS BROUGHT FORWARD	1,477	1,806
TOTAL FUNDS	1,759	1,477
BALANCE SHEET		
	AS AT 31 JULY 2023 £000	AS AT 31 JULY 2022 £000
FIXED ASSETS		
INVESTMENTS	823	805
CURRENT ASSETS		
DEBTORS	240	407
CASH AT BANK AND IN HAND	756	290
	996	697
CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR	(60)	(25)
NET CURRENT ASSETS	936	672
NET ASSETS	1,759	1,477
FUNDS OF THE FOUNDATION		
RESTRICTED FUND	-	27
UNRESTRICTED FUND	1,759	1,450
TOTAL FUNDS	1,759	1,477

Looking ahead

As we embark on our next decade, strengthening and supporting our local community of Merton and Wandsworth remains a key priority, particularly as our charity partners continue to report an increase in demand for their services combined with higher delivery costs. In the autumn of 2023, we awarded a further £150,000 in cost of living grants and donations to projects helping those communities most severely impacted and addressing immediate needs including food provision and hardship support.

Our Health & Wellbeing Fund reopens in the spring of 2024 offering multi-year grants to projects improving the health and wellbeing of local residents, particularly those who are at a higher risk of poor mental and physical health, including young people, minority groups, LGBTQIA+ people, disabled people and those not in employment, education or training.

The current climate is also pushing more people towards homelessness as soaring rents, the scarcity of affordable housing, and the increased costs of everyday essentials take their toll. Our Homelessness Fund, A Roof for All, reopens in the autumn of 2024 offering core funding to organisations helping to combat homelessness in our local community.

Nationally, our Set for Success programme in partnership with Barclays and delivered by Youth Sport Trust will continue to inspire the next generation through sport. Set for Success will expand engaging up to 3,900 pupils across years 9 and 10 in 150 schools over the next four years. We are greatly encouraged by the impact of the programme so far and thrilled that thanks in part to Barclays support, many more young people facing challenges will have the chance to be mentored by world-class athletes and improve their future opportunities.

Internationally, to respond in times of need we continue our support of the British Red Cross Disaster Fund and are pleased to extend our partnership with WaterAid for a further four years. Our support will enable WaterAid to continue delivering water, sanitation and hygiene projects in Malawi, Mozambique and Pakistan as well as delivering strategic projects focused on supporting sustainable solutions for the long-term health of communities around the world.



In the financial year 2022/23 the Wimbledon Foundation supported the following organisations:

Ace of Clubs	Community Drug and Alcohol Recovery Services (CDARS)	Hestia Housing and Support	Merton University of the Third Age	South London Tamil Welfare Group	Veterans Community Choirs (UK) CIC
Active Living Support CIC	Contact	Home-Start Merton	Merton Vision	South Mitcham Community Association	Volunteering Matters
AFC Wimbledon Foundation	Create (Arts) Limited	Home-Start Wandsworth	MindworksUK	South West London Law Centres	Wandle Heritage Limited
Afro-Brazilian Arts & Cultural Exchange Institute	Crisis	Inner Strength Network CIC	Mitcham Cricket Club	SPEAR	Wandsworth Community Empowerment Network (WCEN)
Age UK Merton	deafPLUS	Inspire London	Mitcham Town Community Trust	Spencer Lynx	Wandsworth Mediation Service
Age UK Wandsworth	Deen City Farm	Junction Community Trust	Noviha UK	Spires	Waste Not Want Not Battersea
Ashdon Jazz Academy	Disability Sports Coach	Katherine Low Settlement	Off the Record Youth Counselling	Sport4Health CIC	WaterAid
Association for Polish Family PYZA	Dolphin Swimming Club	Kevin Kararwa Leukaemia Trust	Paul's Cancer Support Centre	St George's Hospital Charity	Wimbledon Arts
Attic Theatre Company	Elays Network	Kinetic Foundation	Positive Network Community Project	stem4	Wimbledon Civic Theatre Trust (WCTT)
Bags of Taste	Enable Leisure and Culture	Lantern Arts Centre	Power 2 Connect CIC	Sustainable Merton	Wimbledon Foodbank
Balham Autumn Rose Club	Endeavour Club	Learn English Together in Merton	Rackets Cubed	SW Lion's Football Club	Wimbledon Guild
Battersea Arts Centre	English for Action	Little Giants Volleyball Club	Rah Rah Community Theatre Company	The Baked Bean Charity	Women Arise Ministries
Battersea Befriending Network	Faith in Action Merton Homelessness Project	London Falcons FC	Regenerate	The Hope for Wellbeing Project	Women of Wandsworth
Begin2Sports Group Academy	Falcon Estate Residents Association	Lord's Taverners	Regenerate-RISE	The Nerve of My Multiple Sclerosis CIC	Workshop 305 CIC
Bounce Theatre CIC	Five ASide Theatre CIC	Magic Bus	Rising Stars Support CIC	The Paradise Cooperative	World Heart Beat Music Academy
British Red Cross	Focus-4-1	May Project Gardens CIC	Royal Trinity Hospice	The Sapphire Community Group	Yahweh Christian Fellowship
Caius House	Free2B Alliance	Mayor of Merton's Charities	S.T.O.R.M Family Centre	The Squad	Youth Legal
CARAS (Community Action for Refugees and Asylum Seekers)	Friends of Trinity St Mary's CE Primary School	Mayor of Wandsworth's Charities	SavinGrace	The Tim Henman Foundation	Youth Sport Trust
Carers Support Merton	Fulham Football Club Foundation	Merton Centre for Independent Living	SEN Parenting	The Walk and Talk Movement	
Carney's Community	Fulham Reach Boat Club	Merton Community Transport	Share Community	Theodora Children's Charity	
Catch22	Full Circle Fund Therapies	Merton Connected	Sherwood Park Hall CIC	Thrive	
City Harvest	Future Frontiers	Merton Empowerment CIC	Smart Works Charity	Tooting Community Kitchen	
Cobra Boxing Club CIC	Glass Door Homeless Charity	Merton Goan Senior Citizens Association	Sparkle	Trimenco	
Combination Dance	Group 64 Theatre for Young People	Merton Mencap	Sound Minds	Tutors United	
Commonside Community Development Trust	Growing Against Violence	Merton Schools Football Association	South London Refugee Association	Uffo Athletic and Leisure Group	
		Merton Schools Sports Partnership		Unique Talent CIC	



Wimbledon Foundation

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The Wimbledon Foundation is a charitable company limited by guarantee.
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