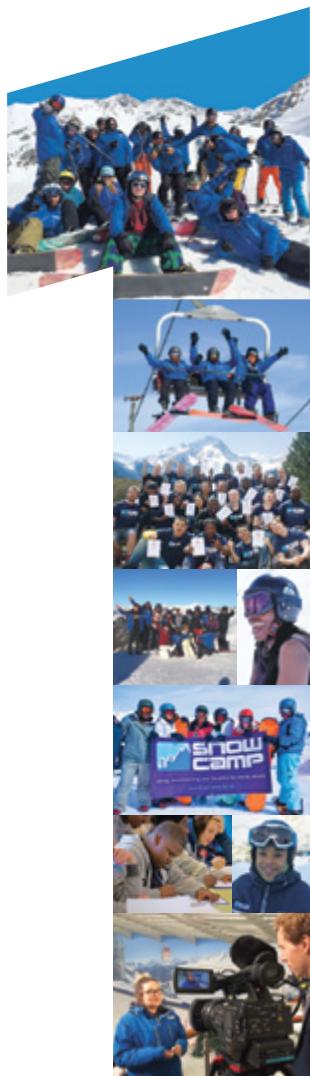




# 2018/19 ANNUAL REVIEW



Celebrating 15 Years of  
**SNOW-CAMP CHARITY**

[SNOW-CAMP.ORG.UK](http://SNOW-CAMP.ORG.UK)

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# WE ARE SNOW-CAMP

Founded in 2003, Snow-Camp are the UK's only charity using a combination of snowsports, life-skills and vocational training to support inner-city young people.

Everything we do is rooted in the challenges of young people who are living in the most deprived areas of the UK. This includes young

people who are not in education, employment or training, those who have been affected by knife and gang crime, have behavioural and emotional needs or have faced social inequality.

Each year, our young people work with us to develop and deliver a training programme that provides them with life changing

opportunities to learn a new sport, work towards qualifications and find careers in the snowsports industry and beyond. It's a unique form of training, since the training provided can only be received by those who share similar experiences. It's a model that works and one that we have worked to promote over the last 15 years.

## FIVE REASONS WE'RE HERE



# WELCOME FROM SNOW-CAMP FOUNDER AND DIRECTOR, DAN CHARLISH



I'm so pleased to present our Annual Review for 2018/19, in the year that Snow-Camp celebrated its 15th birthday. From very small beginnings, it has been an incredible 15 years of hard work and determination to get to where we are today - and we are so proud to have been able to support over 10,000 inner city young people across 6 UK regions during this time.

Our efforts have been recognised in several ways: From seeing first-hand how our young people thrive in employment, apprenticeships and education; to hearing directly from youth workers about the positive impact our programmes have had on

their communities; to winning a range of local and national awards.

However, things have not always been plain sailing. There have been many challenges along the way, and it's important for us to remember what we have had to face, what we have learnt and how these challenges have helped us to become the strong and resilient youth charity we are today.

When the financial crash hit in 2007, Snow-Camp lost 80% of its statutory funding. At the time many charities faced closure, and we were determined not to let Snow-Camp be one of them. We diversified our fundraising model and created a number of fundraising events to help us engage new supporters to get behind our vision. These included our annual City Drinks event and Alpine Challenge (which are still running today!) From these and other events, we began to build the invaluable supporter base of individuals, corporates, trusts and foundations that Snow-Camp has in place today. As this supporter base grew, so did our charity – and we honestly wouldn't be where we are today without you all – so thank you.

We know that there is still so much more that needs to be done

to support inner-city young people. Youth club closures continue to put young people at greater risk of violence. In England, local councils have reduced funding for youth services by 40% on average in the last three years (source All-Party Parliamentary Group on Knife Crime - APPG). Thanks to the generosity of the Snow-Camp community we are continuing to work with many partners and grassroots organisations to offer young people the opportunities and support they so clearly need.

Like many people, we have been following the news on increasing youth crime closely. This quote from MP Sarah Jones, the Chair of the APPG really resonates with our work at Snow-Camp:

"We cannot hope to turn around the knife crime epidemic if we don't invest in our young people. Every time I speak to young people they say the same thing: they need more positive activities, safe spaces to spend time with friends and programmes to help them grow and develop. Our figures show how in areas where support for young people has been cut most, they are more at risk of violence. Youth services cannot be a 'nice to have'. Our children's safety must be our number one priority."

While government funding remains a small percentage of our overall income (5% in 2018-19), we have been pleased to receive grants from the London Mayor's Young Londoners Fund, Sport England's Sportivate and the Welsh Council for Voluntary Action over recent years. We hope that much needed funding will continue to be made available to youth organisations doing essential work across the country.

For now, we are looking to the future with a positive mindset with the knowledge that we are making a difference to some of society's most vulnerable young people and with your support we are hoping to do so much more over the next year.

And just one final note on a new

programme which we feel will represent a step change for us at Snow-Camp in the years to come. Over recent months we have been successfully piloting a new mental wellbeing programme called Uplift at our London programmes, with the support of the George Bairstow Charitable Trust. Run in partnership with Kevin Hempsted Counselling, young people attending Snow-Camp programmes had the opportunity to take part in group workshops and informal 1-1 counselling sessions alongside the snowsports activities – just to talk about anything they had on their minds. For young people that then wanted more support, more focused counselling support was offered at a location of the young

person's choosing. The impact has been fantastic and we're proud to announce that we will be running Uplift programmes nationally next year across all Snow-Camp programmes, with the generous support of the Gompels Healthcare Foundation.

We're also planning to expand our award-winning Apprenticeship Programme by supporting more apprentices than ever before across London, Scotland and the Midlands while introducing the programme for the first time in the North West. Watch this space!

Here's to the next 15 years, thank you all for your support - onwards and upwards!

Dan



# WE LISTENED

In 2018/19

**83** youth clubs referred young people on to our programmes

**88** youth volunteers and apprentices worked with us to make sure that our programmes met the needs of our young people

**Nearly half** of our young people told us that before Snow-Camp they had very little hope for the future

**83%** of our young people told us that they needed more mental health support, so we piloted a new mental wellbeing programme called Uplift in London

# OUR IMPACT

In 2018/19

**92%** of young people gained one or more new qualifications

**836** young people joined our programmes in London, Bristol, Cardiff, Scotland, the North West and the Midlands

**1,955** volunteer hours were carried out on our programmes

**93%** of young people, who completed our Graduate and Excel Programmes have moved onto either employment, further training or education



# OUR PROGRAMMES

From July 2018 – June 2019, young people, who would not otherwise have access, were able to experience snowsports for the first time through to training to be qualified instructors. They were taught by our apprentices, youth volunteers, Snow-Camp staff and external training providers.

Youth-to-youth training and development is essential to our organisation. We know that young

people are more likely to engage with our activities if their peers are a key component of the training plan. Not only is this empowering for our youth volunteers and apprentices, it's inspirational for the new young people. Many will know these young trainers from their neighbourhoods and youth organisations showing them what they themselves could achieve.

We worked directly with youth projects to ensure that we were

reaching the young people most in need of support. On each programme there were multiple youth projects taking part, enabling not only young people from different estates and youth projects to meet and build relationships but youth workers too. Working on the ground, grassroots organisations has enabled us to have a greater impact in some of the most deprived inner-city communities.

## FIRST TRACKS

866 young people joined our First Tracks Programme in July and August 2018.

