

ANNUAL REPORT 2023



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OAKLAND FOUNDATION ANNUAL REPORT 2023

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The Trustee Board hold their annual review meeting with key sponsors Dean & Sallie Attwell and Donation Co-Ordinator Debbie Roberts

Welcome

I would like to start this, the annual welcome on behalf of the Trustees, by thanking our commercial sponsors Oakland International Ltd. They have now been funding the Oakland Foundation for over 10 years and continue to respond to increasing levels of need in their community in financial and non-financial ways.

As the Oakland Foundation enters 2024 we can reflect on another productive year. Our partners have continued to readjust following the end of formal COVID restrictions, but with many now facing new challenges. The effect of the increasing cost of living has been well-documented on an individual and family level but the effect on organisations, schools and community groups is also considerable. Many community partners are now being asked to fill a widening gap in traditional support services and deal with increasingly complex user needs.

We have been fortunate that this increase in demand for funding can be met in part by extra financial support from our commercial partners. This has allowed us to consider more individual projects and to fund applications which require larger budgets. Many of these larger projects are requesting funds to establish a service, demonstrate their success and then use that to secure their financial future. The Foundation has always been especially keen on this form of project, where funds can be used to create a lasting difference.

Having successfully applied for a change in the geographical areas we can work in during 2021, it has been gratifying to see applications levelling out across our main focus regions of Redditch, Coalville and Corby. A great deal of work has gone into developing and sustaining a presence in each of these regions and this is testament both to the forward thinking organisations in the community sector and to the hard work of our Donation Co-Ordinator.

As we look forwards into 2024, the Oakland Foundation has a number of strong community relationships which can continue to deliver outstanding results. We are confident that the information in this year's report will showcase some of these relationships and demonstrate the difference that can be made.

Pete Vaughan

Chairman & Founding Trustee

Charity Overview

The Oakland Foundation was formed in 2012 and achieved charitable status with the Charity Commission in 2013. It was established to formalise the charitable efforts of Oakland International Ltd, an award-winning integrated supply chain specialist that services retail, wholesale, discount and convenience markets via multi-temperature facilities. Oakland International is a family business, set up in 1998.

Oakland Foundation is funded by donations committed by Oakland International and these are administered by an independent board of Trustees. The Trustees are responsible for making sure that the Foundation's Objects are observed at all times with projects focussing on;

- Relieving the needs of children and young people and their families.
- Projects which include health, nutrition, education or sports as a focus.
- Projects which are based in the areas around Oakland depots, delivering benefit locally.



Overview 2023

Tenth anniversary year

Annual donations of £120k +

Six member Trustee Board

Access to over 1,000 volunteers

Three regions of activity

Our areas of focus



Key achievements in 2023

- The application process has been improved, meaning fewer applications from outside focus regions (18% vs 37% in 2022).
- The first long term financial commitments have been made to partner projects.
- Increasing role as a supporter of HAF (school holiday) activities.
- An estimated 3,000 children and young people have been assisted by Oakland Foundation projects in 2023.



