



Fit For Life Youth CIC

2022 Annual Report



Foreword

Welcome to the 2022 Fit For Life Youth CIC annual report. This time last year I was extremely proud of all the achievements we had accomplished as an organisation and was very excited about the new opportunities that 2022 promised to have in store.



Fast forward to today and FFLY has made even more progress, through our passion and commitment to our values and ethics. Without a doubt, one of the greatest milestones for us has been securing our headquarters, located on 151 Freston Road. We have built more than a home for FFLY but have a venue that encourages and strengthens our outreach opportunities to the individuals within our community. To help us secure the premises, we saw thousands of donations being provided and this just blew us away. Our gratitude is beyond measure, and I am committed to bringing a return on the donations and belief in us. We will continue to use FFLY HQ to create a safe space for all members of our North Kensington Community.

A special thank you to all our donors and funders both large and small, without your contributions we would not be able to work with as many young people or families as we do, we would not be able to run as many projects that benefit the community as we do, therefore we are extremely grateful.

2023 has many promising things in store as we look to continue growing our team with local talent and experience. Despite still being a grassroots organisation, we have a great amount of experience that we can draw on to help us make the right choices for our organisation and for the community. We still believe that health, wellbeing and fitness are the driving force behind enriching the lives of those we work with and will continue to keep this at the forefront of all the projects we run and the work we do in the community.

As ever, I would like to take the time to say thank you for your continued support and I look forward to Fit For Life Youth's continued works and evolution within the community.



We are committed to serving the diverse community and welcome everyone to the FFLY HQ.

(Christopher Herbert – CEO)



FFLY – The Journey of 2022



Fit For Life Youth

JANUARY
The search began to look for premises for the FFLY HQ

MARCH
Following the completion of a six-month Government funded kickstart placement, an offer was made to the candidate to become a permanent member of the team.

FEBRUARY
A formal lease is agreed for FFLY HQ at Ground Floor 151 Freston Road. A Go Fund Me Campaign is set up to fundraise to obtain the lease. In just over two weeks, £12k was donated from the community.

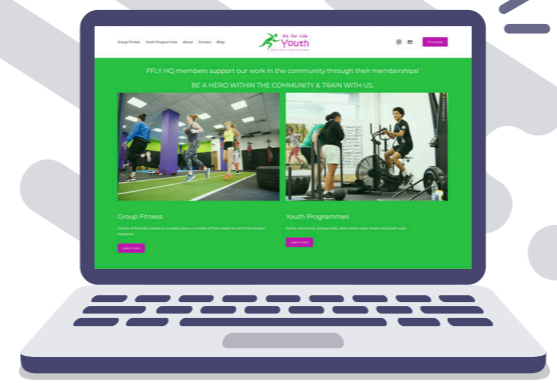
APRIL
FFLY HQ officially opens with an invite to the community sent out to commemorate the celebrations

JUNE
FFLY ran a Level 2 gym instructor AQA qualification course for 13 local young people funded by The Grenfell Projects Fund in our bid to improve the employability of young people in North Kensington

MAY
FFLY HQ began to host free community sessions serving tea and coffee on Sundays.

JULY
FFLY ran a 4-week Holiday Activities and Food (HAF), which was open to locals on free school meals and also provided subsidised spaces.

AUGUST
Launched the new FFLY website.



SEPTEMBER
Welcomed a new apprentice to the FFLY team. The school programmes were also relaunched.

OCTOBER
Following the holiday programme, various attendees were invited to the Saatchi gallery to complete the 'Day in your life' competition which celebrated the photo skills of the participants. Many winners within the FFLY team were given awards.

NOVEMBER
Started inclusive sessions for the young, Special educational needs & disability 'SEND'

DECEMBER
Hosted the 'Boxing Showdown' competition at St Charles Catholic College.



Community programmes for 2022

FFLY has run several programmes throughout the year, all geared with a blend of sports, health and fitness, but also our objective is to care for the diverse individuals within our community. By the use of collaborative work with various initiatives within the community. We continue to thrive in our ability to deliver.

Holiday Programme

Youth Mentoring & Fitness Programme

Parents Get Active

SEND Inclusive Sessions @FFLY HQ

Curve Provider Transition Programme

Apprenticeship Programme

Employability Programme

I really enjoyed being in this session. Being in this programme with other people like myself, makes me feel that I am not alone and can still have fun, whilst learning.