We ran 49 2-day courses with young people taking part in two slope sessions and two life-skills classroom sessions each day. In the life-skills sessions young people reflected upon the skills they were demonstrating on the slopes – perseverance, commitment, listening, patience and overcoming fear as well as how to respond to challenges, deal with peer pressure and setting goals for the future.

At the end of the 2-days the young people had made significant progress on the slopes and experienced, for the first time, the feeling of coming down a ski slope, giving them an increased sense of achievement and pride in what they have accomplished. Finally, an awards ceremony closed each course, with the young people receiving a Snowsport England, Scotland or Wales Snow Life Award along with a medal and certificate, providing a lasting record of their achievement and experience with us.



The apprentices and volunteers are so inspiring. When they spoke on the First Tracks Programme, I identified with their journeys – getting involved with the wrong crowd, not focussing on anything and drifting away from school. It has inspired me to become an apprentice as I want what they have, a positive and supportive community around me while developing my skills on the slope. I'm ready to be the best snowboarder in the world!

Snow-Camp young person

**88%** of young people gained a Snow Life Award

**87%** of young people said that they now feel more confident and able to take on new challenges



# GRADUATE

Having experienced the thrill of snowsports for the first time on First Tracks, 191 young people moved onto our Graduate Programme nationally. With 6 days on the snow, spread over 6 weekends in October and November. The Graduate Programme gave our young people the opportunity to take their skiing and snowboarding to the next level.

Group classroom sessions held before each slope lesson exposed our young people to the wider world of skiing and snowboarding, with talks each week from snowsports industry representatives. This year Snow-Camp ambassadors Jamie Barrow, Jamie Nicholls and Emily Sarsfield, Snow-Camp Patrons Chemmy Alcott and Jenny Jones and Protect Our Winters (POW) all gave inspiring talks.

Life-skills remained a significant part of the programme as to complete the course young people require commitment, dedication and focus.

**80%** of youth workers said that their young people's behaviour and attitudes had improved by the end of the programme

**78%** of young people gained an ASDAN in Sports and Fitness Certificate

Having seen what Snow-Camp do first hand and witnessing the obstacles and fears snowsports can present, it is clear how the experiences that the young people have on the ski slopes can be mirrored to their everyday lives. Initially the thought of being able to ski or snowboard from the top of the dry ski slope does not seem possible but through perseverance and belief they can make it to the top and beat their fears. That message tells that young person that whatever the obstacle they face in life they can overcome it and they can succeed.

PC Kris Withers, Youth Strategy Police Officer for Avon and Somerset Constabulary



## EXCEL

Excel is our youth instructor course, which took place every weekend for 10 weeks throughout February, March and April. Having completed First Tracks and Graduate, Excel supports young people who wish to pursue a career in the snowsports industry and achieve a Snowsport England or Scotland instructor qualification.

When a young person joins Excel, they receive their Snow-Camp branded Dare2b jackets. This jacket is more than just a jacket. It's a celebration of all the hard work and determination the young people have had to put in to get to this point. 6 months ago, they were taking to the slopes for the first time and now they're training to become instructors! It's at this point that the young people become ambassadors

for the charity. When they put on the blue jacket, they feel a sense of community and are proud to represent the charity.

81 young people joined Excel in 2019. This is the first time that we have run the programme in all six Snow-Camp regions! Our young people participated in the full instructor training programme, which included lessons on the foundations of the coaching pathway, lesson planning, first aid and safeguarding.

**88%** of young people gained an instructor qualification



# MEET TOMAS MAKARAS

Tomas Makaras is a brave, passionate and determined young man. He has overcome many challenges in his young life to reach the positive path he now finds himself on. This is Tomas' story.

Tomas was brought up in Lithuania's social services and he has no family that he knows of. After years of moving around with no sense of home or community in Lithuania, Tomas made the big decision to try and start his life again in the UK. Aged just 18, Tomas arrived in London with nothing more than a backpack and a dream to improve his life. Unfortunately, things didn't go to plan. He arrived in the UK undocumented, which meant that he couldn't access vital public services like the NHS and housing support.

New Horizon's Youth Centre work specifically with those who are vulnerable. They first met Tomas when he was sleeping rough at Victoria Station. Tomas was depressed, isolated, angry and he had been on the streets for several months.

"When we met Tomas, we knew we had to help him. Our priority was to

find him stable accommodation and to give him the positive opportunities we knew he craved.

When Tomas first came to our youth centre one of the first things he noticed was the Snow-Camp poster. It intrigued him and he really wanted to join the summer programme. I told him that if he worked hard and kept out of trouble, we could sign him up. It's one of the best decisions we've made." - Janet Matthews, Youth Worker at New Horizon's Youth Centre.

Tomas arrived at Snow-Camp feeling anxious and he struggled to communicate to those around him. We provided a holistic approach to support Tomas. Through snowsports we were able to teach him vital life-skills, help him work towards qualifications and make friends.

Tomas said: "I'm so happy. I never thought that someone like me would learn how to snowboard and now it's all I want to do. I want to grab every opportunity Snow-Camp offers with both hands. I can't believe how much my life has

changed in the last year, I'm so grateful, thank you."

Tomas achieved his Snowsport England Level 1 Instructor Qualification in May 2019.

"Absolutely elated for Tomas, a big thank you from all of us at NHYC for your hard work and commitment in engaging one of our hardest to reach cohort of clients. I've seen him grow so much through Snow-Camp, turning his feelings of anger and resentment into something positive.

He has progressed from a young man who lacked confidence and had poor communication skills to an optimistic independent and self-confident individual with the brightest of futures ahead of him. It's been so amazing to see that development." - Janet Matthews, Youth Worker at New Horizon's Youth Centre.

Tomas has now joined our Youth Forum and we look forward to welcoming him back on to our programmes as a volunteer and youth ambassador. Tomas has also found full-time employment with accommodation at Imperial Hotels in London.

I want to grab every opportunity Snow-Camp offers with both hands. I can't believe how much my life has changed in the last year



# WORKING WITH THE EUROPEAN SOCIAL FUND

In 2018, we were awarded European Social Funding (ESF) through the Active Inclusion Fund, which is managed by Wales Council for Voluntary Action (WCVA). It aims to reduce economic inactivity in Wales and improve the employability of disadvantaged people furthest from the labour market.

We targeted young people living in the most deprived areas of Cardiff who were not in employment, education or training. Working

with the local job centre, Prince's Trust, YMCA, Oasis Cardiff and the Salvation Army, 35 young people joined Snow-Camp in August 2018.

The young people were facing many barriers to employment including discrimination, mental health issues, lack of confidence and a lack of experience of a work environment. We designed a bespoke programme journey that enabled them to engage with Snow-Camp, providing them a first step intervention to help start their

journey into employment.

Alongside our First Tracks, Graduate and Excel Programmes we designed life-skills personal development sessions around the young people's needs. We delivered workshops on self-esteem and confidence, money management, sustainable development and respecting their communities. Snow-Camp ambassador Jamie Barrow also gave an inspirational talk to the group, he also gave them some tips out on the slope!



7 young people are now actively volunteering, 8 young people have moved on to further education and 1 young person has found full-time employment.

## STEPHEN & DAVID'S STORY

Stephen and David are twin brothers aged 18 from Cardiff. Before Snow-Camp Stephen and David were homeless and moved between hostels, the streets and temporary accommodation on a regular basis. They left school at 16 without any qualifications and as they didn't have any work experience, they were struggling to find employment.

