

# The Mason Mile<sup>®</sup>

THE MASON FOUNDATION  
ANNUAL REPORT 2020



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## A MESSAGE FROM THE CHAIRMAN

I am tremendously proud that in a year which has seen catastrophic events affecting so many people's health and wellbeing, that The Mason Foundation has managed to not only "tread water", but has further enhanced and developed its delivery model and has now increased its virtual offering through the launch of its very own Mason Mile App. This is such an important milestone as we have been able to continue to support further communities across the South East to be more active at an incredibly challenging time for so many.

We are delighted that our work remains aligned with Sport England's priorities to drive participation for everyone, and we continue to strive to achieve a sustainable programme for the most vulnerable communities with local people at the heart. This is an immense ask for any organisation, particularly in the current climate, and it is only through the innovation of The Mason Mile delivered by The Mason Foundation and its supporting partners, that this has become possible.

I am so proud of The Mason Mile's growth, with plans for national rollout well underway, where our team will continue to embed The

Mile across more communities, with the support of our strategic partners (from corporates to the housing associations, to local authorities). Without the loyal collaboration, commitment and support of these wonderful partners, we could not achieve our mission to provide a starting point for activity for everyone, to support happier, healthier and more active communities.

Above all, I would like to say thank you, yet again, to the stoic and unwavering dedication of the employees and Ambassadors of The Mason Foundation. It would simply not be possible to achieve all of the above without their hard work, passion, drive, and innovative delivery!

I look forward to another year of rapid and entrepreneurial development, and to spreading the physical and emotional health benefits of The Mile, delivered through The Mason Foundation.

Stephen Mason - Chairman

# OUR VISION AND MISSION

**The Mason Foundation was founded in 2017 by entrepreneur and philanthropist, Stephen Mason, with the single mission of supporting communities to become happier, healthier, and more active.**

The Mason Mile provides a starting point for activity, for those who cannot or are not ready to participate in mainstream activities, bridging the gap, providing a gentle nudge into easy, regular activity, identifiable to all, regardless of ability or disability, existing fitness levels or current engagement.

Through The Mason Mile, we support, motivate and empower individuals to come together, as communities, to do Their Mile, Their Way.

The Mason Mile is quite simply one mile (that can be walked, jogged, run, wheeled etc) that can be structured or unstructured, delivered both in (and by) local communities and workplaces, as well as through our virtual community, supported by our App, with individuals pledging their own miles. The Mason Mile is set up and delivered by our team of locally based volunteer Ambassadors who

are committed to encouraging inactive people within their community to join the movement, by coming together (physically and/or virtually) to do 'Their Mile, Their Way'.

The Mason Mile embeds an ethos of inclusivity, encouraging and supporting everyone to get involved.

## **Our Mission is to:**

- Address inactivity through providing local, simple, easily accessible activity, suitable for everyone
- Provide the starting point activity to support positive physical, emotional, mental and social wellbeing
- Support, empower and connect people who need help the most, to join The Mason Mile community
- Connect and empower local people through The Mile to become Mile Ambassadors and trusted friends, supporting their local community to find the right support at the right time for them

## **Our Vision is to:**

- Support communities across the nation to set up, embed and deliver The Mason Mile, connecting local people from all walks of life to engage in fun activity that enhances their physical and emotional

wellbeing. Through our locally based Mile Ambassadors, we aim to leave a lasting legacy within each of our communities, ensuring The Mason Mile continues to grow and flourish - led by local people for local people [#TheirMileTheirWay](#)



# COLLABORATION WITH SPORT ENGLAND

**WE ARE PROUD TO SUPPORT SPORT ENGLAND WITH THE DELIVERY OF THEIR CORE PURPOSE, TO ENCOURAGE AND PROVIDE OPPORTUNITIES FOR EVERYONE, REGARDLESS OF THEIR AGE, BACKGROUND, OR LEVEL OF ABILITY, TO ENGAGE IN PHYSICAL ACTIVITY**

From January to May 2020, we progressed our initial pilot phase of delivery, which commenced in June 2019, funded by Sport England and Golding Homes. This phase focused on taking The Family Mile concept and building the blueprint for delivery within areas of Kent in some of the hardest to reach communities (low income, BAME and those with disabilities).

This phase allowed us to understand at a local level, how to engage with the target communities. During this period, we were successful in setting up and embedding 5 structured community-based Family Miles and reached over 50,000 people in the South-East.

By empowering disadvantaged families to become more active and take responsibility for their own health and wellbeing, in a way that works for them, we are actively addressing health inequalities by providing the tools, support and motivation for local communities to help each other.

