



Impact Assessment Report

2022 - 2023

LITC



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EXECUTIVE SUMMARY

OVERVIEW

Vision

Our vision is to harness the power of sport and education to inspire young people and impact communities around the world.

Mission

Engaging young people in various interactive ways, helping them unlock their potential, and supporting them in bringing meaningful change to their local communities.

Milestones

Significant growth in program participation, increased podcast viewership, enhanced social media engagement, the successful launch of new community programs, strengthened partnerships, improved financial sustainability, and increased staff size.

1. Reach International Mobilities: Over 300 participants, showcasing the program's success in fostering international understanding and cooperation.
2. Sports for Development Programs: Over 400 participants, promoting physical activity, life skills, and community development through sports.
3. LITC Level 3 to Level 7 NVQ Programs: Over 700 learners, reflecting the organization's commitment to providing education and training opportunities for a diverse range of individuals.
4. LITC Podcast: Grew by over 130% viewership, expanding LITC's reach and influence through engaging content.
5. Social Media Interactions and Engagements: 45% increase, highlighting the organization's growing presence and impact on social media platforms.
6. New Community Programs: Successfully launched 3 new programs, furthering LITC's mission to address the needs of the communities they serve.
7. Partnerships: Continued to forge strategic partnerships with like-minded organizations to enhance LITC's reach and impact.
8. Financial Growth: Revenue increased from £1.8 million to £2.5 million, demonstrating the organization's financial stability and ability to support its programs and initiatives.
9. Staff Size: Grew by 1.5%, ensuring that LITC can effectively manage its programs and maintain its high standards of service.
10. Increased Outreach in Inner City Populations: Expanded efforts to reach and support vulnerable populations in inner-city areas, furthering LITC's commitment to social inclusion and community development.

Introduction

A. Background and context of LionHeart in the Community (LITC)

LionHeart in the Community (LITC) is a UK-based Social Enterprise founded with the mission to empower individuals and communities through sports, education, and personal development programs.

LITC is dedicated to providing opportunities for personal growth, skills development, and social inclusion, primarily targeting young people and vulnerable populations in disadvantaged areas.

LITC's wide range of initiatives encompasses sports for development, vocational training, international mobility programs, and community-focused projects, all designed to foster a positive impact on the lives of participants and the communities they serve.

B. Objectives and scope of the impact report

The purpose of this impact report is to provide an in-depth analysis of LITC's programs, activities, and achievements during the 2022-2023 period. The report aims to:

1. Evaluate the effectiveness of LITC's initiatives in achieving its mission and goals.
2. Identify key areas of success, challenges, and opportunities for improvement.
3. Highlight the organisation's financial performance, growth, and sustainability.
4. Showcase the organization's impact on individuals, communities, and the broader society.
5. Inform stakeholders, partners, and supporters about LITC's progress and future plans.

The scope of the report covers all core programs and activities undertaken by LITC during the 2022-2023 period, focusing on the organization's impact on participants, communities, and its broader mission.

Our Story So Far

OUR MISSION

Founded in 2009 amid the backdrop of the global financial crisis, LionHeart in the Community (LITC) emerged as a beacon of hope for individuals and communities facing unprecedented challenges.

LITC has been steadfast in its mission to engage young people in various interactive ways, helping them unlock their potential, and supporting them in bringing meaningful change to their local communities. The following review of LITC's programs for 2022/23 demonstrates how they align with and contribute to the organization's mission:

By participating in these experiences, young people broaden their perspectives, develop interpersonal skills, and are better equipped to contribute positively to their communities.

By offering a variety of sports and activities, LITC encourages participation, teamwork, and leadership, helping young people unlock their potential and become agents of change in their communities.

By offering a diverse range of courses, LITC ensures that participants can develop their abilities and contribute meaningfully to the economic growth and social development of their communities.

OUR PURPOSE

The purpose of LionHeart in the Community (LITC) is to empower individuals, particularly young people and vulnerable individuals and communities, by providing them with opportunities for personal growth, skills development, and social inclusion. LITC achieves this through a variety of sports, education, and personal development programs designed to create a lasting positive impact on the lives of participants and the communities they serve.

**“Empowering
Lives, Unleashing
Potential,
Transforming
Communities: The
LITC Impact”**

Our 2022 Goals

1 Increase annual income by 15% through diversified income sources, including grants, donations, sponsorships, and fundraising events, ensuring the organization's financial stability and ability to expand its programs and reach.

3 Continue to promote inclusivity and diversity within LITC's programs, staff, and stakeholders, ensuring that the organization remains accessible and welcoming to all.

5 Forge strategic collaborations with at least five new local and international partners, enhancing the organization's ability to deliver high-quality programs and maximize their impact.

