



**SNOW
CAMP**
NATIONAL YOUTH CHARITY

2019/20
ANNUAL
REVIEW

SNOW-CAMP CHARITY WORKING TO GIVE YOUNG PEOPLE FROM INNER-CITY
COMMUNITIES ACROSS THE UK POSITIVE FUTURES THROUGH SNOWSPORTS

SNOW-CAMP.ORG.UK

CONTENTS

03	OUR VISION
04	WELCOME
06	REACHING NEW HEIGHTS TOGETHER
07	UPLIFT
09	FIRST TRACKS
10	GRADUATE
11	EXCEL
12	EXCEL: CASE STUDY
14	APPRENTICESHIPS
16	YOUTH FORUM
17	VOLUNTEERS OF THE YEAR
18	OUR EVENTS
22	MAKING HEADLINES
23	HOW WE RAISED OUR MONEY
25	INCOME & EXPENDITURE
26	OUR PEOPLE
32	THANK YOU

OUR VISION

Our vision is simple: to provide a series of snowsports training programmes that enable young people to build relationships while providing them with the skills and qualifications they need to lead safe and positive lives.

Our programmes are co-delivered by young people working as apprentices and volunteers, supporting our Programme Managers. It's a unique form of training that provides opportunities for young people to learn

together, teach one another and support each other as they face similar challenges.

Throughout this review, you'll see how we've worked with young people to make a big difference to many young lives throughout 2019/20.



WELCOME

FROM SNOW-CAMP FOUNDER & DIRECTOR, DAN CHARLISH

Over the last 16 years our ability to reach out to young people and youth organisations has grown. As our programmes have developed and become established nationally, we have been able to expand our work and increase our impact to provide more young people across the country with the opportunity to learn vital new skills, gain qualifications and find careers in an industry they would not normally have access to.

Our commitment to our young people is combined with a continuing commitment to partnerships. More and more of the support we offer is now co-produced with organisations who share our vision, together with the young people themselves. Moving forward, this approach will only continue to grow.

This year we faced a challenge like no other. Towards the end

of the programme year, and for the first time in Snow-Camp history, the emergence of Covid-19 lead to the pause of all Excel Programmes running at that time. Although the pandemic made it impossible to continue to come together at snow centres to deliver our programmes, and lead to all our staff working from home, it did not mean the closure of our support to young people. As a team we are proud to have continued working throughout this challenging period, adapting quickly to ensure we are doing everything we can to help young people at this time. It has been fantastic to see the success of new online sessions created for our young people, enabling them to continue progressing with their qualifications week by week.

Our Uplift mental health programme has also come

into its own, expanding to provide many more one-to-one and group counselling sessions for young people, as well as delivering workshops on a range of challenges being faced by young people at the moment, including loneliness, anxiety and sleep patterns. These efforts, combined with regular creative and fitness focused challenges, have kept our young people engaged and motivated. We know that further innovation and flexibility will be required in the year ahead and we are committed to restarting and completing all our programmes just as soon as it is possible, ensuring all our young people achieve everything they set out to when they started with Snow-Camp.

Despite these challenges, we are proud that throughout 2019/20 we have been able to support 943 young people



and partner with 83 youth organisations. And there have been many positive outcomes and success stories, some of which we are pleased to share with you on the following pages.

It's been a busy year for the whole team at Snow-Camp and looking ahead there are already many positive plans in place for 2021/21. But before we

launch ahead with those, this is a good opportunity to pause for a moment and look back at the progress that has been made over the year and some of the young lives we have been able to positively impact. And as always, on every page and alongside every positive impact, we see the huge range of support we receive from so many amazing

partners, individuals, youth projects, companies, trusts and foundations who believe in our vision and want us to succeed.

Thank you to you, our supporters and partners, for all that you do to support Snow-Camp. We would not be here without you.

Dan

REACHING NEW HEIGHTS TOGETHER

83 youth organisations referred 943 young people onto our programmes from London, the North West, the Midlands and Scotland

95% of young people said that through Snow-Camp they had learnt new tools to look after their mental wellbeing

95% of young people said that by overcoming challenges in snowsports, it had shown them their potential and how much they could achieve in life

72% of young people gained 1 or more new qualifications

96 youth volunteers and apprentices taught our young people with Snow-Camp Programme Managers