During this period, we successfully engaged 184 families to become regular milers and of these, 84% stated they were more active since joining The Family Mile.

In March 2020 we, along with the rest of the world, faced the challenges associated with the world pandemic COVID 19. As soon as the first national lockdown was announced in 2020 we were unsure whether we would be able to continue to deliver services.

We quickly decided to continue to offer support to our families at a time when many would need it more than ever.

With the continued backing from Sport England and Golding Homes we adapted our delivery in line with the communities needs during these difficult times.

We specifically focused on accelerating our online offering for families and older isolated people with an emphasis on fun and interactive engaging activities for families and individuals to enjoy at home and in their local area, in a safe way with a focus on moving more in a way that fits families needs.



**SPORT  
ENGLAND**

# CELEBRATING OUR GROWTH

**During a turbulent year, The Mason Foundation has continued to grow and support communities to come together to do Their Mile, Their Way, whether this was virtually or in person.**

2020 saw the growth of the team from 4 to 7 members of staff, we developed our Mason Mile app to create online communities and engage individuals in a safe and supportive environment and we increased our online presence and delivery as a direct response to Covid-19.

In addition to this, we continued to recruit, train and support local people from our 5 localities (Maidstone, Thanet, Medway, Thamesmead and Southwark) to become Family Mile Ambassadors ready to lead their own Miles when restrictions ease and physical group miles are possible.

**2020**

The Mason Mile app was launched in December 2020

**23** Ambassadors Trained

Mason Foundation Team Members **7**

**10/12/20**

First Ambassador led mile in Maidstone

**19/12/20**

First Ambassador led mile in Thanet

Post Reach of

**111,242**

across our Facebook pages in 2020

Received Covid support funding from Kent Community Foundation, Golding Homes and Sport England

**SPORT ENGLAND**

Funding secured for Family Mile Ambassador Model

**1471**

Facebook Followers on Mason Mile and Family Mile in response to Covid

# 2020

## THE YEAR OF GROWTH FOR THE FOUNDATION

**Despite the challenges associated with the global pandemic, 2020 has been a seminal year for us in terms of our overall development as a charity.**

**Our organisation has grown from just 4 employees to a team of 7 dedicated, highly driven individuals who have each played a pivotal role in supporting the development and roll out of The Family Mile across The South East.**



The year got off to a great start working with our communities in Kent to understand their drivers, barriers, and motivations. This enabled us to form a blueprint and start to build the crucial evidence base to demonstrate the effectiveness of The Mile in achieving our aim of engaging the hardest to reach groups to become more connected and active through The Mile. The year was spent listening, learning, and responding to our communities, which shaped our approach into a model that could be scaled through our Ambassador programme.

**The  
Mason  
Mile<sup>®</sup>**



# OUR AMBASSADORS

**BY CREATING ENGAGING CONTENT FOCUSED ON MOTIVATING COMMUNITIES TO MOVE MORE IN A WAY THAT WORKS FOR THEM, WE HAVE CAPTURED THE HEARTS OF SO MANY WHO HAVE JOINED THE FAMILY MILE MOVEMENT #MYMILEMYWAY**

The Mason Foundation continues to grow; funded by Sport England alongside other match funders including Peabody Housing, Golding Homes, L&Q, Medway Council, Kent Association for the Blind and Vinci Facilities.

The Family Mile has expanded across Kent and London with Mile Ambassadors, alongside local community partners preparing to launch new miles in early 2021 (Subject to COVID-19).



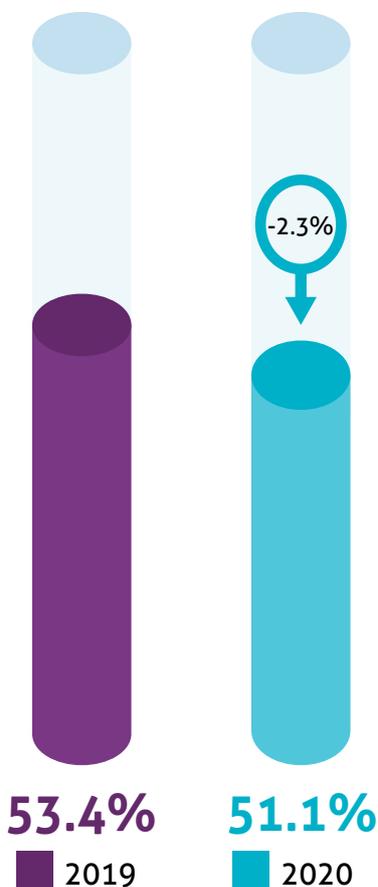
The Foundation are working closely with partners to embed a sustainable Ambassador model into these local communities and remain on schedule to train and support approx. 10-15 Mason Mile Ambassadors in each location.