Our Programme Manager, Andrew Kimber, first met Stephen and David at the Cardiff Job Centre. Talking to them in the waiting room Andrew learned that they didn't have any family supporting them and that their only source of income was their monthly benefits. This wasn't the life they wanted.

Stephen and David were delighted to be offered a place on Snow-Camp's programmes. It was

the opportunity that they so dearly needed. Right from the start they were committed and determined to make the most out of the opportunity gaining all the qualifications Snow-Camp had to offer and working hard in the personal development sessions to get themselves ready for future employment.

Since completing our programmes Stephen and David have found permanent accommodation. Stephen has decided to return to education and will be starting a course at Cardiff and Vale College in September. David has started a Preparation for



Work, Life and Learning course with School of Hard Knocks.

Through the Active Inclusion Fund, we supported those furthest from the labour market, giving them new skills and increased confidence that has enabled them to become economically active, and which will also lead to greater social cohesion and sustainable development in the most disadvantaged communities in Cardiff.

# APPRENTICESHIPS

8 young people who completed Excel in our 2017/18 programme year, joined our Apprenticeship Programme in July 2018. Our largest cohort of apprentices to date!

Over the course of one-year our apprentices taught the young people on our First Tracks, Graduate and Excel programmes with support from our programme managers. They learnt vital life-skills including communication, resilience, commitment, teamwork, patience and overcoming their fears as well as how to respond to challenges, financial and future planning.

Furthermore, our apprentices worked towards an NVQ in Activity Leadership or SVQ in Sports Coaching and gained further life experience on work placements across the ski industry.

The British Association of Snowsports Instructors (BASI) also provided our apprentices with fully funded places on their Level 1 Ski or Snowboard Instructor Training courses. To gain this qualification our apprentices had to take part in a 5 day course at their local snow centre, complete 35 hours of instructor shadowing, attend a module on child protection in sport and leisure and pass a first aid course. This means that our apprentices can now instruct here in the UK as well as in the mountains! To have a BASI qualification under their belts will really help with future employment.

This year our apprentices gained further valuable work experience

at Hotel Le Val Thorens in France, The Telegraph Ski and Snowboard Festival and the London International Snowsports Trade Exchange (LISTEX).

**Shannon Pink-Murphy**  
from Kensington, London



**Work placement:**  
Ellis Brigham and Chel-Ski  
**Plans for the future:**  
Employed as a carer

**Ellie Hearn**  
from Streatham, London



**Work placement:**  
Chel-Ski  
**Plans for the future:**  
Work her first ski season in Verbier



**Ethan Bannister**  
from Lambeth, London



**Work placement:**  
Ski Club of Great Britain and The Snow Centre  
**Plans for the future:**  
Starting university in September 2019

**Ebony Knight**  
from Tower Hamlets, London



**Work placement:**  
Skieasy  
**Plans for the future:**  
Employed at Skiworld

**Le,Teya Mulgrove**

from Tower Hamlets, London

**Work placement:**  
Skiworld  
**Plans for the future:**  
Employed as a carer



**Kym Scobie**

from Glasgow, Scotland



**Work placement:**  
Bearden Ski and Board Club and Disability Snowsport Scotland  
**Plans for the future:**  
Employed at Chel-Ski and starting university in September 2019

**John Paul**

from Glasgow, Scotland



**Work placement:**  
Disability Snowsport Scotland  
**Plans for the future:** Lead carer for a family member but hopes to continue volunteering for Snow-Camp while training to become a youth worker

**Lakshmi Mehra**

from Leicester, the Midlands



**Work placement:**  
Positive Youth Foundation  
**Plans for the future:**  
Starting university in September 2019

## MEET KYM SCOBIE

Kym Scobie first joined our programmes in the summer of 2017. At the time she was suffering with her mental health and had a poor relationship with her family. Her confidence was low, and she struggled to talk to and make friends with the young people on our programmes.

"Snow-Camp have helped me massively. In many ways they saved my life. I suffered quite badly with my mental health. I have emotional trauma, which really affected my day-to-day life. Back in 2017, my relationship with my family was at an all-time low. I wasn't allowed to stay in the family home and I had to couch surf. I was heading down a real slippery slope.

When I first joined Snow-Camp I really struggled with my confidence, I found it difficult to talk to people. I was very withdrawn and had no self-worth. I'd made so many mistakes in life I just didn't think I deserved this opportunity. Snow-Camp gave me a chance when other people wouldn't have."

Snow-Camp programmes gave Kym the stability and routine that she needed. As Kym's ability progressed on the slopes so did her self-esteem and confidence off the slopes.



"Attending Snow-Camp's programmes and getting the apprenticeship gave me a routine, which really helped my mental health. I am now so confident in all aspects of life I can talk to anyone even large groups of people, compared to my confidence in the summer of 2017, it's like two different people. Snow-Camp has shown me that I can do anything I put my mind to, and that hard work and determination goes a long way. Snow-Camp has been my saving grace, if it wasn't for the charity, I really don't believe I'd still be here."

Since completing our programmes Kym has gained employment at the Snow Factor in the Glasgow. This winter, through the generosity of one of our supporters, Kym will attend the British Alpine Ski School in Morzine. Here she will take part in a 14-week BASI Level 2 Instructor course.





# BUSINESS ADMIN APPRENTICESHIPS

In 2016, we identified the need to work in East Sussex but due to limited snowsports resources we decided to offer our first non-snowsports programme in the region: A Business Admin Apprenticeship Programme, delivered in partnership with YMCA Training and taking place at our head office in Hove.

In January 2019, Gabby Biazotti completed her apprenticeship training with top marks. She even won the YMCA's Apprentice of the Year award! We were delighted to offer Gabby a full-time role at Snow-Camp as Community Coordinator in February 2019.

In 2018/19 we hired our first



business admin apprentice in Bristol. Sylwia Piotrowska joined our team to support our Bristol and Cardiff Programme Manager with the European Social Fund admin.



I really enjoyed managing all the admin for the European Social Fund. I processed all the funding claims for the charity, which was a big responsibility. The role helped me to develop my finance and time management skills, giving me more confidence in my own abilities.

As English is my second language my biggest challenge was communicating with young people. Sometimes it was difficult for me to understand their dialect and slang words! But it did help me to learn new words and my conversation skills have improved so much.

I also used to put a lot of pressure on myself to do well in my NVQ. I'd be tasked with writing assessments and I would become really upset when I couldn't get the words I wanted to say on to paper. When this happened Andy would always remind me that I would succeed with perseverance, practise and determination and he was right! To have the opportunity to be a part of such a lovely and supportive team has been really influential on my personal development.

Sylwia passed her NVQ with flying colours and she now hopes to find work in the financial sector.



# YOUTH FORUM

Young people attending Snow-Camp are invited to join the Youth Forum. Along with our Apprenticeship Programme, the Forum ensures Snow-Camp is youth led by providing co-productive opportunities for young people to gain work experience alongside our Board of Trustees, staff and young people in

each Snow-Camp region as volunteers. Once the young people become volunteers or apprentices they're trained as youth ambassadors for the charity. They're our voice in their communities. They help our young people feel more positive about themselves, reducing their negative behaviour and seeing their

relationships improve. To take on this role our volunteers and apprentices receive additional training including media training, conflict management and safeguarding.

This year the snowsports industry went above and beyond to provide work experience opportunities to our Forum members.