UPLIFT

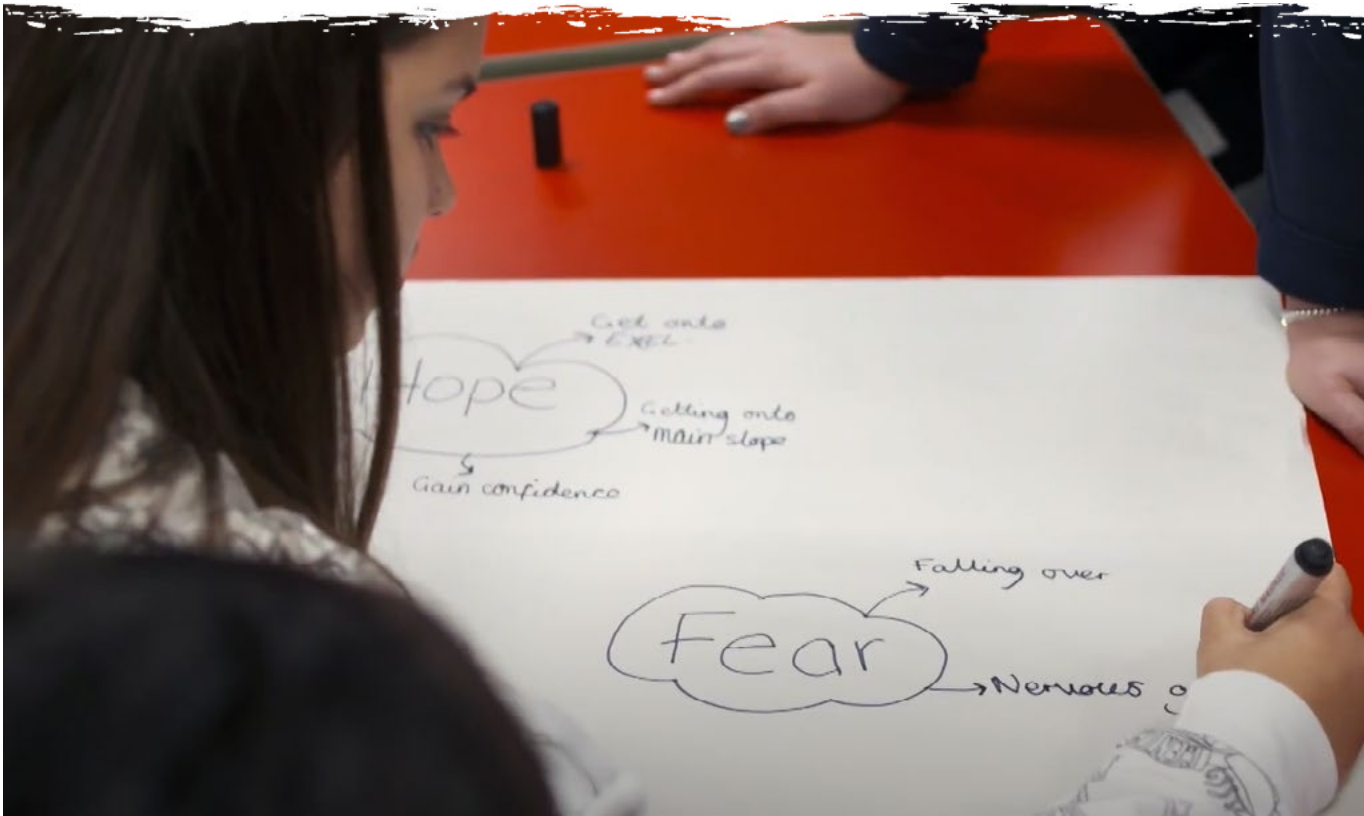
In 2019/20 we ran our brand-new mental wellbeing programme, Uplift, nationally for the first time. Run by BACP (British Association for Counselling and Psychotherapy) counsellor Kevin Hempstead, Dr Carla Stanton and holistic therapist Rachael Welford, the team delivered 32 workshops and 169 one-to-one counselling sessions to 245 young people in London, the Midlands, the North West and Scotland. We also launched a new online young person's support hub on our website. 90% of youth workers said that Uplift had a positive effect on their young people. The programme was supported by our youth ambassador Will Cunningham, who has been a part of Snow-Camp for several years. As someone who has struggled with his mental health, Will understands the importance of Uplift and is best placed to encourage others to get involved.

"Uplift is about bringing out the best version of yourself, so that we can live a happy life. A life that's free of the mental barriers blocking us from our own success. Uplift should be accessible to all young people all over the world, as this kind of support can change so many people's lives. It could even save lives."



Will, Snow-Camp Youth Forum member

We are now working with our Uplift team to recruit a team of counsellors, doctors, therapists and mental health youth ambassadors nationally. For 2020/21 we are hoping that each Snow-Camp region will have their own Uplift team.





UPLIFT AND COVID-19

Throughout the Covid-19 pandemic, Uplift has been of paramount importance. It has enabled us to continue supporting vulnerable young people, who were at risk of falling through the cracks during this period, via weekly virtual group and 1-1 sessions.

We'd like to shine a light on why our work is so important during this time by telling you about a young man called Danny.

Danny is a care leaver with learning difficulties. He is 23 and has been NEET (not in education, employment or training) since leaving school. He has faced many traumas in his young life, including the loss of 2 close friends to knife crime. We first started working with Danny in August 2019. Over the last year Danny has learnt many new life-skills, built positive relationships, gained new qualifications and learnt a new sport, which has increased his confidence and self-belief.



Unfortunately, just as the pandemic started, Danny's home life became unsafe due to bullying and abuse, which has had a detrimental effect on his mental health. He voiced suicidal thoughts to our Programme Manager. Over the last few months Danny has been supported by our mental health counsellor Kevin Hempstead. We have also been working with his social worker and care worker to find him new accommodation. We're pleased to tell you that Danny is now settling into a new flat and is in a positive place.

"We have been supporting Danny with group sessions and regular check ins and 1-1 sessions, which is giving him the confidence he needs to live life free of the fears and desperation that led to our first encounter. Danny's relationship with his Programme Manager has been paramount to the work and support we have been able to provide. Without the trust, empathy and compassion she has shown and built upon, I honestly believe this young person may not have found the voice he needed to reach out for help when life for him seemed not worth living"

Kevin Hempstead



FIRST TRACKS

In July and August 2019, 943 young people started their Snow-Camp journey by attending our 2-day First Tracks Programme. Here they experienced snowsports for the very first time at the Snow Centre, SnowDome, Chill Factore and Snow Factor.

Our apprentices and youth volunteers taught our young people how to ski or snowboard and led classroom-based life-skills sessions, which focused on independence, responsibility, confidence and self-esteem.

72% of young people gained a level 1-3 Snowsport England or Scotland Snow Life Award.

"I'm a full-time carer for my mum and I struggle with anxiety. Attending Snow-Camp gives me a much-needed break from my responsibilities at home while improving my fitness and reducing my anxiety."

Day 2 of First Tracks was a massive day in my life. I wasn't sure I wanted to go back after the first day, but I did and it's the best decision I've made! First Tracks made me realise the enjoyment that comes from achievement and by sticking with snowboarding and not giving up meant I could snowboard quite well by the end! Going from VERY nearly giving up to snowboarding from the top of the big slope was an AMAZING feeling!"

Connor, Snow-Camp young person.



GRADUATE

In October and November 2019, 187 young people, who completed First Tracks, moved on to our Graduate Programme.

With support from our apprentices and youth volunteers, our young people progressed through 6 weekends of snowsports training. Life-skills sessions focused on careers within the snowsports industry with presentations from Olympic bronze medallist Jenny Jones, the UK's fastest snowboarder Jamie Barrow, Ski Miguel and Snow-Camp Youth Forum

member and ISIA Level 2 ski instructor Jonjoe Boulter.

Our young people also took part in an Uplift mental wellbeing workshop and had access to one-to-one counselling sessions.