Sport England are pleased to provide National Lottery funding for us to deliver our Family Mile, enabling us to work together to achieve our vision of addressing the inequalities within lower socio-economic groups and improving the nation's long-term physical and mental health.

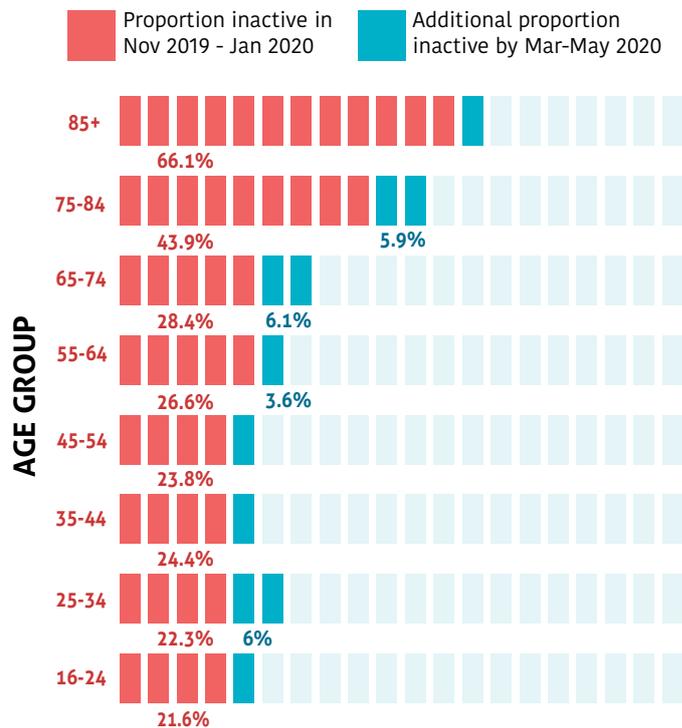


# TIME TO MAKE CHANGE HAPPEN

Throughout 2020, the pandemic meant that many of us have been faced with new challenges and in some cases, big changes to various aspects of our lives. This, for lots of people, has taken its toll on both physical and emotional health and wellbeing. These statistics demonstrate the worrying trends globally around inactivity and lifestyle related poor health, that are being exacerbated by the impact of the Coronavirus crisis. We are still yet to understand the full impact of the pandemic on people's health and wellbeing but initial findings are alarming. Sport England's Active Lives Adult Survey found that people in lower socio-economic groups are the most likely to be inactive (doing less than 30 minutes of physical activity per week) and with nearly 12 million adults in England living in a lower socio-economic group this is a significant number of people who could reap huge benefits from taking part in activity.



Source: Active Lives Children and Young People Survey Coronavirus (Covid-19) Report. Mid-May-late July 2020.



The activity levels of children and young people have also been negatively impacted due to COVID-19 restrictions, as seen in the Active Lives Children and Young People Survey Coronavirus Report; only 51.1% of children and young people were taking part in the recommended 60 minutes of activity per day.

The Family Mile aims to address these trends by bringing communities together to support one another to become happier, healthier and more active in a way that works for them. Delivered for the community, by the community- #TheirMileTheirWay.

Whether overweight, living with a disability or simply lacking the confidence to join other groups, our team of friendly Ambassadors support and encourage their community to join the movement. The Family Mile is that first step, into fun, easy to do activity FOR EVERYONE! It is a great programme to support COVID recovery.



# KENT ASSOCIATION FOR THE BLIND AND MEDWAY COLLABORATION

## **PARTNERSHIP WITH KENT ASSOCIATION FOR THE BLIND**

KAB shared the mission of The Mason Foundation to promote opportunities for inclusive activity across Kent. Their collaboration with The Mason Mile team led them to becoming the lead partner for the Thanet locality. This was an area where KAB felt The Family Mile could make a huge impact to visually impaired communities, as well as their friends and family.

Through this collaborative approach with KAB, we have been able to successfully train and support visually impaired Ambassadors, promoting The Family Mile as an accessible and fun way into physical activity for those with a visual impairment and the wider Thanet community. We are working with our Ambassadors across all localities to ensure this inclusive approach is embedded, as well as sharing information about how healthier lifestyles can promote positive eye health.