**2** young people, Hamza Alkebida and Zulekha Dennis were offered 6 month ski valet internships with the luxury hotel company Les Hôtels d'en Haut in Val Thorens

**4** young people volunteered at the Delancey GB Alpine Ski Championships in Tignes

**10** young people volunteered for us at The Telegraph Ski and Snowboard Festival in London

# YOUTH FORUM AWARDS

We celebrated our youth volunteers' dedication and achievement by giving out several prestigious awards:



EMILY JONES,  
FROM CARDIFF

Winner of the Frank McCusker National Award for Outstanding Attitude and Achievement



NICOLE MCCUAIG,  
FROM SCOTLAND

Winner of the Pat Webster Scotland Award for Outstanding Personal Development

# VOLUNTEER OF THE YEAR AWARDS

88 young people spent an incredible 1955 hours volunteering on our programmes nationally throughout 2018/19.



JORDAN ANIMAKWAH,  
VOLUNTEERED 151 HOURS

Winner of the Gregor Mitchie London Volunteer of the Year Award



CHARLOTTE STATHAM,  
VOLUNTEERED 130 HOURS

Winner of the Midlands Volunteer of the Year Award



LEE HERAGHTY-WHITE,  
VOLUNTEERED 148.5 HOURS

Winner of the Scotland Volunteer of the Year Award



DAN SKUSE,  
VOLUNTEERED 120 HOURS

Winner of the Bristol and Cardiff Volunteer of the Year Award

# THANK YOU

## TO EVERYONE WHO MAKES OUR WORK HAPPEN

Thanks to your support, we're growing at a time where awareness around issues affecting inner-city youth is increasing and more young people are seeking help. To be there for as many young people as possible, we need the continued support of the Snow-Camp community.

Big thank you to all the snowsports industry companies, trusts, foundations, corporations, youth projects and individuals who have made our work happen over the last year.

Snowsport England are committed to inspiring participation in Snowsport at every level. We know that those from disadvantaged backgrounds find it more challenging to access the snowsports industry and through organisations like Snow-Camp that this is changing. Since 2003, Snow-Camp have had the connections to the youth service providers and youth clubs working in the most deprived parts of the country. Their training programme fulfils a need that's fundamental, to give young people who wouldn't otherwise have the opportunity, the chance to participate in snowsports through an accessible pathway. We are proud to support Snow-Camp and are pleased to be their core qualification provider in England, enabling them to play their part in training the next generation of ski and snowboard instructors.

Tim Fawke, CEO Snowsport England

## PROGRAMME PARTNERS

OUR PROGRAMMES WERE  
DELIVERED AT



OUR TRAINING PROVIDERS WERE



## YOUTH PROJECTS

WHO TOOK PART IN OUR FIRST TRACKS,  
GRADUATE AND EXCEL PROGRAMMES

### BRISTOL

3 Dimensions Care Home  
Alliance Homes Group  
Avon and Somerset Constabulary  
BATHNES Children in Care  
Bright Outlooks  
Catch 22  
Creative Youth Network  
Independent People 16-25  
Learning Partnership West  
Reach Youth  
Supported Housing for Young People Project  
The Redwell Centre

### NORTH WEST

Acle Scout Group  
Enthusiasm Trust Ltd  
Horizons (Manchester Settlement)  
MU Foundation  
Positive Futures  
Rainbow Surprise  
Salford Foundation  
Salford Foyer  
The Hive Youth Zone

### CARDIFF

The Proud Trust  
Wigan Youth Zone  
You Can

### MIDLANDS

Leicester Outdoor Pursuits Centre  
Lyndon School Solihull  
Positive Youth Foundation  
Sutton Coldfield YMCA  
The Maypole Youth Centre  
Tile Cross Academy  
TS Sterling  
Umbrella Birmingham

### LONDON

Access to Sport

Alford House  
Cardinal Hulme  
Insight Blenheim  
Kidzplay-Afterschool LEAP

New Horizons Youth Centre  
Redbridge Cadets  
St Andrews Club  
Streatham Youth & Community Centre  
The Renewal Programme  
Tower Hamlets Outdoor Education

Triangle Adventure Playground  
Urban Partnership Group  
Westminster Youth House XLP  
Avenues  
Urban Hope Generate

### SCOTLAND

Ayrshire College  
Blue Triangle Housing Association  
Getting Better Together

Lambhill Stables  
MCR Pathways  
Peek Project  
Prince's Trust  
SiMY Community Development  
The Tullochan Trust  
Urban Fox  
Glasgow Clyde College  
Annie's Land  
DRC Youth Project Yoker  
CLD Motherwell  
Glenboig Neighbourhood House  
Community Learning and Development Coatbridge  
Fuse Youth Cafe  
Central & West Integration Network  
Children 1st  
Church House Bridgeton  
Crossroads Youth and Community Association  
East Renfrewshire Council  
Young Persons Services  
Royston Youth Action

# SNOWSPORTS INDUSTRY PARTNERS

We wouldn't be where we are today, a national youth charity, without the support of the snowsports industry. Over the last 15 years we have worked hard to build relationships with organisations here in the UK and abroad. We now have over 85 industry partners!

For 2018/19 we had 1 premium partner, 17 key partners, 49 supporting partners and 8 university snowsports club partners.

## PREMIUM PARTNER

Established an incredible £125,000 development fund to support Snow-Camp over 3 years in 2017. They also support our work in Bristol.



## KEY PARTNERS



Apprenticeship work placement provider. Organised staff fundraising challenges, which raised over £15,000.



Apprenticeship work placement provider. Several of our former apprentices are now employed at Chel-Ski!



Supported the delivery of our Excel residential trip to the mountains plus raised £7000 through staff fundraising challenges and the Equity community.



Raised over £5000 through various fundraising initiatives. New Generation also helped to raise awareness of our work in the mountains.



Welcomed Snow-Camp as the official charity partner at the Telegraph Ski and Snowboard Festival



Donated kit to the young people on our Excel Programme.



4 Youth Forum members supported the GB Snowsport team at the Delancey GB Alpine Ski Championships.



Raised over £3600 by donating a Warren Smith Ski Academy experience to our 15 Year Anniversary Ball auction.



Apprenticeship work placement provider. Organised staff fundraising challenges and regularly promoted our work to their members.



Apprenticeship work placement provider.



Provided 2 full-season internships in the Val Thorens plus a 1 week work experience trip for our Apprentices and Youth Forum.



Provided 2 full-season internships in the Val Thorens plus a 1 week work experience trip for our Apprentices and Youth Forum.



Promoted our work to the NUCO community and added optional donations to Snow-Camp on all holiday bookings.



Sponsored 1 young person through our First Tracks, Graduate and Excel programmes.

## SUPPORTING PARTNERS

Absolute Snow  
British Alpine Ski School  
British Independent Ski School Racing  
City Ski Championships  
Dicks Tea Bar  
Disability Snowsport UK

Erna Low  
Fall-Line Magazine  
Finches Ski Emporium  
Go Ski Touring  
In The Snow  
Inter-Livery Ski  
Kendal Mountain Festival

Kicking Horse Powder Tours  
LeSki  
Morzine Source Magazine  
Momentum Ski  
Planet Ski  
Planks Clothing  
Salomon UK  
SIGB

Ski Easy  
SkiBro  
Ski Armadillo  
Snowbizz  
Snowboxx  
The Riders Lounge  
White Storm Ski Rental

## UNIVERSITY SNOWSPORTS CLUB PARTNERS

Bristol University  
De Montford University  
Edinburgh University

Hull University  
Loughborough University  
University College London (UCL)

# TRUSTS, FOUNDATIONS, STATUTORY AND CORPORATE PARTNERS

We're fortunate to have a diverse and passionate group of trusts, foundations, statutory and corporate partners who supported us throughout 2018/19. We could not help inner-city young people get the support and opportunities they need, without you. Thank you.