7 Regularly assess the evolving needs and priorities of the communities LITC serves and adapt programs and strategies accordingly to maintain relevance and effectiveness.

2 Increase the number of participants across all LITC programs by 20%, focusing on engaging more young people and vulnerable populations in disadvantaged areas.

4 Develop and implement at least two new innovative programs or initiatives that address emerging community needs and challenges, ensuring LITC remains responsive to the changing landscape.

6 Increase LITC's visibility and reputation by participating in relevant conferences, workshops, and events, as well as leveraging media coverage and public relations efforts to showcase the organization's impact and achievements.

Our Strategy

Our Strategy is centered around deepening our impact, nurturing sustainable growth, and cultivating collaboration to empower individuals and transform communities. By focusing on these strategic pillars, we aim to deliver high-quality sports, education, and personal development programs that unlock potential, promote social inclusion, and create lasting positive change for the individuals and communities we serve.

Deepen Our Impact: Strive to increase our program participation, targeting young people and vulnerable populations in disadvantaged areas.

Nurture Sustainable Growth: We will prioritize financial sustainability by diversifying our income sources and increasing annual funding.

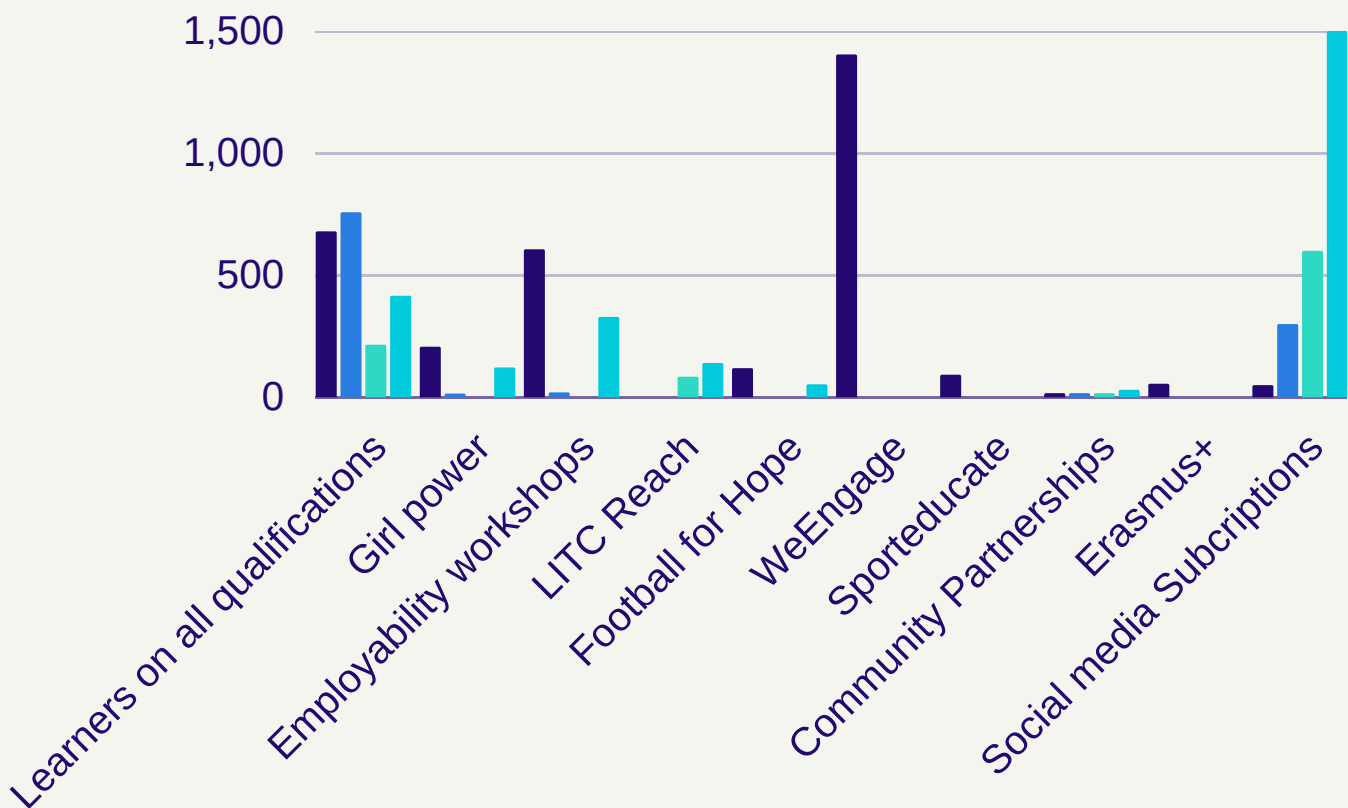
Cultivate Collaboration: Recognizing the power of partnership, building strong relationships with local and international organizations that share our vision of empowerment and social inclusion.