““ We have always been hugely inspired by the remarkable transformational work that the Mason Foundation do and when the opportunity to partner with them was presented to us back in February 2020. We instinctively knew that it was the right thing to do. With such synergy between our aims and objectives as well as knowing the impact of a combined partnership could be life-changing for so many we have never looked back. Their passion, enthusiasm and professionalism in all that they do makes them a truly dynamic partner. The energy they commit to improving the wellbeing of people and their lives ensures great impact and outcomes within communities and will go from strength to strength. The team consistently go above and beyond in every aspect of their mission and deliver outstanding results. Here at Kent Association for the Blind we are very proud of our partnership with the Mason Foundation and know that together we will continue to improve people’s lives for the better for many years to come “”

**SUE PIPER, HEAD OF FUNDRAISING, KENT  
ASSOCIATION FOR THE BLIND**

## **WORKING WITH MEDWAY COUNCIL**

Medway Council acknowledged the strong links between The Family Mile and their existing public health initiatives, recognising the opportunities for The Mile to really complement their existing offer. Medway Council put themselves forward as lead partner for the Medway area. Working closely with the Public Health team, The Mason Mile Team are embedding The Family Mile across the Medway community and within health and wellbeing services offered by Medway Council. The training and support we are providing to local residents is empowering many to become Family Mile Ambassadors, supporting their local community to take their first step into activity.

““ We are delighted to add The Mason Mile to our range of Public Health Physical Activity Programs as we feel it represents our core values of increasing physical activity in a simple way and reducing social isolation in our communities. The Mason Mile team are enthusiastic and motivated to push out the message “Your Mile, Your Way”, which applies to everyone regardless of physical ability. We look forward to a long and successful project with The Mason Mile in Medway which can only benefit our residents. “”

**CHRISTOPHER FORD, HEALTH IMPROVEMENT  
PROJECT MANAGER, MEDWAY COUNCIL**



**Kent  
Association  
for the  
Blind**

*Medway*  
COUNCIL

*Serving You*

# ACHIEVEMENTS

**In 2020 The Mason Foundation secured Sport England funding to roll out The Ambassador led model, taking the learning from the Kent based Pilot, adopting a sustainable and scalable model.**

The Ambassador led Family Mile was launched in Oct 2020 across Maidstone, Medway, Thanet, Southwark and Thamesmead. Despite the challenges associated with COVID-19, we successfully recruited and supported 23 Mile Ambassadors across the 5 localities within the initial 3 months of delivery.

**The national lockdown announcement on 20th December 2020 meant that we had to halt our Family Mile delivery just as our Ambassadors had started to launch their regular Family Miles.**

The Mason Foundation continued to support the communities by delivering engaging and innovative online content. We accelerated the development of our Mason Mile app which is a community based platform where Milers can come together to share inspiration and barriers to activity in a safe and supportive environment, designed to motivate the community to do “Their Mile, Their Way” and take their first step towards a more active, happier, and healthier lifestyle.

**The first Ambassador led Family Mile was held as scheduled on 10th December 2020 and we were able to support further Ambassadors to hold 4 Family Miles in their respective localities**

**prior to the December Lockdown announcement.**

We anticipate restarting our Ambassador led Miles across all 5 of our localities in Spring 2021 as lockdown measures ease.



# BUILDING A COMMUNITY THE MASON MILE APP

## AN EXCITING NEW DEVELOPMENT CAME FOR US IN 2020.

As well as driving engagement through face to face, community-based delivery, we now connect communities through existing social media platforms and our own community focused Mason Mile App.

This has been a particularly significant part of The Family Mile's development through 2020 with physical Miles having to be paused during the lockdown period.

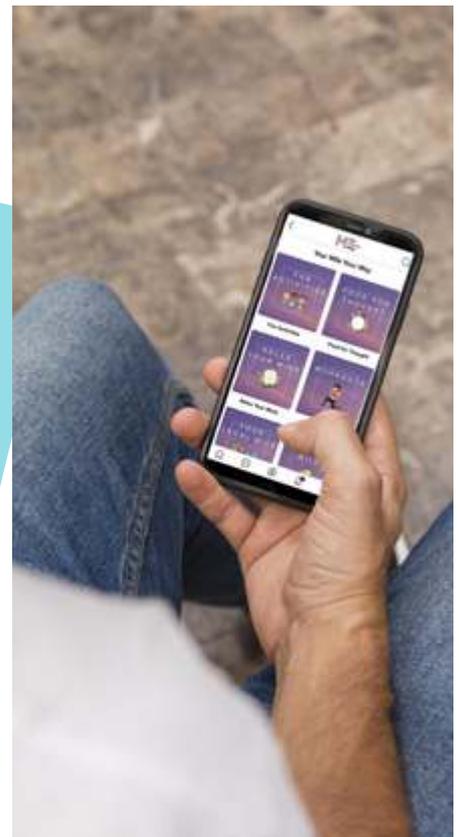
The aim of the app is to provide a "safe and welcoming" platform to build a community of like-minded individuals who can come together to motivate and empower one another, sharing their stories, seeking help and support and simply talking to others with shared goals.



