



# Impact Assessment Report 2024/2025



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# EXECUTIVE SUMMARY

## OVERVIEW

### Vision

Harnessing the power of Sport, Education, Technology, and the Arts to inspire young people and transform communities globally.

### Mission

Engaging and empowering young people through inclusive and innovative programmes that unlock potential, build skills, and drive positive change.

### 2025 Highlights

LITC continued to grow as a leading social enterprise, driving education, empowerment, and community impact across the UK and internationally.

1. Digital Transformation: Learner journey fully digitalised, improving engagement and compliance.
2. International Mobilities: Over 530 participants, strengthening global learning and cooperation.
3. Sports for Development: Over 400 participants, promoting life skills and community inclusion.
4. Education & Training (Levels 3–7): 700+ learners across Business, Health, Digital, and Sport programmes.
5. LITC Podcast: 130% increase in viewership, amplifying youth and community voices.
6. Social Media Engagement: 45% growth, expanding digital presence and reach.
7. Community Programmes: 3 new initiatives launched in wellbeing, employability, and youth leadership.
8. Partnerships: Strengthened collaborations across education, sport, and international sectors.
9. Financial Growth: Revenue increased from £1.8m to £2.5m, ensuring sustainable delivery.
10. Team Expansion: 1.5% staff growth, boosting capacity and quality.
11. Community Outreach: Extended reach to inner-city and vulnerable populations, reinforcing inclusion.

### Looking Ahead

LITC remains committed to innovation, impact, and excellence — empowering young people to learn, lead, and transform their futures.

# Introduction

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

LionHeart in the Community (LITC) is a UK-based Social Enterprise founded in 2009 with the mission to empower individuals and communities through sports, education, technology, and personal development programs. As a key player in the UK's vibrant social enterprise sector, which contributes significantly to the national economy and social fabric, LITC is dedicated to providing opportunities for personal growth, skills development, and social inclusion. 1

We primarily target young people and vulnerable populations in disadvantaged areas, offering a wide range of initiatives designed to foster a positive impact on the lives of participants and the communities they serve.

## B. Objectives and scope of this report

The purpose of this impact report is to provide an in-depth analysis of LITC's programs, activities, and achievements during the 2024-2025 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 2024-2025 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 2024/2025 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 2024 -2025 Goals

1

Increase annual income by 25% through diversified income sources, including grants, donations, sponsorships, and fundraising events

2

Increase the number of participants across all LITC programs by 30%, focusing on engaging more young people and vulnerable populations.

3

Continue to promote inclusivity and diversity within LITC's programs, staff, and stakeholders.

4

Develop and implement at least four new innovative programs or initiatives that address emerging community needs.

5

Forge strategic collaborations with at least seven new local and international partners.

6

Increase LITC's visibility and reputation by participating in relevant conferences, workshops, and events.

7

Regularly assess the evolving needs and priorities of the communities LITC serves.