Achievements 2023

118 applications

45 granted applications

38% of all applications are successful

Average application sum granted: £2,470

Average decision time for applications: 4 weeks

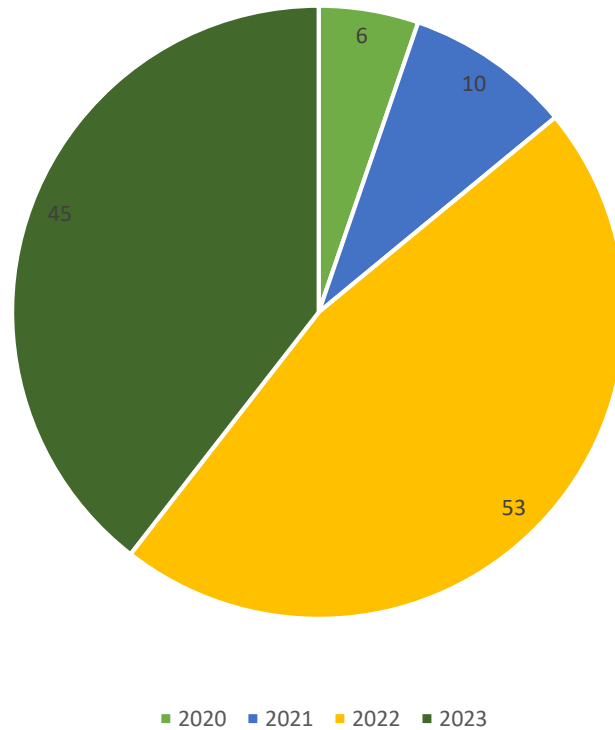
Case Study 1: Be You Programme

The Oakland Foundation has worked with the Be You Programme in Redditch schools, funding places for a number of students. Young people from two schools have been able to attend as a result.

The multi-week Be You Programme combines on-site and off-site outdoor learning activities focusing on helping students to develop self confidence and self-esteem through teambuilding, leadership and communication skills activities that help them become resilient to challenge, change and failure as they learn to take ownership for their personal development, which is then celebrated and showcased at their end of programme Graduation.



Projects funded 2020-2023



Projects funded 2020-2023

9 x growth in active projects between 2020 and 2022

Foundation projects in 3 regions from 2022 onwards

Largest project in 2023: £10,500

Smallest project in 2023: £100

Case Study 2: Nailstone Children's project

With a growing number of young children, Nailstone, a small rural village in Leicestershire, was delighted with their new play equipment thanks to part-funding from Oakland Foundation.

With the aim to build a trim trail in the village Church Meadow to support the increased number of local children, the project was designed to not only fit the environment but also to provide equipment for a wide range of ages and physical abilities that would help develop both physical and social skills.

Driving force behind the children's project Hana Darlington said: *"Having the trim trail not only encourages children to be more physically active and to enjoy the park, but also to build relationships whilst spending more time outside rather than being isolated at home. Especially children with disabilities who previously had to travel to neighbouring villages can now bond with other children in their community."*

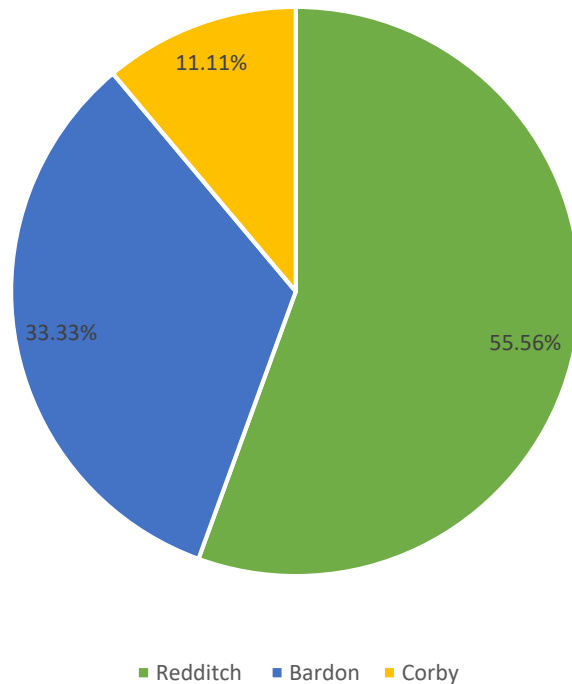
Through crowdfunding and support from local businesses and the community, in addition to the support from the Oakland Foundation, the project was completed in less than six months and was a welcome boost to this rural community.

"Thank you to the Oakland Foundation for your valuable support, it may have seemed like a small project, but it has made a huge impact on our community," said Hana.



Location of projects: 2023

Projects by region



Location of projects 2023

Projects established in Redditch since 2013

Growth in projects requesting equipment for long term use

Employee group established in Corby by sponsor's team to drive engagement

Case Study 3: Set, Pedal-Go!