I never knew how fun taking photos could be. It's actually something I could do as a job when I grow up.
(Child attending the award ceremony at Saatchi gallery)

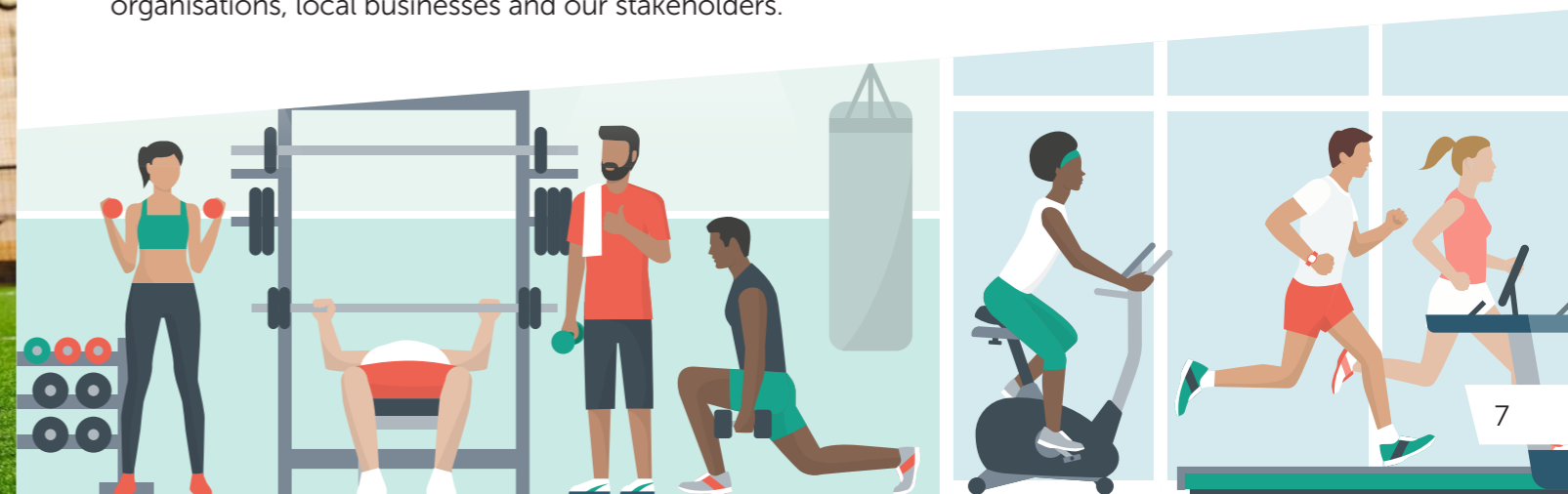
FFLY HQ – Our home!

We were able to realise the dream of having our own home to deliver our programmes and have a place for our team and community. The thought of having our own premises was first vocalised in 2021, when our CEO Christopher Herbert made reference to it in our 3 year anniversary video.

Finding the venue required us to speak with a number of property agents and make a proposal to the landlord to share our vision of what FFLY HQ could become. We fell in love with the space upon first viewing and proceeded to agree to the lease and get everything in order to make 151 Freston Road our home.

The team and some fantastic volunteers gave their time and energy to clean and help decorate the space, come April 2021 we were ready! The Go Fund Me fundraiser was very humbling and a real eye opener to see how much the community and stakeholders valued the work we do and wanted to support our organisation. We raised just over £12k in two weeks which was a milestone achievement for an organisation of our size.

We are so proud of FFLY HQ and what it allows us to do with our partners, other organisations, local businesses and our stakeholders.



2022 Highlights

Over **2000**

visitors have attended the FFLY gym



Served over **300**

individuals in the course of delivering our FFLY Programmes



Refreshing and **Relaunching** the new FFLY website



Fundraising **£12k**

in two weeks to secure the FFLY HQ



Grenfell projects fund



Some of our funding support



The Grenfell Projects Fund



The Kensington and Chelsea foundation



Kensington and Chelsea



Young K&C



London Sport

From the Kick-Start Programme to becoming part of the FFLY Team

One of the greatest things we love at FFLY is to develop our talent. Ariane Joined us via the Kickstart Programme and has flourished into a great addition to the team. It was a natural decision to make her a fully fledged member of our team. Here we hear of Ariane's experience while working with us.



What I enjoy about working for FFLY:

The organisation stands for something positive and it is nice to be working for someone who is passionate about giving back to his community. I am grateful for how this job conveniently works around the busy life I have outside of it including the flexibility of working from home. This has helped me massively.

Why I signed up for the kick-start program:

When I was looking for work, I was told about this job opening by a good friend. I had never seen a company like this before where it was focused on physical as well as mental health and wellbeing. It didn't look like your typical office job so was interested in knowing more.

What I find interesting about working at FFLY:

Probably the intricacies of working on items such as funding. I didn't know what a non-profit organisation was before working at FFLY and now that I know, it just emphasises the notion of the company's vision to giving back to the community and providing a service as opposed to just trying to make money.

Anything I want to learn more about:

Nothing as of yet. I am very content with where I am at the moment.