It was fantastic to see our young people's initiative, courage and skills develop collectively while supporting one another and building friendships.

146 young people gained an ASDAN certificate in Sports and Fitness and a level 4-5 Snowsport England or Scotland Snow Life Award.

"Outside of Snow-Camp life can be very difficult because I often move from place to place, however this has recently improved as I now have a long-term foster placement. Snow-Camp have given me a passion for snowboarding as well as stability and a purpose in life. I'm so much more confident talking to new people now and I've made lots of friends."

Paige, Snow-Camp young person



EXCEL

In February 2020, 79 young people, who completed Graduate, joined Excel, our instructor training programme. A 10-week programme of advanced snowsports training and assessment by Snowsport England and Snowsport Scotland combined with our Uplift mental wellbeing workshops and counselling sessions.

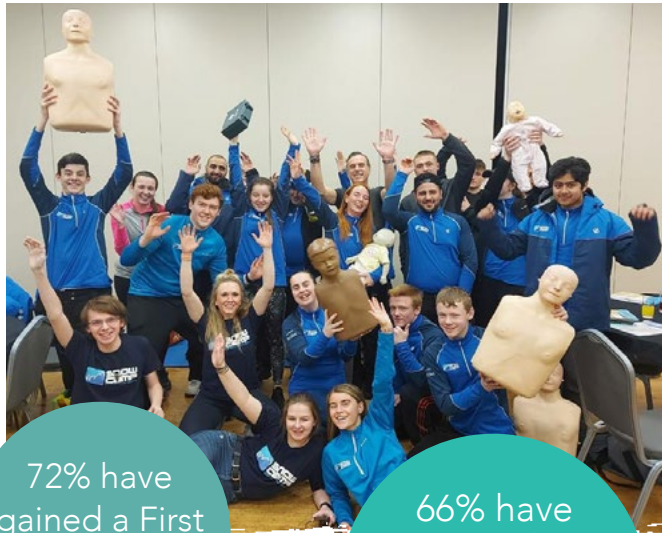
Unfortunately, the young people were halfway through the

course when we had to pause the programme due to Covid-19. This meant that our young people were not able to complete their instructor shadowing hours in the mountains or attend the final sessions needed to gain their instructor qualification.

Our staff team worked around the clock from home to make sure our young people were still supported, engaged and learning during this challenging time. Our

apprentices helped us to deliver online course work sessions to complete the theory side of their instructor qualifications, along with mental health workshops, ski and snowboard technical workshops and young people 'meet-ups' via video calling.

We are incredibly proud of how much our young people achieved on Excel and we are planning to run the remainder of the programme in 2020/21.



72% have gained a First Aid certificate so far

66% have gained a Safeguarding certificate so far

73 virtual workshops and sessions have been delivered during the Covid-19 pandemic so far

"I completed the Excel Programme in 2011. I am now 24, I have graduated and I'm working in the real estate industry. Although I never went into the skiing industry, the qualifications and experiences I gained through Snow-Camp have made a huge difference to my life. It's something I have spoken about proudly in interviews with global leading real estate firms. I'm also able to go on skiing trips with confidence with the company I am currently working with! I have always been proud of my Snow-Camp achievements but over the past few years it has helped my confidence in standing out in such a competitive industry. I enjoyed it all but offering life-skills and mentoring those of different backgrounds was the most rewarding part. Thank you for providing this opportunity and keep up the good work!"

Hanan, Snow-Camp Youth Forum member

EXCEL > CASE STUDY



ASHLEIGH NORRIS
AGED 19
FROM BARRHEAD, GLASGOW
JOINED SNOW-CAMP THROUGH
YOUNG PERSON SERVICES
EAST RENFREWSHIRE

“I’d like to start off by thanking you for giving me the chance to participate in Snow-Camp. I have absolutely adored being part of Snow-Camp since the very first days of First Tracks and as time has gone on my love for snowboarding has only increased. Here’s a little about me:

I was diagnosed with Asperger’s Syndrome at 17, which is quite a late diagnosis. I have struggled with anxiety

since I was little, never receiving the proper support I needed due to not being diagnosed properly until 2 years ago. My mum became physically disabled in 2018 after an attack by a prisoner while doing her job. I spend a lot of my time looking after her and my dad, who recently suffered a heart attack. I was unable to finish school due to my own health issues and my responsibilities at home, so I spend a few hours each week in community college. Unfortunately, in January of this year I was diagnosed with a chronic illness called CFS/ME, which leaves me very easily tired.

Snow-Camp has been a life changing opportunity that has completely changed how I see myself. I have realised that I do have confidence; I do have an ability to adapt and I am motivated to learn.

Most importantly, I have learnt that I can push myself further than I ever thought possible. Snow-Camp is a welcome respite from my responsibilities at home, both physically and emotionally. I have discovered a profound passion for snowboarding, and I can’t wait to further develop my skills.

Going to Glencoe in Scotland has been my biggest Snow-Camp highlight so far. Being able to completely disconnect from the world around me and focus on the people and surroundings was an eye opening and extremely enjoyable experience. I just loved sledding down the mountain!

I was so excited when I got the news that I had a place on Excel and that I was going to Austria. I tackled the beginning of the Excel programme with a passion that I don’t think I’ve ever felt for anything else before. I was



so happy to be back with the friends I had made on previous programmes and to be continuing to develop my snowboarding skills while having fun. I also really enjoyed learning about what it takes to become a good instructor and I was (and still am) excited about the prospect of being able to share what I’ve learnt with other learners, who will probably be just as nervous and excited as I was on my first day!

I pushed through my symptoms at the beginning

of Excel as I didn’t want anything to stop me from snowboarding, but unfortunately my condition didn’t get much better and I ended our last session on the slope in quite a bit of pain. Since then my mobility has decreased to a level that I have been referred to physiotherapy to try to manage my pain and fatigue. My ability to walk long distances is gradually decreasing, and it’s devastating to think of the consequences this could have on my ability to

participate in Excel. I’m not going to let this get in my way though, nothing inspires me and motivates me more to recover than the chance to get back to snowboarding with my friends and get on that trip to Austria. I’m going to work hard at building my strength back up and I know by this point next year I’ll be showing everyone pictures of me snowboarding down the Austrian mountains. With Snow-Camp’s continued support, I know I’ll get there.”