SUPPORTED BY  
**MAYOR OF LONDON**



Anand and Sethi Family Trust

Avon and Somerset Police

Community Trust

Cash for Kids

Coventry, Solihull and Warwickshire

Sport Partnership

Ernest Kleinwort Charitable Trust

Lambert Smith Hampton

Mark Armitage Charitable Trust

Matt Kendall Foundation

Mickel Fund

Newland Construction

Rozelle Trust

The Drapers Charitable Fund

The Lockwood Charitable Trust

The Loveday Trust

The Norton Foundation

The Underwood Trust

W.M Mann Foundation

Premier League

Yardley Educational Foundation

Thank you to all our supporters who wish to remain anonymous.

Giving young Londoners meaningful activities, whether enabling them to be creative or take part in sports, is essential in helping them make the right choices and ensuring they do not end up on the wrong path. Youth services are vital for Londoners and I will continue to fund and support the fantastic charities and programmes that are making a real and lasting difference to our children and teenagers.

The Mayor of London, Sadiq Khan





# OUR EVENTS



## SNOW-CAMP BALL

We celebrated our 15 year anniversary in style with a ball at LSO St Luke's in London in October 2018. The evening was hosted by Snow-Camp Patrons Chemmy Alcott and Graham Bell and was attended by some of the charity's key supporters and partners.

The evening raised over £50,000! A huge thank you to everyone who generously donated or bought an auction item and to everyone who supported us throughout the evening.



## PANEL EVENT

This year we launched a partnership with Les Hôtels d'en Haut to provide work experience opportunities to our apprentices and youth volunteers. To celebrate the partnership, Snow-Camp and Les Hôtels d'en Haut organised a very special panel event at the exclusive South Kensington Club in London in November 2018.

The panel members were: Snow-Camp young people Zulekha Dennis and Hamza Alkebida, Former Olympic skier, BBC presenter and Snow-Camp Patron, Graham Bell; The UK's fastest snowboarder and Snow-Camp Ambassador, Jamie Barrow; Snow-Camp's Founder, Dan Charlish; Les Hôtels d'en Haut's Head of Marketing, Vanina Kovarski; Founder of Oppidan, Walter Kerr; Giselle Green from NCVO's. Giselle Green from NCVO's

Constructive Voices moderated the discussions.

The panel discussed how sport can help young people to learn and develop the skills needed to prepare them for the future. They spoke passionately about the challenges they have all faced personally and professionally and how they were able to harness their experiences to create positive outcomes, a vital skill that's relevant for young people.

Valéry Grégo, Founder of Les Hôtel's d'en Haut said: "We are delighted to be partnering with Snow-Camp on such an exciting and worthwhile project. Seeing their amazing work and their dedication to changing lives made us jump at the opportunity to be involved in any way we could."

## AJ BELL ALPINE CHALLENGE

15 teams headed to Morzine, France for the 10th anniversary of the AJ Bell Alpine Challenge in January 2019.

Teams had to find 50 checkpoints in the vast Portes du Soleil region and ski as many kilometres as possible over 2 non-stop days. The challenge raised over £25,000! A huge well done and a big thank you to everyone who took part. Andy Bell CEO of AJ Bell who has sponsored the event for the last 3 years said: "It has been another great event and AJ Bell are delighted to be involved. The work Snow-Camp undertakes with young people is so important we want to do all we can to get behind Dan and the team. Events like this are great fun for everyone involved, and really help raise the profile and funds needed for Snow-Camp's work."



## NORTH WEST LAUNCH EVENT

In August 2018, we launched our programmes in the North West for the first time with the support of AJ Bell. We celebrated our expansion into the region with a launch event at Chill Factore. 30 young people from local youth projects took to the slopes alongside our London apprentices, as well as Snow-Camp Patron Chemmy Alcott, Britain's most successful skier and Snow-Camp Ambassador Emily Sarsfield, Team GB 2018 Winter Olympics star.

AJ Bell's Marketing Director, Billy Mackay, said: "It was truly inspiring to see the first Snow-Camp North West programme in action and to hear from the apprentices who have embraced the opportunities that Snow-Camp provides. The charity has used the fun and team participation aspects involved when learning snowsports to completely transform their lives and open doors that they didn't believe existed. The programme will be a great asset to youth groups in the North West and we are delighted to help Snow-Camp extend their reach in this area."

Morwenna Angove, Chief Executive of Chill Factore said: "We are delighted to be supporting the Snow-Camp programme in the North West. Learning how to ski or snowboard is a potentially life-changing experience for many people so we are extremely proud to be able to support the programme and to see the development of the young people who participate."



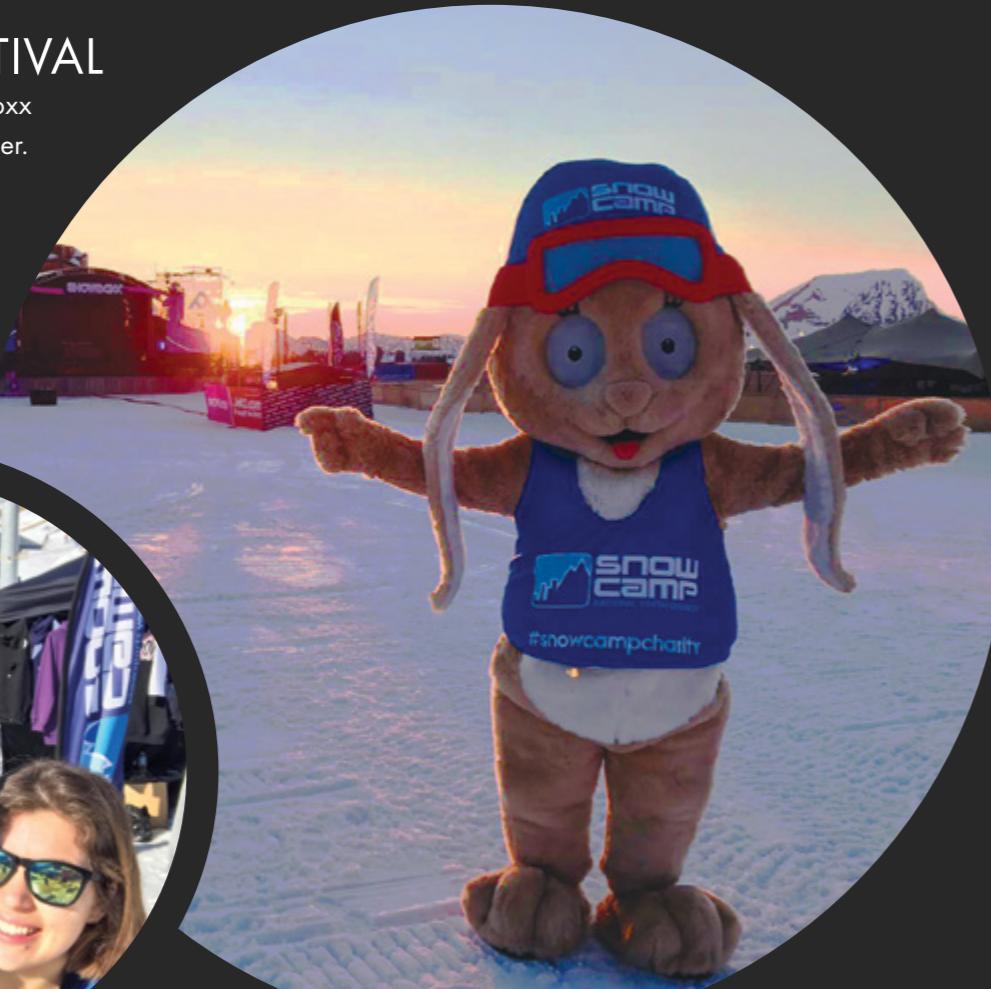


## CITY DRINKS

We hosted our annual Summer Drinks event with support from Delancey at the Olympic Park in London on Here East's fabulous riverside terrace in August 2018. Guests listened to some incredibly moving stories from our apprentices. They spoke about the daily challenges they face and how Snow-Camp has made a positive impact on their lives. It was a fantastic way to celebrate the start of the programme year!

