



ANNUAL REPORT

SEP 19 - AUG 20 **2020**



As we entered the 2019 academic year we began to see some real successes from the development of our programmes over the previous two years. In September 2019 we started our first full year project at Nottingham Academy working with the whole school and the aim of putting on a production using songs and raps the children and young people had created. We had developed our Motivational Mornings programme to talk to students about the impact of social media on mental health and in addition developed a 'Breathing and Movement' Toolkit with The University of Nottingham that helped them recognise stress and anxiety and have the tools to manage it.

In September to March we enjoyed delivery of a number of new projects working with schools and community settings across Nottingham and Nottinghamshire. Our partnership with SSBC (Small Steps, Big Changes) enabled us to reach families with our Funky Tots pre-school programme and Castle Cavendish continued to work with us to offer holiday club provision in disadvantaged areas.

As lockdown hit and we cancelled a number of programmes due to be delivered in the summer term we worked hard to respond and still reach children and young people during this difficult time. This was very disappointing for us as we have seen our income increase year on year by 500% with 40% of our income deriving from trading activity, and we continue to work hard to continue this success.

Laura Grant graduated from the Schools for Social Entrepreneurs and Freedom Foundation have benefited from ongoing support from individuals from this programme as well as pro bono and consultancy support from PriceWaterhouseCoopers and Sported. We were also pleased to be accepted onto the Learning to Grow and Upscaler programme through Nottingham Trent University.

Our informal network of support has been invaluable and this has enabled us to work towards implementing an advisory board of local professionals alongside young people to help steer and advise our continuing growing work.

It has been a year of two halves but as always we have learnt a lot and continue to react and adapt at a rapid rate to ensure we respond to situations. We look forward to the continued growth of Freedom Foundation as we work to grow our organisation and make a difference for children under what seem to be ongoing restrictions.

Thank you to all our freelancers, teaching team, mentors and contractors that have been dedicated to Freedom Foundation during this year and to all the schools and parents that have enabled us to work with their children. We couldn't do it without you and your passion and dedication to our work keeps us going.

Thank you to all the funders, schools and community partners that have supported our work.

Laura and Stacey



Our Impact

During this year we have been delivering and developing all our programmes and we continue to receive feedback and evaluation to inform future delivery.

In February we received our largest grant yet from Youth Music to develop our Motivational Morning programme. This grant has been incredibly important in helping us understand how young people will benefit from this Intervention. This programme has been vital in supporting children as they transition back into school life, helping to support them to manage their day to day struggles and challenges.