APPRENTICESHIPS



79% said that presenting and public speaking were key skills that they had learnt throughout the year

96% said that they felt like they had made a positive difference to young people's lives

After the Covid-19 lockdown 100% have already made plans to move on to either further education, training or employment while continuing to volunteer at Snow-Camp

12 young people, who completed Excel in May 2019, were employed by Snow-Camp for our 2019/20 programme year. This is our biggest cohort of apprentices to date and the first time that we've run the programme in the North West!

With support from our Programme Managers, apprentices ran First Tracks, Graduate and Excel with our youth volunteers.

They attended work placements at Chel-Ski, Skiworld, Finches Emporium, Ellis Brigham, Ski Easy, The Snow Centre, Snow Factor, Chill Factore, Disability Snowsport UK, Bearsden Ski & Board Club, Glasgow Ski and Board Centre, Ski Rossendale, Rivington Alpine and Positive Youth Foundation. They also gained an NVQ in Activity Leadership with YMCA Training or

an SQL in Sports Coaching with SD Consultancy and had access to mental wellbeing workshops and 1-1 counselling sessions.

Due to Covid-19, we had to postpone our apprentices' BASI Level 1 Instructor qualification training, which they'll have the opportunity to complete in 2020/21.

"The Snow-Camp apprentices and volunteers are amazing! They're doing my youth work for me! They take the time to get to know my young people, using the time on the coach and lunch breaks to understand their individual needs while inspiring them to achieve more

and to continue the training programme. They are fantastic role models and a great tribute to the way Snow-Camp transforms young people's lives, nurturing a confidence and belief in themselves."

Danielle, Senior Youth Worker.

MEET OUR APPRENTICES

Rawi Dirna, Midlands



Julie Davis, Scotland



Amina El-Imam El-Alaoui, London



Tamsir Gaye, Midlands



Joel West, North West



Jake Duggan, London



Ross Garry, Scotland



Blake Rowlands, North West



Baylee Donaghy, London



James McGill, Scotland



James Ward, North West



Jordan Aninakwah, London



YOUTH FORUM

Young people who do not join our Apprenticeship Programme are able to join the Snow-Camp Youth Forum, where they are trained as youth ambassadors for the charity in each region. Our Youth Forum have had a very busy year:

84 young people worked alongside our staff and apprentices as volunteers on our programmes.



Our London volunteers and apprentices represented Snow-Camp at the Mayor of London's Serious Youth Violence Steering Group. Over the last year, the young people have been attending monthly meetings, where they have been helping to identify causes, sharing best practice and proposing solutions to serious youth violence. Pictured above is our

youth volunteer Uche with Lib Peck, Director of the Violence Reduction Unit at City Hall and Debbie Weekes Bernard, London's Deputy Mayor for Social Integration, Social Mobility and Community Engagement.

1 youth volunteer joined our staff team. We were delighted to hire Shayleigh Kitto as our Assistant London Programme Manager in October 2019.

43 Youth Forum meetings were organised by our volunteers across the country, which provided them with a safe space to discuss any issues they were facing with their peers and Snow-Camp staff. Our Youth Forum members also had access to the Uplift workshops and one-to-one counselling sessions.

10 young people volunteered at The Telegraph Ski and Snowboard Show in London.



13 young people spent a week at Les Hotels d'en Haut in Val Thorens, France, where they gained valuable work experience and training at a 5-star hotel.

Our Scotland volunteer Kym joined a 14-week BASI Level 2 training programme with the British Alpine Ski School (BASS) in Morzine.

Our London volunteer Ebony worked her first ski season in Tignes with Skiworld.



Our London volunteer Jack spent a week in Courchevel with LeSki where he was taught the skills needed to be a chalet host.

Our North West volunteers organised a 'Ski Mount Everest' fundraising challenge at Chill Factore in Manchester. They raised an incredible £500!

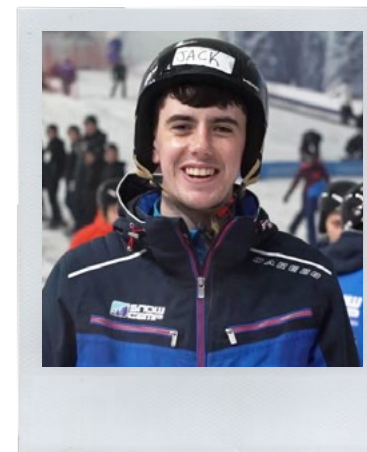
Congratulations to James Ward for gaining employment at Chill Factore, Charlotte Stratham and Kian Beesley at the Snow

Dome, Kym Scobie at Snow Factor, Zulekha Dennis at Chel-Ski and Amina El-Imam El-Alaoui at Ski Easy.

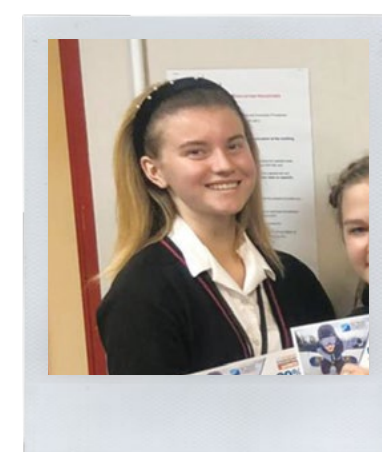
Thank you to our snowsports industry partners for generously providing our young people with these fantastic opportunities!