## SNOWBOXX FESTIVAL

In March 2019, we joined Snowboxx Festival as the event's charity partner. It was fantastic to meet so many new, passionate snowsports enthusiasts and raise £1,000 in the process! Thanks to Snowboxx for the support.



## OUR TEAM DISTANCE FUNDRAISING CHALLENGES

In January 2019 we ran 3 team distance snowsports challenges in Courmayeur and Morzine, which raised funds for Snow-Camp. Teams received GPS trackers and were tasked with covering the most kilometres over a 90-minute period. Participants could take any route and use any strategy to maximise distance.

For the first challenge we joined UK commercial and residential real estate consultancy, Lambert Smith Hampton's annual ski event in Courmayeur. We were then welcomed as charity partner to the Inter-Livery Ski Championships (ILSC) in Morzine.



The ILSC welcomes teams and individuals from all livery companies in the City of London for 3 days of friendly ski competition in Morzine. It was fantastic to meet so many passionate people from so many historic livery companies and we were blown away by their enthusiasm for our team distance challenge. They raised over £15,000 for Snow-Camp! Thank you.

We ended our January on a high with the incredible City Ski Championships, where we were very pleased to be charity partner for the Championships' twentieth anniversary.

The brilliant City Ski Championships team delivered a packed and varied programme of high-quality skiing, racing, meals, drinks and entertainment. For the second year in a row we hosted our team distance challenge and are so grateful to everyone who took part! Thank you.



## FUNDRAISING SUCCESS

In the summer of 2018, supporter Matt Barnaville took on an amazing fundraising challenge for Snow-Camp. In just 35 days he cycled 3250km from Frankfurt to Istanbul, raising an incredible £1621.05.

Averaging 100kms a day, travelling through 13 countries and wild camping every step of the way, this was by no means an easy challenge. "Things got really tricky when

my riding partner, Niall, got food poisoning. He kept pedalling despite passing out in car parks and farmers' fields from exhaustion. We later had to adapt the route to make sure we got to Istanbul in time for our finishing day. But we did it!

I think my highlight of the challenge was reaching the Greek coast after 25+ days of cycling through fields and on roads – that first dip in the sea

was incredible!"

Thank you Matt for your determination, passion and commitment, you're an inspiration!

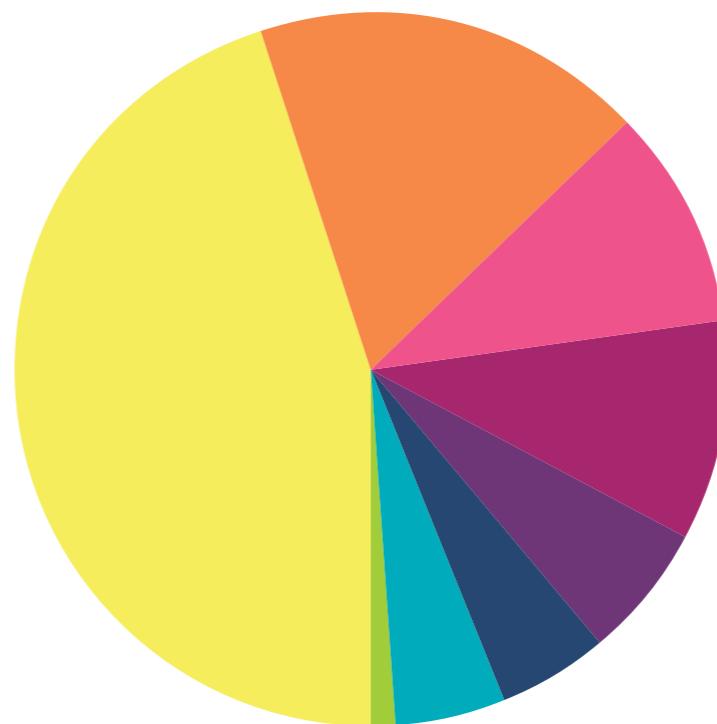
Thanks to everyone who has donated and raised money for Snow-Camp over the last year. You have helped us reach more young people.

If you would like to take on a fundraising challenge for Snow-Camp please get in touch!

## FINANCIAL OVERVIEW

We've had a fantastic year, raising more money than in any previous year. Thanks to the generosity of the Snow-Camp community, we raised £809,794\*, £39,030 more than last year – an increase of 5%.

It means we can do even more to support disadvantaged young people, at a time when demand for our programmes is increasing. The pie chart below shows our income for July 2018 – June 2019.



- Trusts and Foundations: 45%
- Events: 18%
- Corporations: 10%
- SLA's: 10%
- Industry: 6%
- Statutory: 5%
- Public Donations: 5%
- Fundraisers: 1%

Being clear and transparent about where our supporters' money goes is important to us. Here's a breakdown of what we spent.

In 2018/19 we spent £890,664\*. Of this, £736,609\* was used to directly support young people through our programmes and our staff team. This is £6314 more than last year.

That's hundreds more young people who now have support.

For every £1 we received, we spent 82p on our work supporting young people. The rest went towards running the organisation, including generating funds and planning for the future.

\* Unaudited figures from Snow-Camp's Management Accounts. Audit to be completed October 2019. For further information and full copies of the latest Annual Accounts please contact Snow-Camp.

# 15 YEARS OF SNOW-CAMP



**2003**

- Snow-Camp founded.
- From 2003–2007 we ran multiple residencies each year

**2007**

Launched First Tracks



**2012**

Snow-Camp Scotland launched

**2015**

- Snow-Camp wins National Apprenticeship Awards South East
- Named as one of the Top 100 UK Apprenticeship Employers
- Awarded London Youth Bronze Quality Mark
- 5NOW expansion campaign launched



**2017**

Snow-Camp Cardiff launched



**2004**

Launched the Youth Forum

**2011**

Launched Graduate and Excel

**2013**

- Launched Apprenticeships
- Awarded the Freedom of the City of London
- 10 Year Anniversary Ball

**2016**

- Snow-Camp Midlands launched
- Snow-Camp Bristol launched

**2018**

- Snow-Camp North West launched
- #Switch180 campaign launched
- Awarded the London Youth Silver and Gold Quality Marks
- Graduate and Excel Programmes running nationally for the first time
- 15 Year Anniversary Ball

Over the last 15 years Snow-Camp has grown and changed considerably to meet the needs of young people. At the start our sole purpose was to provide inner-city young people with the opportunity to learn new skills and a new sport in a completely different environment. We ran multiple residencies to the Alps each year and our young people broadened their horizons and developed key life-skills. In 2007, we knew that we wanted to do more to support inner-city young people. Our model changed into snowsports vocational training programmes, taking place here in the UK. As our programmes grew so did the need for our work and in 2015 we embarked on a national expansion. Proudly, we became a national charity supporting young people in 6 UK regions in 2018. But there's still much to do, to provide inner-city young people with the positive opportunities they need. For 2019/20 we have big plans...