Our year in numbers: September to March



464 STUDENTS



27 SCHOOLS



4 COMMUNITY SETTINGS



FACTORY PROGRAMMES

X4



MOTIVATIONAL MORNINGS

5X



FUNKY TOTS

2X

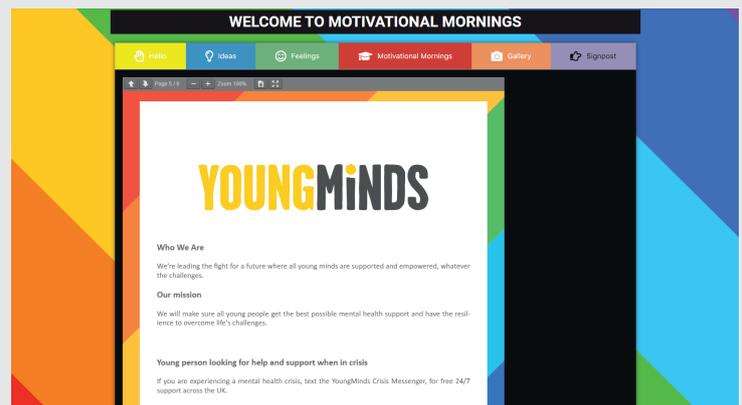
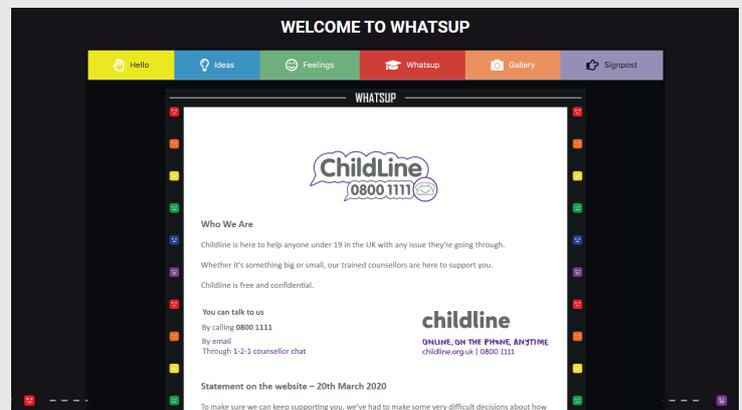
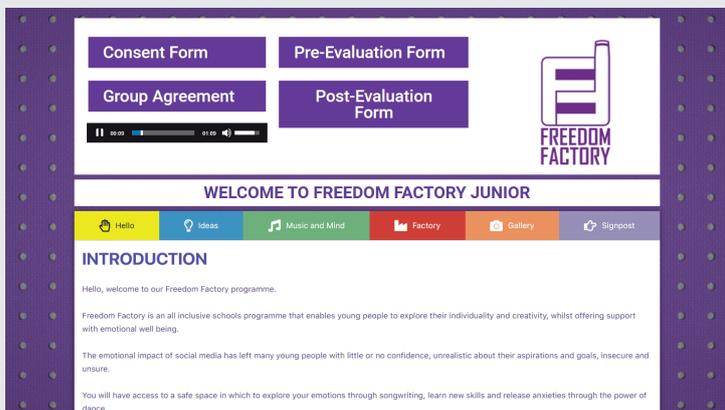
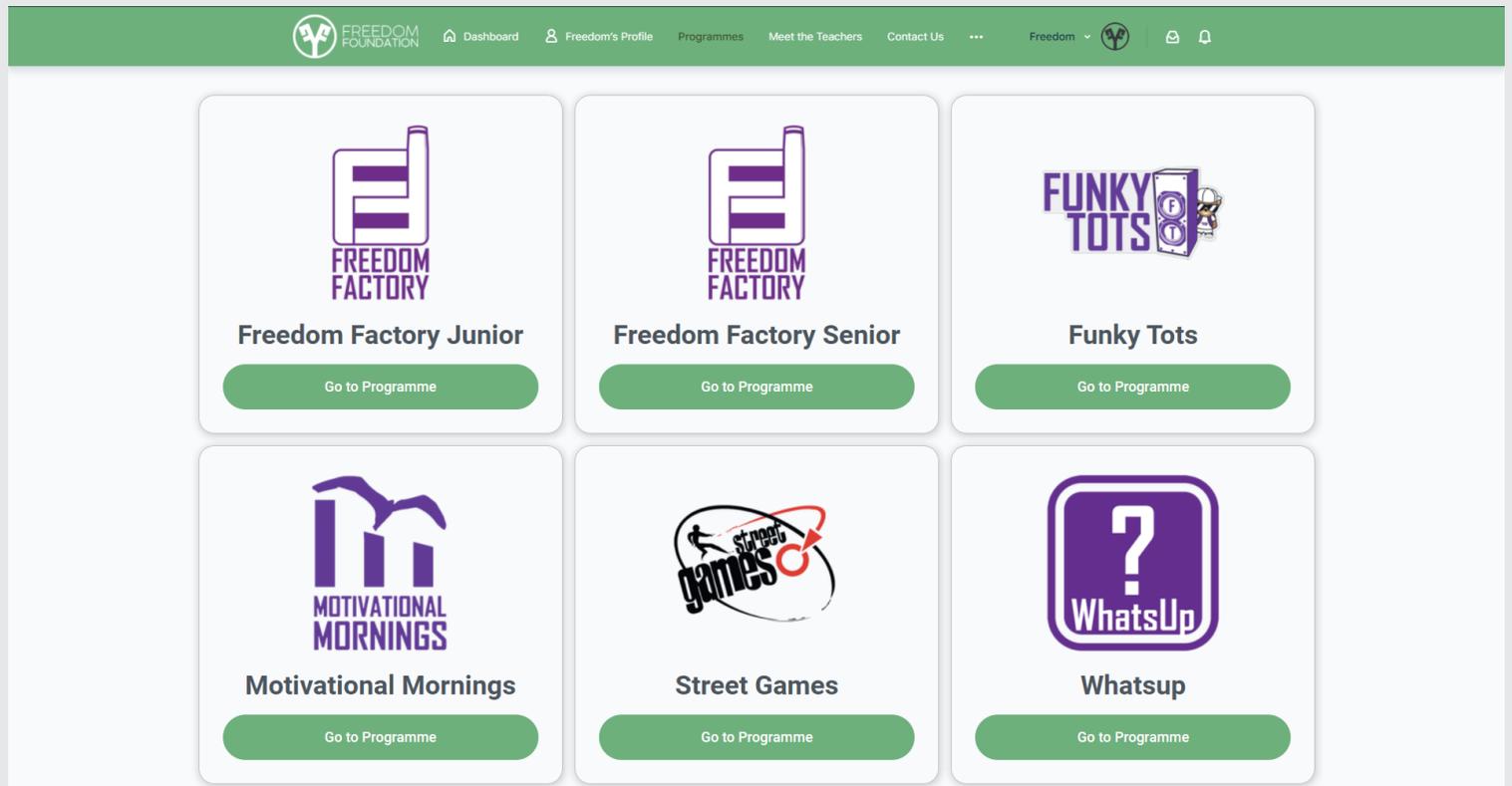