OUR VOLUNTEERS OF THE YEAR

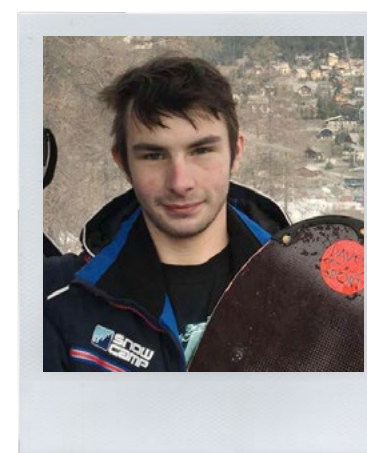
84 YOUNG PEOPLE SPENT AN AMAZING 2965 HOURS VOLUNTEERING ON OUR PROGRAMMES NATIONALLY THROUGHOUT 2019/20



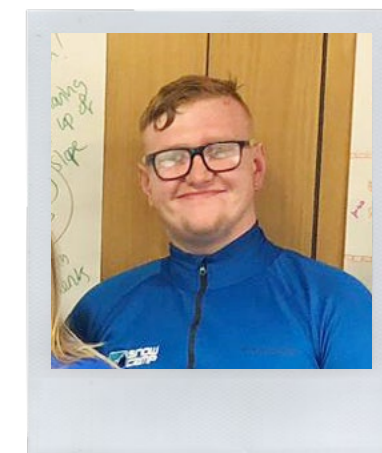
Jack McNulty, winner of the Gregor Michie London volunteer of the year award for volunteering 205.5 hours



Rosie Stephenson, winner of the North West volunteer of the year award for volunteering 152 hours



Thorne Beckett, winner of the Midlands volunteer of the year award for volunteering 84 hours



Lee Heraghty-White, winner of the Scotland volunteer of the year award for volunteering 105 hours

OUR EVENTS



AUTUMN DRINKS On November 6th, we were joined by 150 supporters at the beautiful Haberdashers' Hall in London for our annual charity drinks event. A stone's throw away from Smithfield Market and St Paul's Cathedral, The Haberdashers' Hall is an oasis of calm in the heart of London. It really was the perfect venue to host our drinks event. Thank you to Master James Kininmonth and The Haberdashers' Company team for letting us use the beautiful space and for providing refreshments in-kind. Thank you also to Tim Haden-Scott from Delancey for his generous support to the event.

INTER-LIVERY SKI CHAMPIONSHIPS

In January 2020, we arrived in Morzine for the annual Inter-Livery Ski Championships, where we were delighted to be charity partner for the third year running. We kicked off the Championships with our charity Team Distance Challenge, and with over 180 livery men and women taking part – it was the biggest single ski event Snow-Camp had ever organised!

A final highlight of the ILSC event came during the celebratory evening dinner when Kym, our volunteer who was attending BASS ski school, was given time on the main stage to explain her journey with Snow-Camp.

Livery companies are fantastic supporters of our charity, and this event was once again a wonderful expression of their focus on giving, with £22,000 raised over the course of the day. Thank you.



AJ BELL COURMAYEUR CLASSIC

In January 2020, 12 teams arrived in Italy to take on the first ever AJ Bell Courmayeur Classic, our brand new snowsports fundraising challenge. The event brought teams together to take on 5 different snowsports challenges over 2 days to raise money to support our work. It was fantastic to have our North West apprentices involved, representing Snow-Camp on the slopes. They also spoke to participants about the impact that the charity has had on them and why their support makes all the difference.

The event also coincided with the Knight Frank City Ski Championships, which we were

charity partner of. Participants from both events came together for après ski and a Team Distance Challenge organised by Snow-Camp. We absolutely loved seeing so many people from so many different business backgrounds coming together to have fun and network.

A huge thank you to our superstar teams for collectively raising an incredible £62,626! A special thank you to our top fundraisers 'Delanski' from the property development company Delancey. Congratulations to event winners Alpbach Allstars. Thank you to our headline sponsors AJ Bell.

Find out more about our 2021

event at snow-camp.org.uk/courmayeurclassic "At AJ Bell our people have always been passionate about raising money for organisations that make a real difference to the community. We're proud to support Snow-Camp and to have helped bring their unique and innovative programmes to the North West.

After 10 years of the AJ Bell Alpine Challenge, this year's inaugural AJ Bell Courmayeur Classic was a fantastic event, and demonstrated the ambition of the charity and the young people it works with. We look forward to building on this success in 2021."

Andy Bell, CEO of AJ Bell

KNIGHT FRANK CITY SKI CHAMPIONSHIPS

We were delighted to join the 2020 Knight Frank City Ski Championships in Courmayeur, where we were charity partner for the third year running. This year we ran our Team Distance Challenge for participants and our North West apprentices spoke at the Financial Times Alpine Forum. Thank you to the event organisers Momentum Ski and thank you to Knight Frank for making a kind donation to the charity.



LAMBERT SMITH HAMPTON SKI CHALLENGE

24 teams from Lambert Smith Hampton joined our Team Distance Challenge at their annual Ski Challenge in Courmayeur. It was a fantastic event and we were delighted to be involved as charity partner for the second year running. Thank you. We are looking forward to continuing to work with Lambert Smith Hampton as charity partner in the future. Huge thank you to the team for looking at a range of ways to support Snow-Camp, including charity days across the company, in the year ahead. Watch this space!



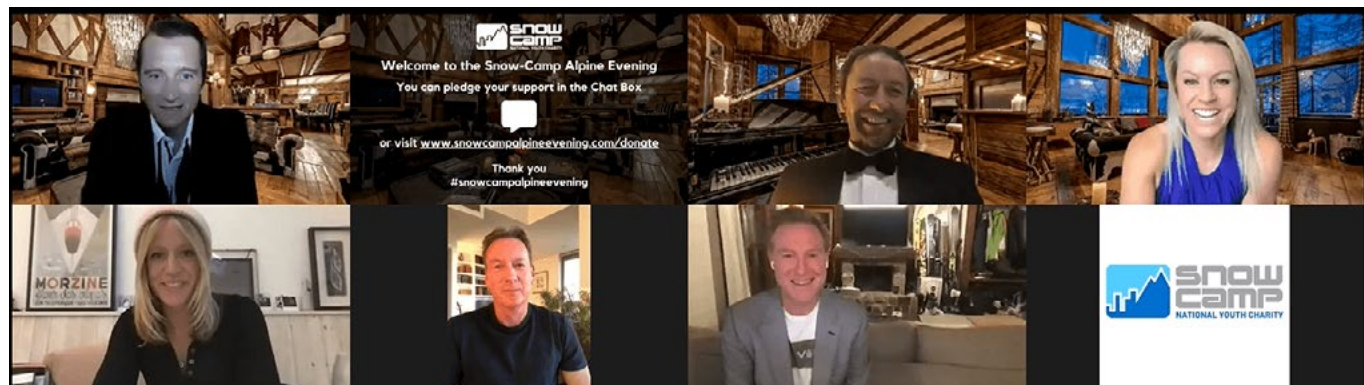
VIRTUAL ALPINE EVENING

On May 5th 2020, over 700 skiers and snowboarders joined us for an evening of virtual après-ski, hosted by BBC 2 Ski Sunday presenters Chemmy Alcott, Graham Bell and Ed Leigh, with appearances from Olympic Bronze Medallist Jenny Jones, legendary ski instructor Warren Smith and BBC Security Correspondent Frank Gardner (pictured below).