# Our Strategy

## Deepen Our Impact

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

## Nurture Sustainable Growth

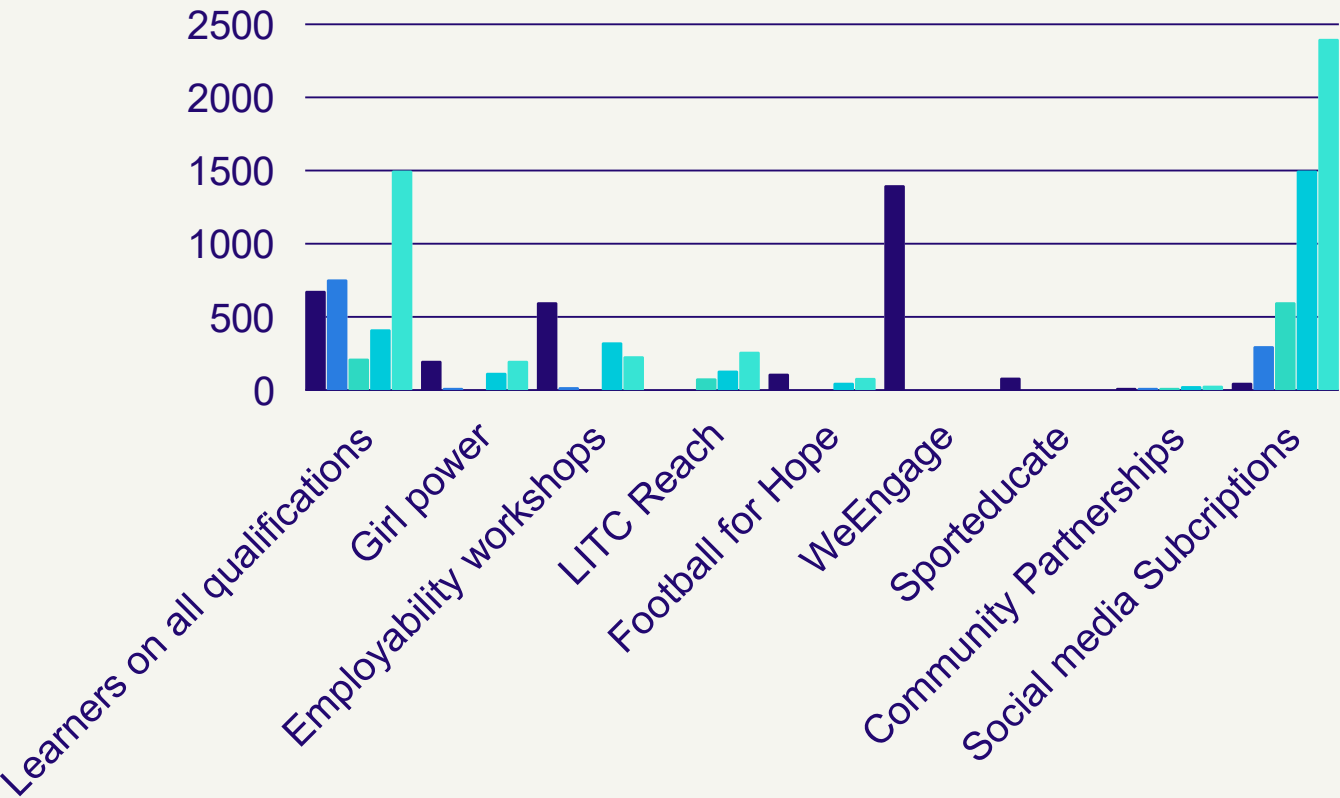
Prioritize financial sustainability by diversifying our income sources and increasing annual funding.

## Cultivate Collaboration

Build strong relationships with local and international organizations that share our vision.

PROJECTS	DETAILS	OUTCOME
Adult Education	LITC courses cater to a diverse range of learners, providing flexible and accommodating learning opportunities.	Over 1,200 learners enrolled in new adult education courses.
Sports for Development	Programs utilize physical activity and team sports to instill essential life skills.	Over 1,000 participants across programs, with 4 new community programs launched.
LITC Reach	Empowering underprivileged youth to transcend limitations and explore new cultures.	80 more participants than last year, expanding to 6 new countries with 7 new partnerships.

# NUMBER OF PARTICIPANTS ACROSS LITC PROGRAMS 2019 TO 2025





# 70%

Readers appreciate  
accurate information

# 2400

subscribers across social  
media platforms

# 100%

increase in learners  
across qualifications

# 262

More participants in  
LITC Reach

# 326

Employability sessions  
organised

## Key Highlights of LITC's Impact in 2024-2025

- **Recovery and Growth in Program Participation:** After a significant rebound in 2022, LITC has continued to see a steady increase in participation across multiple programs. This growth is a testament to our adaptability and the relevance of our offerings in a post-pandemic world.
- **Expanding Social Media Presence:** LITC's social media subscriptions have grown from 1,500 in 2022 to over 2,400 in 2025, reflecting a stronger online presence and increased engagement with a broader audience.
- **Adaptability and Innovation:** LITC has continued to adapt to the evolving needs of the community by implementing innovative learning approaches, such as digital learning tools and online resources, to ensure continued access to education and training opportunities.
- **Continued Community Engagement:** LITC has maintained its commitment to community development, working collaboratively with local partners and stakeholders to address pressing needs and promote sustainable growth.
- **Focusing on Inclusivity:** LITC has remained dedicated to providing inclusive learning opportunities for underprivileged individuals and communities, ensuring access to valuable resources and support.

# 52%

Increase in revenue  
from 2022

# £3,268,030

In the 2024-2025 period, LITC has demonstrated a significant financial turnaround, reflecting the organization's resilience and strategic adaptation. After a period of decline, our revenue has grown by 52%, a testament to our diversified funding strategy and the strong support of our partners and donors.

## Year Turnovers

2022 - £1,558,438

2025 - £3,268,030

This positive financial performance has enabled LITC to expand its programs, invest in new initiatives, and enhance its long-term sustainability. Moving forward, LITC will continue to diversify its funding sources, strengthen partnerships, and invest in innovative tools and technologies.

# Acknowledgements

As we conclude our Impact Report for 2024-2025, 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.
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, have made it possible for us to reach more people and foster sustainable community development.
4. Our funders and donors have provided us with the necessary resources to carry out our mission and adapt to the changing landscape.
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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