I have had so much fun taking part in the Holiday programme. I have made new friends and got to spend time learning to make smoothies. The days out were even more fun.
(Child who attended the Holiday programme)

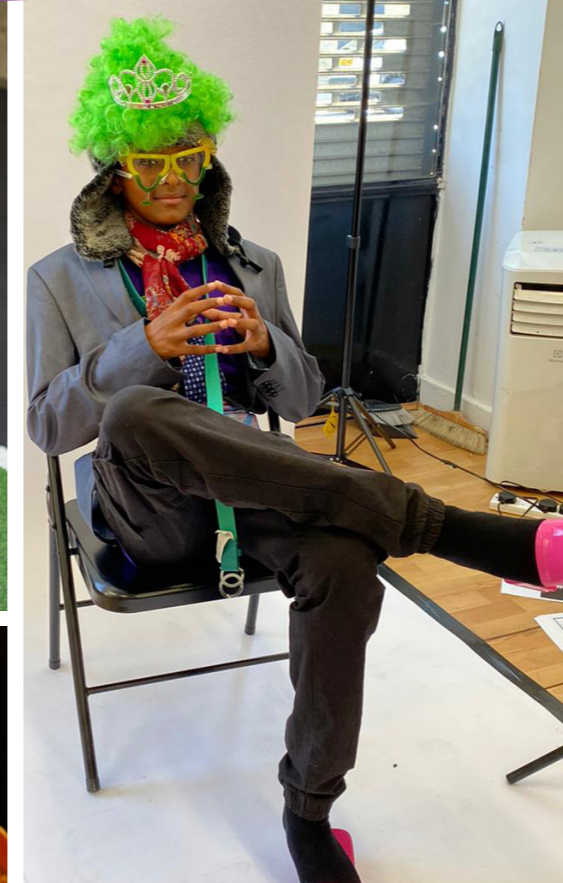


- ✓ School project delivery in the North Kensington
- ✓ Increased use of the FFLY HQ and community projects
- ✓ Deliver on grant-funded projects

Potential challenges over the next 12 months

- The cost-of-living crisis
- Funding being oversubscribed
- Schools and families making health and fitness less of a priority and the implications of this.

Rookies



“Boxing became my therapy. I absolutely loved the classes. It was a fantastic way to get rid of all my anger and frustration in a positive way. I loved it so much I signed both my daughters up for Chris’s youth sessions”

Sharon, Gym attendee

“I was extremely unfit at this time; I had piled on weight and was feeling miserable about it. I was also going through a horrible break up with my ex-partner who is a violent and toxic man. I am so glad I went along. The workouts were hard, but I would leave feeling positive and empowered.”

Sara, Gym attendee

“The classes with Chris put me on a journey of improvement and empowerment, not just about my body but more importantly my mental health”.

Aaron, Gym attendee

“The inspiration Chris arises in young people is definitely down to his hard work and passion for making a difference in their lives”.

William Morris, Sixth Form

“I can confidently state that the programmes created to engage residents are put on to benefit each individual’s life through one of the routes within the projects being delivered. It has been a pleasure to work with Fit For Life Youth CIC and see the development and impact amongst those participating”

Amanda, Council Worker, Grenfell Community Development Team

“Fit for Life should be ‘here for life’ and our community has really flourished through fitness, particularly with the rise in mental health. This organisation has shown pure commitment, encouragement and positivity throughout the pandemic and for the us all in the community. Chris is truly an inspiration to all”

Fiona, Gym attendee

“I am a lot fitter than I was, I am now working full time. I left a toxic relationship and was able to heal and move on in a positive way. I no longer suffer with depression, and I am living a happy healthy lifestyle. I owe all this to Chris. I have a whole new perspective on life. I just needed a little help, someone in my corner offering positivity and motivation. Chris gave that to me. Chris deserves this award, he really does. He is such a kind and generous man. He genuinely cares about the community and giving those who need it the most, help. The world needs more people like Chris.

We as a community are very lucky to have him”

Becky, Gym attendee

“Christopher is also a volunteer coach for the Dalgarno Youth Programme. We are so lucky to have him as he is an excellent coach and our children and young people really learning so much from him. I have watched some of his coaching sessions and his level of engagement with the young people is heart-warming and inspiring”

Anna, CEO, Dalgarno Trust

“The videos have been posted on Google Classroom pages throughout the school (KS1 years and KS2) and have been well received by pupils, particularly in Key Stage 2. As we are a local school with families that are affected by the Grenfell tragedy, this has benefited the children’s health and well-being. We have had positive feedback from both children and staff and feel that Chris’ input has had an encouraging effect on all”.

Tracey, School Teacher, St Charles Primary School

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As a parent, I have really seen my child in a very positive spirit. Although they come home full of energy, its great for him to grow in confidence in a safe environment.

(Parent feedback)

 @fitforlifeyouth

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