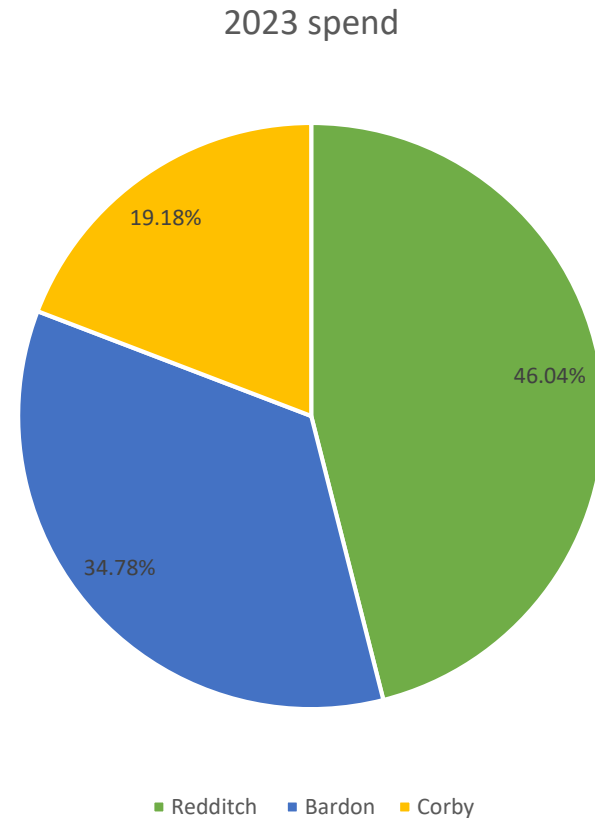
Organised in partnership with Leicestershire's Active Together and delivered by local provider B-Buddies, the programme targets children and young people in receipt of free school meals and who haven't yet learnt to ride a bike due to access or affordability. The programme delivered a mix of after-school sessions in targeted priority schools as well as offered evening and weekend community participation, with bikes and helmets provided which enabled 163 children to take part in the programme.

Prior to starting the Set, Pedal- Go! programme only 19% of children were meeting the Chief Medical Officers (CMS) physical activity guidelines of 60 minutes or more each day to help improve health, and of the children taking part 92% did not have access to a bike and 57% on average had never ridden a bike.

Since taking part in the programme 66% of children wanted to go out on their bikes more, 37% were enjoying being more active and 67% of children have improved in their cycling proficiency and ability, with 82% of parents/carers now interested in additional opportunities to further improve their child's cycling ability and confidence.



Funding by Oakland region



Funding by Oakland region

Average funding (Coalville): £2,635

Average funding (Corby): £4,359

Average funding (Redditch): £2,093

Case study 4: Redditch Wheels project

Known as the largest outdoor supervised skatepark in the UK, the Redditch Wheels Project secured funding from the Oakland Foundation.

Located at Redditch Outdoor Skatepark in Arrow Valley Park South, the project ensures children between seven and sixteen years from the most disadvantaged areas within Redditch can access the skatepark during school holidays as well as providing the children with a free lunch. The provision also includes BMX, Scooter and safety gear hire.

Project Director Steve Rooke said: *“We just want to say a big thank you to Oakland Foundation for their funding which will enable us to expand our provision and address local socio-economic barriers to participation such as entry fees and equipment cost. This will support young people to participate, especially now families may be struggling with the rising cost of living.”*