Streaming live from 'Chalet Snow-Camp', attendees heard from our young people on how our life changing work is continuing to support them during the Covid-19 pandemic, as well as from the Chair of our Trustees, Alan Grant and Snow-Camp Founder Dan Charlish.

We absolutely loved seeing attendees getting into the après spirit! Families gathered across the country in their retro ski kit on their sofas. Many got out their cocktail kit to make our Mountain Mojito and we saw people enjoying traditional alpine food and drink throughout the evening. A highlight was when everyone rocked out to that classic tune.... the Ski Sunday theme song!

The first ever Snow-Camp Alpine Evening was a huge success and has raised an incredible £24,000! Thank you to everyone who donated, to our hosts and special guests and to our event partners Drinks Abode, OOSC, Ellis Brigham, Absolute Snow and Firefly. Look out for the Christmas special!



JUNE 2021

LONDON PHOENIX ORCHESTRA
OF THE INSURANCE ORCHESTRAL SOCIETY
PRESENTS

A NIGHT AT THE MOVIES

IN SUPPORT OF NATIONAL YOUTH CHARITY SNOW-CAMP



Programme includes:

Star Wars ★ Born Free ★ Captain Blood
Overture ★ Schindler's List ★ Casablanca Suite

VIP TICKETS:

including pre-concert and interval drinks
reception, top seating, meet & greet with the
conductor and Snow-Camp young people
available at www.snow-camp.org.uk/concert



CADOGAN HALL

MAKING HEADLINES

ROYAL RECOGNITION

In October 2019, we were awarded a Princess Royal Training Award for our youth-led Apprenticeship and Youth Forum programmes. We were honoured to receive our prestigious award from HRH Princess Anne at St James's Palace.

All the recipients, which includes businesses from both public and private sectors, were subject to a rigorous assessment process, which took place over a 7-month period. Princess Anne was a part of the final judging process, selecting the final award winners. This was a hugely proud moment for the team!



IN THE MEDIA

This year, the importance of our work was shared far and wide through 7 broadcast appearances, 9 print features and over 50 online articles including BBC 2's Ski Sunday, BBC News London and West Midlands, BBC London Radio, BBC Sussex Radio, CityAM, Evening Standard and The Telegraph.

Our feature on Ski Sunday was a real highlight and we would like to take this opportunity to thank John Nicholson and the BBC team for their continued support. The feature follows the story of our young person Uche, who was stabbed a few years ago. Uche talks to Jenny Jones about the effect this had on his mental health and how Snow-Camp were there to support him. If you would like to watch it, please go to:

snow-camp.org.uk/skisunday

HOW WE RAISED OUR MONEY

All the work described in this review is only possible because of the generosity of all kinds of amazing individuals and organisations. Their dedication and determination inspires us every single day. Hear from some of our supporters below about why they choose to support us.



HALF MARATHON HEROES

Congratulations to Azeem, Avery, Shane, Chris, Carrie, Megan, Harry and Pedro for taking on the Royal Parks Half Marathon 2019 for Snow-Camp. We felt a great sense of pride as they crossed the finish line, following months of training and fundraising. They collectively raised over £3500!

"The passion, ethos and commitment of the Snow-Camp team to help inner-city young people to turn their lives around through the power of snowsports is incredible. To be able to run in support of this forward-thinking and proactive charity was very special. The life-skills and opportunities presented at the end of Snow-Camp's journey with the young people is testament to how important this charity is. I encourage anyone else who can and has the time, to support Snow-Camp in any way possible."
Carrie Salmon, Snow-Camp fundraiser




GOMPELS HEALTHCARE CHARITABLE FUND

Organisations like Gompels Healthcare Charitable Fund ensure we can keep achieving more.

Sam and Clea Gompels have been generous supporters of our work for many years, and we are very grateful for their commitment to supporting young people. The organisation first became a major donor to Snow-Camp in 2014 and since then have supported everything from the expansion of our programmes into new regions and our mental health programme Uplift to supporting the Snow-Camp team’s much needed move to a bigger HQ office. Thank you.

“Snow-Camp tackle some of the biggest issues affecting disadvantaged young people who are often left behind by society. Taking them out of their comfort zone with snow-based activity breaks down barriers and builds opportunities. The team are superb at delivering value for money and innovation.”

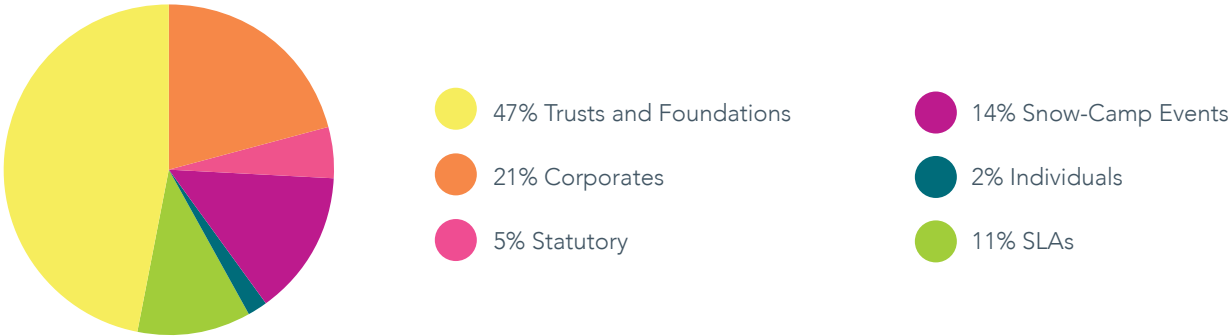


Ongoing support from partners like Gompels Healthcare Charitable Fund is vitally important as we keep striving to reach more young people in more ways. And every penny donated – from a trust, a corporate partner, a statutory funder or an individual fundraiser – adds up to greater support for young people. Thank you.