# GOALS FOR THE FUTURE

## UPLIFT

As Dan mentioned in the opening welcome letter, we have been piloting a new mental wellbeing programme in London called Uplift. Working with Kevin Hempstead Counselling, GP Doctor Carla Stanton and holistic therapist Rachael Welford, young people explored the role of good communication and healthy relationships, coping mechanisms, self-esteem and the impact of social media in group workshops. They also had access to 1-1 counselling sessions.

### WHY MENTAL HEALTH

We have found that mental health is something that our young people

are increasingly struggling with and they don't often have the means or resources to cope with anxiety, anger, frustration or depression that they are feeling. At the end of our last programme year our monitoring and evaluation data revealed that 83% of young people felt they needed mental health support.

It's not just Snow-Camp young people who are struggling with their mental wellbeing. Poor mental health among children and young people has been described as an epidemic and an "escalating crisis" by CAMHS (Children and Adolescent Health Services NHS). In England alone, the number of young people seeking



help from their services has more than doubled over the past two years.

Through Uplift we hope to address this and to provide our young people with the mental wellbeing support they need nationally throughout 2019/20. The expansion of the programme will be generously funded by Gompels Healthcare.



Providing apprenticeships to young people is so important to our society. Not only do apprenticeships allow businesses to develop a diverse workforce, young people are able to build careers across industries they might not have access to otherwise.

We know that not all young people get the same opportunities in life or consistent education. Many

## APPRENTICESHIPS

of our young people have been automatically looked over simply because of where they're from. Our Apprenticeship Programme gives all young people the chance to start over, to grow and to be important role models in their communities.

We're proud to announce that in 2019/20 we are going to expand our Apprenticeship Programme to employ more apprentices in London, Scotland and the Midlands and to run the programme for the first time

from the national minimum apprentice wage to be more aligned with the national minimum wage.

Our Apprenticeship Programme is all encompassing. Our apprentices explore a range of new people skills, problem solving and technical skills. They have to learn to set their own boundaries and how to become self-sufficient and responsible. More importantly, they get to learn through real life experience.

We look forward to updating you on the impact Uplift and our Apprenticeship Programme has had nationally next year!



# OUR TEAM

To celebrate our 15th anniversary we asked some of our team to share their highlights from the last 15 years.

**LARA KINNEAR**

Operations Director

*"I started my Snow-Camp career as the London Programme Manager. I still remember so many of the young people I worked with and to see the positive destinations they're now in is fantastic! I was also responsible for our programme expansion, taking what I was delivering in London into 5 new regions. I'm so proud to have played a part in Snow-Camp growing into the national youth charity it is today."*

**CHRIS WALSH**

Midlands Programme Manager

*"I think for me it was the first time I volunteered for Snow-Camp in 2007. Seeing how the environment challenged and benefited the young people, and how the team of staff and volunteers came together to deliver a life changing trip for the young people. The start of a long journey for me!"*

**DAN KEELEY**

Snowsports Community Manager

*"It has to be the day I received the call from Ski Safari's Maggie Jago confirming their first sponsorship package for Snow-Camp. Lara and I had given a big presentation to the Ski Safari team the week before, so when that call came through it felt incredibly special!"*

**RACHEL CRUZ**

Development Director

**JULIA SMITH**

Events Manager

*"I'll always remember Snow-Camp's 10 Year Anniversary Ball fondly, it was the first event I organised for the charity! It was also fantastic to organise this year's 15 Year Anniversary Ball. It was amazing to celebrate just how much the charity has grown and developed over the last 15 years."*

	<b>DAN CHARLISH</b> Founder & Director		<b>GAVIN HANMER</b> Programme Director
	<b>ANNA KENT</b> Communications Manager		<b>WILL FERGUSON SMITH</b> Scotland Fundraising and Development Manager
	<b>GABBY BIAZOTTI</b> Community Coordinator		<b>CALLUM GIBB</b> North West Programme Manager
	<b>LUCY CHADBURN</b> London Programme Manager		<b>LAURA MCINTYRE</b> Scotland Programme Manager
	<b>ANDREW KIMBER</b> Bristol and Cardiff Programme Manager		

# OUR TRUSTEES



**CHAIR: Mr Alan Grant**  
Non-Executive Director of several insurance businesses



**TREASURER: Jo Brown**  
Finance Director for Ridgmont Holdings Ltd



**Mr Dominic De Terville**  
Founder, Playbook Media



**Ms Caroline Stuart-Taylor**  
Former Chief Executive, Ski Club of Great Britain



**Ms Claire Pemberton**  
Senior Key Accounts Manager, Adidas Group PLC



**Mr Douglas McKenzie**  
Youth Offending Team Police Officer, Metropolitan Police Service



**Mr Ian Brown**  
Managing Director, Snow Centre

was the natural replacement. With Gregor's extensive experience, working across a range of roles in the City and as Chairman of the financial investment firm Octopus VCT3, Gregor had the skillset and passion we were looking for.

We spoke to Gregor last year about why he became a Trustee for Snow-Camp and he said:

"I offered my services as a Trustee and Treasurer to Snow-Camp in 2013 after I participated in the Alpine Challenge, where I met some of the charity's beneficiaries. The experience they had enjoyed clearly had a transforming effect on their outlook on life, each one of them expressing an ambition to make something of their lives.

It has been a pleasure over the past five years to play a part in the growth of Snow-Camp's activities and the successful roll-out of their services in six regions as a Trustee. The enthusiasm and drive of Dan and his team is inspiring to those of us who support the work of the charity."

Gregor had known for a while that he was unwell but in typical fashion he did not want his work at the charity to lose momentum and he was involved in the process of recruiting our new Treasurer, Jo Brown, to the Board to ensure his high standards are maintained.

Jo has many years' experience working in the financial sector as a Financial Director and has a passion for skiing. We know that she'll continue Gregor's work as Trustee with a robustness and vigour he would have been proud of.

When reflecting on his

relationship with Gregor, Dan Charlish said:

"Gregor was a wonderful supporter and friend, both to me and to our charity and he played such a key role as our Treasurer over recent years, as the charity has grown. From the moment we met in 2013 on the slopes in France,



Gregor (far right) with team mates on the Alpine Challenge 2013

his commitment to Snow-Camp and enthusiasm for our work with young people has been unwavering, and his contribution to ensuring the charity's growth and sustainability has been so significant over the last 6 years. We are thankful to have been able to work closely with him and together to have been able to see the charity's work growing successfully, something Gregor found very satisfying.

We will all miss him greatly, his compassion, sparkle and humour and, for me personally, his friendship, support and quietly delivered wisdom and advice that has helped guide our work over recent years. We will always remember him."

The Chairman of our Trustees, Alan Grant added:

"Gregor joined the charity as a Trustee in 2013 shortly after participating in our annual Alpine Challenge alongside John Holmes that winter. His prowess on the slopes was only eclipsed by that at the Board table where his canny Scottish wit marked him out as our future Treasurer. He immediately sought out what he needed to know and brought professionalism to

our finance routine. But it was his inherent kindness, his enthusiasm for Snow-Camp's cause, his love of a good red wine and his sense of fun which we shall most cherish and miss. We are thankful that we knew him and shall remember him always."