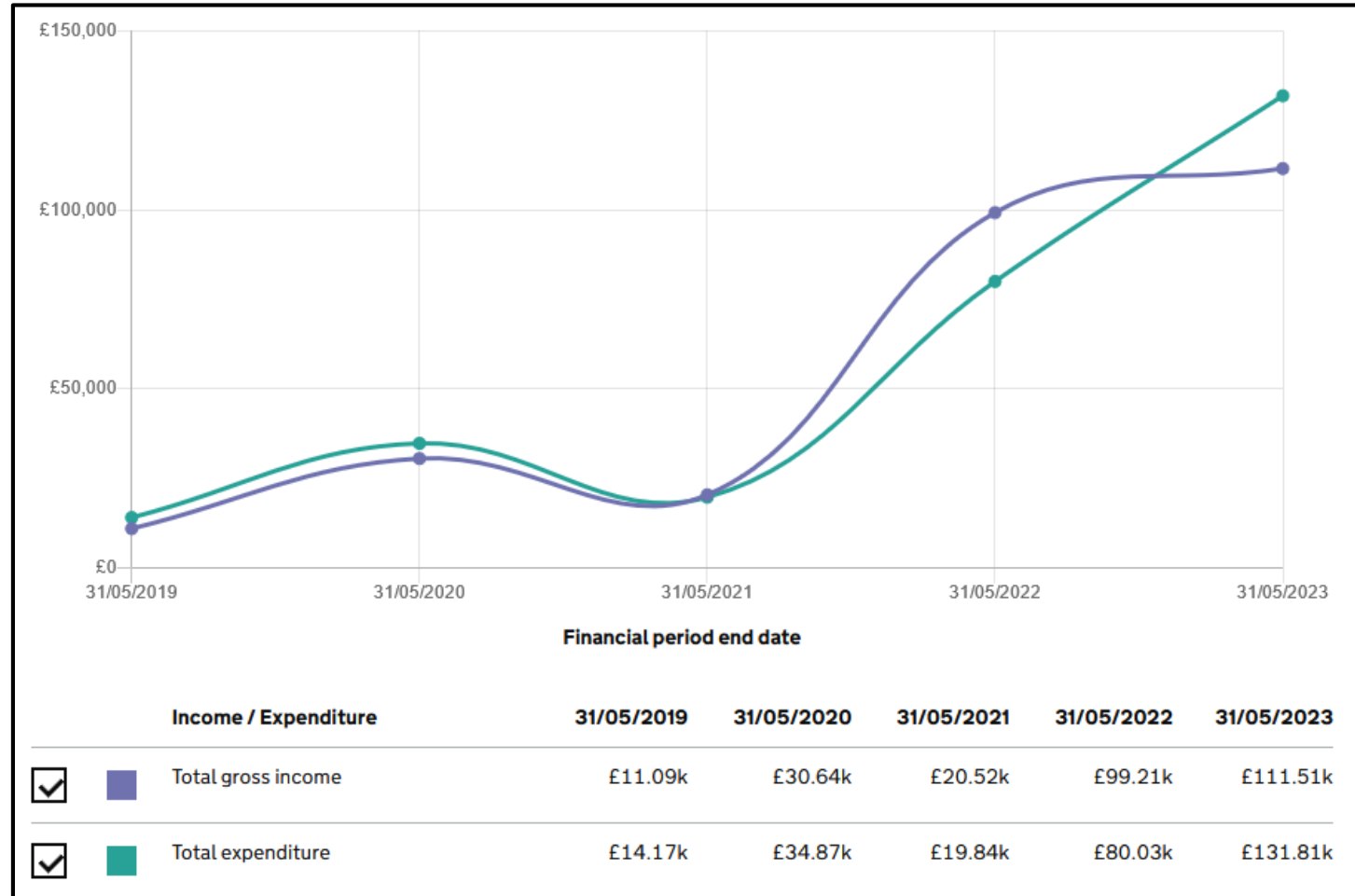


Source of applications funded in 2023

Applications from new relationships	Endorsement from local community bodies	Part-funded applications increasing	Increasing quality of targeted applications	Long term funding commitments made
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Source	Number of applications
NW Leicestershire Council	1
Foundation Website	5
Previous funding	25
Networking	8
Active Sport Leicestershire	2
Sponsor employees	3
Social media	1

Financial Year information



Information in this report is based on calendar year. Here we present FY data extracted from our entry on <https://www.gov.uk/government/organisations/charity-commission>. This is the official register of Charities for England & Wales.

All donations are spent on good causes, no funding is spent on;

- Trustee wages, expenses or fees.
- Overheads.
- Employees.
- Contracts, e.g. rental or leases.



THANK YOU FOR READING

If you have any feedback, questions or would like to discuss anything please contact us

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