INCOME & EXPENDITURE

In 2019/20 we raised £975,670*, thanks to the generosity of our supporters, thank you. The pie chart below shows our income for July 2019 – June 2020*.



We spent £861,560* in 2019/20. Of this £686,772* was used to directly support young people through our programmes and staff team. For every £1 we received, we spent 80p* on our work supporting young

people. The rest went towards running the organisation, including generating funds and planning for the future. We hope this review has given you a good sense of how lives have changed as a result.

*Unaudited figures, audit due to be completed in December 2020. Please email Snow-Camp for a copy of the latest audited accounts.

“We are huge fans of Snow-Camp and everything it does for young people and the snowsports industry. Snow-Camp’s work is unique and extremely valuable, and we are delighted to support the charity through our Premium Snowsports Industry Partnership. This partnership has become an important part of what we do at Ski Safari and being able to get our teams together regularly as we are both based in Hove makes the relationship even more special.”



Richard Rice, CEO of Ski Safari

OUR PEOPLE

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

"Lockdown doesn't mean slow down for Snow-Camp. The need for Snow-Camp's programmes is more important than ever.



Snow-Camp will survive this crisis, some charities very sadly will not and we ourselves have been impacted in so many ways. However, with the generous and critical support of our donors – trusts, foundations, corporate sponsors and individuals – along with the encouragement of the Trustees, Dan, Lara and their incredible team have worked very hard over recent years to put the charity in a position to continue our programmes.

Going forward we will be the same but different. Snow-Camp is using every ounce of its creative energy to find new ways of working and delivering support to our young people. I'm very proud of all that Snow-Camp has achieved so far. This can only be maintained through the continued support of our donors and new sources of support. Thank you to everyone who has supported the charity thus far."

Alan Grant
Chair of the Trustees

DEVELOPMENT BOARD

JOHN HOLMES
Chair of the Development Board

AZEEM AHMED
CAROL NEWLAND

CHRIS KOLOLIAN
DAMIAN NORMAN

JENNY FERGUSON
MIHA KOSAK

OLIVIA GREGORY
SUE WATSON



Picture credit: Andrew Sinclair from John Lyon's Charity

THE SNOW-CAMP TEAM
























We are fortunate to have an amazing staff team with a wide range of skills experience needed to deliver our programmes. This year we were delighted to welcome Kevin Hempstead to our team as our in-house mental health counsellor, Morv Bett as our North West Programme Manager and Shayleigh Kitto as our Assistant London Programme Manager. Pictured is the team at our annual New Year dinner in Hove.



DIRECTOR DAN CHARLISH	COMMUNICATIONS MANAGER ANNA KENT	SCOTLAND PROGRAMME MANAGER LAURA MCINTYRE
OPERATIONS DIRECTOR LARA KINNEAR	SNOWSPORTS COMMUNITY MANAGER DAN KEELEY	MIDLANDS PROGRAMME MANAGER CHRIS WALSH
DEVELOPMENT DIRECTOR RACHEL CRUZ	DEVELOPMENT COORDINATOR GABBY BIAZOTTI	NORTH WEST PROGRAMME MANAGER MORV BETT
PROGRAMME DIRECTOR GAVIN HANMER	BOOKKEEPER JENNA MATTHEWS	LONDON ASSISTANT PROGRAMME MANAGER SHAYLEIGH KITTO
EVENTS MANAGER JULIA SMITH	MENTAL HEALTH COUNSELLOR KEVIN HEMPSTEAD	SCOTLAND FUNDRAISING VOLUNTEER WILL FERGUSON-SMITH

OUR PATRONS & AMBASSADORS

Our Patrons and Ambassadors promote our work as widely as possible and encourage more people to support Snow-Camp. They are committed to our cause and to raise awareness of the issues facing young people.

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 & Super-Combined skier	PAT SHARPLES GB Snowsport Head Coach	JAMIE BARROW Britain's Fastest Snowboarder
				
EMILY SARSFIELD British Ski Cross Athlete	JAMIE NICHOLLS British Snowboarder	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
				
ROWAN COULTAS British snowboarder	BILLY MAJOR British Alpine Skier	FIN BREMNER British snowboarder		



We're so lucky to have such a wonderful group of Patrons and Ambassadors and this year we'd like to give a special shout out and thank you to:

Jamie Barrow for taking the time to go on a 'Snow-Camp tour' throughout October and November 2019. Jamie visited

each Snow-Camp region to meet our young people, give them some tips and tricks out on the slopes and inspire them through a motivational talk.

Pictured above is Jamie and our Scotland group!

Jenny Jones for your involvement in our Ski Sunday

feature and for spending time with our Midlands young people.

Chemmy Alcott, Graham Bell and Ed Leigh for hosting our Alpine Evening event and to Jenny Jones, Warren Smith and Frank Gardner for also taking part. We couldn't have done it without you!

THANK YOU

So many people helped to make the progress outlined in this review possible – from the organisations we’ve partnered with to deliver our programmes to everyone who has donated time and money. Your support made it possible for us to reach more young people in more ways - and we can only do what we do because of you. We can’t thank you enough.

OUR 2019/20 FUNDERS



Absolute Snow	Loughborough University Snowsports Club	The Haberdashers' Benevolent Foundation
Anand and Sethi Family Foundation	Mark Armitage Charitable Trust	The Leatherseller's Company
Asda Foundation	Momentum Ski	The Loveday Charitable Trust
Aviva Community Foundation	Ned's Fund	The Myles Trust
Barclays	New Generation Ski and Board School	The Sterry Family Foundation
Butlins Bognor Regis	Newland Contruction	The Stock Exchange Ski Club
Club Europe	Norton Rose Fulbright	The Telegraph Ski and Snowboard
Dandia Charitable Trust	NUCO Travel	The Underwood Trust
Edinburgh University Snowsports Club	PT Ski	UCL University Snowsports Club
Ernest Kleinwort Charitable Trust	Renishaw	Wasteland Ski
Equity Ski	Sandaire	Whitestorm Ski Rental
Kaluma Travel	Ski Miguel	Will Houghton Foundation
Knight Frank	Skiworld	Young Lambeth Coop
Lambert Smith Hampton	Snomads Ski	
Leeds University Snowsports Society	SnowTrex	Thank you to all our monthly and
Les Hotels d'en Haut	Team Archie	individual donors and to all those who
Lockwood Charitable Trust	The Childhood Trust	wish to remain anonymous.