To honour Gregor, we have renamed our annual London Youth Volunteer of the Year Award. The newly named Gregor Michie Youth Volunteer Award will be awarded to one Snow-Camp Youth Forum member each year from London who has volunteered the most amount of hours on our programmes. As Gregor volunteered his time to Snow-Camp, we thought that this award fits perfectly with his nature and character. This year Jordan Aninakwah won the coveted award for volunteering 151 hours.

Our thoughts continue to be with Gregor's family and we hope that in some small way, this tribute to Gregor will highlight how he was loved and valued by his Snow-Camp family. Thank you Gregor and rest in peace.

## A TRIBUTE TO GREGOR MICHIE

Towards the end of last year, it was with great sadness that we saw the passing of our much loved and respected Trustee, Gregor Michie.

Our Trustees are the backbone of our organisation. Each Trustee plays a vital role and none more so than Gregor, our Treasurer. Over the last 5 years Gregor was the guardian of our finances, working closely with our senior management team to ensure that we are sustainable and are effectively managing our funds. More than that, Gregor was a source of support for the team, providing us with regular financial advice. He was also a valuable

sounding board for our Founder and Director, Dan Charlish, with whom he worked closely.

Dan first met Gregor on our annual fundraising event the Alpine Challenge in 2012. Gregor was a part of the Fools On The Hill team, who were competing to win the coveted Challenge trophy for most amount of kilometres skied across two days in Morzine, France. They might not have won the Challenge but typically of Gregor, they did win the Top Fundraisers award, raising an incredible £8,000 for Snow-Camp.

Gregor and Dan got along well



from the start and there was a mutual respect between the two. Gregor was impressed by Dan's unwavering commitment and dedication to supporting young people in the UK through a sport that he was passionate about. Dan appreciated Gregor's vast knowledge, his selfless generosity and his kind and humble nature.

Back in 2008, when our previous Treasurer stepped down, Gregor

# DEVELOPMENT BOARD

Snow-Camp is fortunate to be supported by a number of City contacts. With bigger fundraising targets than ever before, this year several of our City supporters came together to form our Development Board. The Development Board's focus is to raise funds for Snow-Camp and to bring more awareness to the charity within their sectors. Thank you to everyone for your support over the last year. The members of the Development Board are:

John Holmes  
Chair of the Development Board  
  
Azeem Ahmed  
Chris Kololian

Damian Norman  
Jenny Ferguson  
Miha Kosak  
Olivia Gregory  
Sue Watson

"As a relatively new supporter of Snow-Camp's amazing work, I felt privileged to join fellow Development Board members in early 2018 to help boost fundraising activities. It is a rare opportunity to combine my lifelong passion for skiing with supporting a charity that offers inner city youth genuine opportunities and fresh perspective through snowsports."

Jenny Ferguson



"It's been over 10 years since I first got involved with Snow-Camp, a charity close to my heart as it combines two things I am passionate about namely motivating young people and winter sports! Seeing our young people working so hard and achieving amazing results is an absolute delight."

Miha Kosak

# OUR PATRONS AND AMBASSADORS

By speaking out about positive impact sport can have on young people and encouraging more people to support Snow-Camp, our Patrons and Ambassadors raise awareness of our vital work.

## PATRONS



JENNY JONES  
Olympic Bronze  
Medallist



ED LEIGH  
BBC Presenter



GRAHAM BELL  
BBC Presenter



WARREN SMITH  
Director of the Warren  
Smith Ski Academy



CHEMMY ALCOTT  
BBC Presenter

## AMBASSADORS



SIR STEVE REDGRAVE  
x5 Olympic Gold Medallist



FRANK GARDNER OBE  
BBC Security  
Correspondent



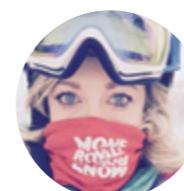
DOUGIE CRAWFORD  
Former UK's top Men's Downhill,  
Super G and Super-  
Combined skier



PAT SHARPLES  
GB Snowsport Head  
Coach



JAMIE BARROW  
Britain's Fastest  
Snowboarder



EMILY SARSFIELD  
British Ski Cross Athlete, 2018  
Winter Olympic Athlete



JAMIE NICHOLLS  
British Snowboarder,  
2018 Winter Olympian



JACK GOWER  
British Alpine Skier



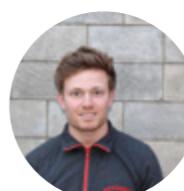
ANNA VINCENTI  
Former British Skier, Professional  
Footballer for Malta



CARA BROWN  
British Alpine Ski  
Champion



JASMIN TAYLOR  
World Cup Telemark  
Ski Racer



NICK MOYNIHAN  
Former British Alpine Skier



PAM THORBURN  
British Ski Cross Skier



FINLAY MICKEL  
Former British  
Downhill Skier



MARTIN BELL  
Former British Ski Racer

# OUR AWARDS



## MAKING HEADLINES

"Seasonaires set out to raise money for Snow-Camp" – The Telegraph

"THE CHARITY KEEPING CHILDREN OFF THE STREETS BY TEACHING THEM TO SKI" – EVENING STANDARD

"APPRENTICE IS HONOURED AT HOUSE OF COMMONS" – THE ARGUS

"OFF PISTE – YOUTH CHARITY SNOW-CAMP RAISED £50K IN ONE MONTH BY CHARTING A NEW COURSE IN DIGITAL FUNDRAISING"  
– FUNDRAISING MAGAZINE

"The charity teaching young people in Manchester how to ski" – ITV Granada News

"Square mile skiers compete in 150KM race" – City AM

We could not be prouder of the recognition and outcomes the charity is achieving and it has been another fantastic year for coverage of our work. We even had a rugby stadium stand named after us!

AJ Bell renamed the North Stand at the AJ Bell Stadium the 'Snow-Camp Stand'. Home to the Sale Sharks rugby team, the unveiling of the Snow-Camp Stand took place in August 2018 to coincide with the launch of our programmes in the region. Former England International and Sale Sharks player, Mark Cueto unveiled the stand with Snow-Camp Patron, Chemmy Alcott, Snow-Camp Founder, Dan Charlsh and AJ Bell's Marketing Director, Billy Mackay.



Every young person should get the opportunity to join Snow-Camp – it's fun, it's exciting, it's challenging and most importantly, it is tailored expertly for young people from a range of challenging situations and communities, including those affected by gang and knife crime. XLP have been referring young people to Snow-Camp for several years now and we can't recommend their programmes enough.

Matt Conroy, XLP Youth Worker



Snow-Camp are fantastic at providing young people from disadvantaged backgrounds with the opportunity to learn new skills and gain qualifications. Many of the young people we have referred on to Snow-Camp over the last year have been at high risk of getting involved with gangs and child crime exploitation. With Snow-Camp's support we have been able to provide them with a constructive use of leisure time and possible career paths. In my years as a youth worker in Social Care, Crime Projects and now my current role as project manager for Trusted Relationships, a Home Office funded project that is working with young people at-risk of exploitation, Snow-Camp continue to find ways to support some of our most vulnerable young people.

Ione Fraser, Project Manager, Ealing Council, London



**SNOW-CAMP.ORG.UK** +44(0)1273 241383

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