HOLIDAY CLUB

2X

COVID-19 Response

As the pandemic hit we had to cancel all planned delivery for April 2020 and stepped back to consider how we could adapt our response for children and still reach children remotely. We took some time to consult with schools, partners, parents and children and spent some time developing our Lockdown Learning Hub.



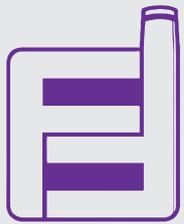
This has enabled us to continue reaching children and young people and responding to their needs during lockdown and their transition back to school.

We are really proud of the platform we have developed, which provides a safe space for children and want to thank our amazing team for all their hard work and dedication learning new ways of delivering our programmes and in helping this happen.

We worked with children from Nottingham Academy, Greenwood Road who helped us to co-develop our Hub ensuring it is easy to access, young person friendly and provides a safe and comfortable space which children want to engage with.

We also made sure all our teachers attended training for online digital safeguarding. Through March - August we implemented our programmes and created a number of 'communities' (schools or community settings).

Through the Hub we delivered the following:



x4

2 SENIOR FACTORY PROGRAMMES
2 JUNIOR FACTORY PROGRAMMES



x5



In doing this we have continued to work with schools and community partners offering support and activities to those most vulnerable.

TIRED

In response to BLM CO-Founder, Stacey Green felt compelled to use her experience as a woman of mixed heritage, in the arts industry, her experience, knowledge and networks to set up the TIRED movement.

A drive for change in the dance industry. The movement has received amazing response from those in the sector and the first webinar received good attendance and great feedback.



Quotes from Teachers/Parents/Children

Teacher

The Freedom Factory offers children something unique. It's a safe place for children to express themselves through music, dance and song writing whilst being educated in the ever growing problem of issues surrounding social media. Many children and parents have really valued the Factory and as a school we have welcomed the additional learning.

Parent

My son has social anxiety issues and learning difficulties, and we have often struggled to engage him in enrichment activities. We have been overjoyed at the result of his engagement in the programme. He came out of every single session bursting with happiness, and was always eager when freedom factory day came around each week. The work they did with him enthused and inspired him, and also seemed to give him a new confidence to express himself. Whatever they were doing, it was social catnip, and it met a very real need in my son. They made him more alive, in the right way.

Child

' I feel that I am more confident and have loved learning how to dance'

My knowledge about the understanding of social media has helped me with how much time I'm spending on it.



Future Plans and Developments

As we try to find our own 'new normal' we plan to continue adapting and responding to the ever changing world and needs of children.

We've seen the impact the pandemic is having on children's mental wellbeing with more children than ever struggling with anxiety and stress and we want to work with schools and communities to identify how best to support them. We are planning to deliver both physically and digitally or a hybrid of both and will continue to collect feedback and evaluate our impact to inform our future delivery.

Our focus around demonstrating impact remains a priority and our pro bono support from Sported is assisting us with this. All our programmes will incorporate a Logic Model and we will be embedding this within our programmes.

As we enter our third full year we aim to use the richness of our experience to develop our strategy and plans for the next three years. We believe the Freedom Factory has huge potential to grow and become sustainable.



FREEDOM FOUNDATION



info@freedomfoundationuk.org

www.freedomfoundationuk.org



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