"Delancey has been a longstanding supporter of Snow-Camp since 2014 and continues to stand by the work that this charity does both on and off the slopes, supporting the mental, emotional and physical health of many young people across the UK. The work that Snow-Camp does is more vital than ever, especially now, as we enter this period of uncertainty and change during Covid-19. I would like to thank Dan and all of his team for their hard work over the last year, helping to shape the lives of our next generation, and which we have seen reflected in the increased numbers of those positively affected by their national programmes."

Jamie Ritblat,
Founder & CEO of Delancey

PROGRAMME PARTNERS

OUR PROGRAMMES WERE DELIVERED AT



OUR TRAINING PROVIDERS WERE



SNOW-CAMP KIT PROVIDER



THANK YOU TO OUR WORK PLACEMENT AND WORK EXPERIENCE PROVIDERS

Bearsden Ski and Board Club	Finches Emporium	Ski Easy
British Alpine Ski School (BASS)	Glasgow Ski and Board Centre	Ski Rossendale
Chel-Ski	Les Hotels d'en Haut	Skiworld
Chill Factore	LeSki	Snow Factor
DSUK	Positive Youth Foundation	The Snow Centre
Ellis Brigham	Rivington Alpine	The Telegraph Ski and Board Festival

ONSIDE YOUTH ZONES PARTNERSHIP

With the support of an incredible pool of funders, Snow-Camp were honoured to launch our national partnership with OnSide this year. OnSide's Youth Zones are designed to give young people somewhere to go, something to do and someone to talk to in their leisure time; occupying their bodies and minds with fun activities, learning new skills and socialising in a safe, positive way.

Operating across the country in deprived areas, Snow-Camp partnered with Youth Zones in Manchester, Blackburn, Oldham, Wirral, Wigan, Chorley, Warrington, Barnet, Barking and Dagenham and Wolverhampton.

Together, we engaged 160 young people, providing them with the life-changing opportunity to join our year long journey of programmes alongside two Snow-Camp apprenticeships.

"I have fortunately been able to witness first-hand the opportunities Snow-Camp has to offer, and the impact it has on young people's lives. When I learnt about the opportunity Snow-Camp was giving to young people I had to take the



opportunity with both hands, and I have loved my entire experience with Snow-Camp. It has given me the opportunity to meet new people and make new friends, and for this I will always be thankful and grateful for Snow-Camp."
Blake Rowlands, Snow-Camp apprentice referred from The Hive, Wirral Youth Zone.

"Working in partnership with Snow-Camp we have been able to provide disadvantaged young people across our 13 Youth Zones with experiences they will never forget and enables them to achieve more than they ever thought was possible, raising their aspirations, learning new skills and developing a strong sense of self belief. It helps set them off on a positive track for life and for some has led to an apprenticeship with Snow-Camp, opening up fantastic career opportunities as they develop their leadership skills It's a partnership we value hugely and we hope will grow and flourish into the future."



Kathryn Morley, CEO of OnSide

YOUTH PROJECTS

WE WORKED WITH THROUGHOUT 2019/20

LONDON

Baraka Youth Association
Brent Young Carers
Camden Youth Services
Coram's Fields
Ealing - Trusted Spaces
Ealing Youth and Connexions
Future Youth Zone
Hillingdon Young Carers
Insight Drugs & Alcohol Advice Service
Islington Youth Service
Lambeth Young Carers
LEAP
London Youth
New Horizon Youth Centre
Onside Barking and Dagenham
Onside Croydon YZ
SkyWay Charity
Spotlight
St Andrews Club
Streatham Youth & Community Centre
The Access to Sports Project
The Renewal Programme
Tower Hamlets Outdoor Education
Triangle Adventure Playground
Unitas Youth Zone
Urban Hope
Virtual Venturers – Clapham
Westminster Youth House
XLP

MIDLANDS

Birmingham Youth Services
Clifton Road Youth Centre
Creative Academies Network
Oaklands Youth Centre
Positive Youth Foundation
Soft Touch Arts
Soho Youth Projects &
Small Heath Youth Centre
The Way Youth Zone
Tile Cross Academy
TS Sterling
Urban Devotion Birmingham

SCOTLAND

Aberlour
Blue Triangle Housing Association
CLD Motherwell
DRC Youth Project
Fuse Youth Café
GCC - community justice
Getting Better Together Ltd (Shotts)
Glasgow City Council
Glasgow City Council Social Work Team
Lambhill Stables
MCR Pathways
Princes Trust Ayrshire
Princes Trust Glasgow Clyde College
Anniesland
Princes Trust Glasgow Clyde College Langside

Prince's Trust West College Scotland Paisley
Queens Cross Housing Association
Royston Youth Action
SiMY Community Development
Stirling Youth Team
SWAMP
The Tulloch Trust
Universal Connections Rutherglen
Urban Fox
Working 4 You West Dunbartonshire
Young Person's Services (East Ren)

NORTH WEST

Boys & Girls Clubs Greater Manchester
Greater Manchester Youth Network
Jamea Masjid Youth Club
Manchester Youth Zone
One Manchester
Onside Blackburn
Onside Chorley
Onside Oldham
Onside Warrington
Onside Wigan
Onside Wirral
Positive Futures
Rainbow Surprise
Salford Foundation
South Manchester Muslim Community Association
The Hive Youth Zone
Wigan Youth Zone
YMCA Salford



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

 SNOWCAMPCHARITY  SNOWCAMPINFO  SNOWCAMPCHARITY  SNOW-CAMP CHARITY

REGISTERED CHARITY NUMBERS: 1101030 AND OSCR: SC043344