PROJECTS	DETAILS	OUTCOME
Adult Education	LITC courses cater to a diverse range of learners, providing flexible and accommodating learning opportunities that break down barriers to education.	Introduce new adult education courses and programs that address emerging needs and trends
Sports for Development	These programs utilise physical activity and team sports to instill essential life skills, such as teamwork, leadership, and resilience.	<ul style="list-style-type: none">• over 700 participants across programs• 3 new community programs launched
LITC Reach	Through LITC Reach, underprivileged youth are empowered to transcend limitations, explore new cultures, and broaden their horizons.	<ul style="list-style-type: none">• 53 more participants than last year• 4 new countries• 6 new partnerships

This table shows the fluctuations in participation across different LITC programs over the years. In 2022, LITC saw growth in several initiatives, including Learners on all qualifications, Girl Power, Employability Workshops, LITC Reach, Football for Hope, and Community Partnerships.

NUMBER OF PARTICIPANTS ACROSS LITC PROGRAMS 2019 TO 2022

Data c



2%

Readers appreciate accurate information

1500

subscribers across social media platforms

100%

increase in learners across qualifications

53

More participants in LITC Reach

326

Employability sessions organised

In 2022, LITC demonstrated resilience and adaptability in the face of the ongoing pandemic, resulting in a year of growth and positive impact. Despite the challenges posed by COVID-19 and a temporary dip in learner intake, LITC successfully expanded its reach and continued to deliver valuable programs to the community.

Key highlights of LITC's impact in 2022 include:

1. Recovery in Program Participation: After a decrease in learner intake in 2021, LITC saw a significant rebound in participation across multiple programs in 2022, such as Learners on all qualifications, Girl Power, Employability Workshops, LITC Reach, Football for Hope, and Community Partnerships.
2. Expanding Social Media Presence: LITC's social media subscriptions grew from 600 in 2021 to 1,500 in 2022, reflecting a stronger online presence and increased engagement with a broader audience.
3. Adaptability and Innovation: LITC adapted to the pandemic's challenges by implementing innovative learning approaches, such as digital learning tools and online resources, to ensure continued access to education and training opportunities.
4. Continued Community Engagement: LITC maintained its commitment to community development despite the pandemic, working collaboratively with local partners and stakeholders to address pressing needs and promote sustainable growth.
5. Focusing on Inclusivity: LITC remained dedicated to providing inclusive learning opportunities for underprivileged individuals and communities, ensuring access to valuable resources and support during challenging times.

62%

Decrease in revenue

£1,558,438

LITC experienced a decline in financial performance in terms of turnover from 2021 to 2022. The figures are as follows:

Year Turnover

2021: £2,500,830

2022: £1,558,438

This decrease in turnover could be attributed to the ongoing pandemic, which has affected organizations worldwide. The economic uncertainty, reduced funding opportunities, and temporary dip in learner intake may have contributed to the lower financial performance in 2022.

Despite this decline, LITC continued to make a positive impact in the community, expanding its reach and delivering valuable programs. The organization demonstrated resilience by adapting to the challenges presented by the pandemic, focusing on innovative learning approaches, and maintaining strong community engagement.

Moving forward, LITC will work to diversify its funding sources, strengthen partnerships, and continue to invest in digital learning tools to enhance its financial stability and sustain its valuable programs and initiatives in the long term.

Acknowledgements

As we conclude our Impact Report for 2022, we would like to express our heartfelt gratitude to everyone who has played a crucial role in LionHeart in the Community's journey this year. The resilience and adaptability we have demonstrated during these challenging times would not have been possible without the support, dedication, and commitment of all those involved.

We extend our sincere thanks to:

1. Our participants and learners, who have shown immense determination and motivation in their pursuit of personal and professional growth despite the ongoing pandemic.
2. Our staff and volunteers, who have gone above and beyond to adapt to new ways of working, ensuring that our programs continue to make a positive impact in the lives of the individuals and communities we serve.
3. Our partners and collaborators, who have worked closely with us to develop and implement innovative solutions, making it possible for us to reach more people and foster sustainable community development.
4. Our funders and donors, who have provided us with the necessary resources to carry out our mission and adapt to the changing landscape brought on by the pandemic.
5. Our social media followers and the wider community, who have continued to support and engage with our programs, helping us to raise awareness and make a lasting difference.

As we look forward to the future, we remain committed to our mission of empowering individuals and transforming communities through education, training, and development opportunities. Together, we will continue to overcome challenges, create positive change, and shape a brighter future for all.

Thank you for being a part of the LionHeart in the Community journey.



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