The App will provide our Miler communities with all the latest information about upcoming events, new and existing Mile information, as well as fun interactive activities to get involved in.

We are actively sharing the App across the communities we are working in within the South East and are looking forward to growing organically across further localities as we expand through 2021-22.

WHERE PEOPLE  
CAN CONNECT,  
INTERACT, LEARN  
AND CONTINUALLY  
SUPPORT ONE  
ANOTHER TO MAKE  
BETTER HEALTH  
CHOICES EVERY  
DAY.



# A GOLDING OPPORTUNITY

**Golding Homes residents Jeremy Ward and Jan Cook heard about The Family Mile, Maidstone while undertaking a Recalibrate Wellbeing Programme at a local Healthy Living Centre.**

Golding Homes were one of the first partners of The Mason Mile, supporting delivery of The Family Mile in Maidstone from 2018 to the present day. Golding Homes funds and promotes programmes that support their residents and the local community.

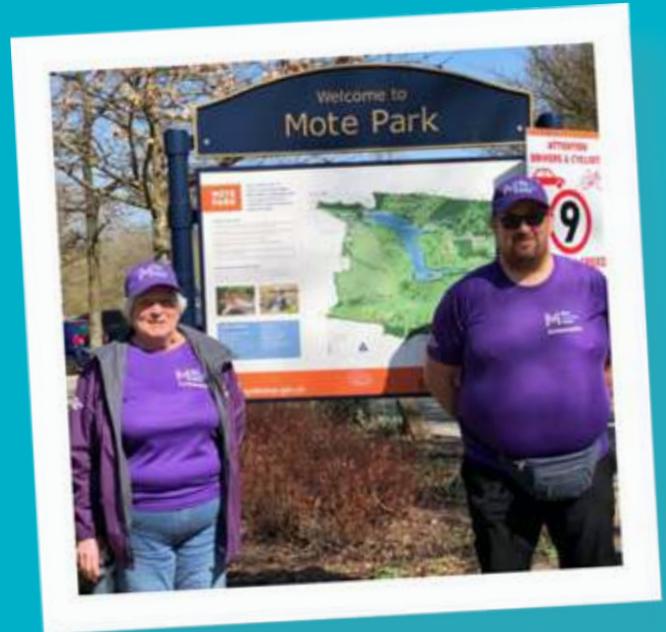
After Jan's husband passed away, she turned to walking to help keep her active and on top of her mental health. She quickly found that it was a great way to socialise and became a regular Miler at our Family Miles in 2019.

Jeremy is a full-time carer for his wife, but ensures he finds the time to go for regular walks and support his local community.

The Family Mile brought Jan and Jeremy together. They supported the Miles in 2019 by attending walks, spreading information to their family and friends and Jeremy even took on the role of Father Christmas at our 2019 Christmas event and often supported The Mason Mile Team to lead Family Miles in Maidstone, before the concept of Ambassadors was ever introduced.

When the opportunity to become Family Mile Ambassadors was announced, Jan and Jeremy both jumped at the chance. They have completed all of their training and have teamed up, deciding to deliver a weekly Family Mile on a Sunday afternoon in their local park. Jan leads the walks and Jeremy supports her by attending the walks, promoting them to the local community and assisting with social media.

Jan is passionate about demonstrating how getting out for a walk has supported her through difficult times in her life. She regularly posts her favourite walks on our



Mason Mile app, inspiring others to get out and get active by showcasing her favourite routes around Mote Park and Leeds castle. Jan and Jeremy have continued to walk together throughout lockdown to keep each other motivated and supported during COVID-19.

The Mason Foundation are proud to promote their 'Your Role, Your Way' ethos. When it comes to volunteering with us, we support Ambassadors to deliver a Mile in a way that works for them as an individual, whether this is by volunteering on your own, teaming up with a friend or creating a partnership with another Ambassador.

**golding homes**

# COVID... BUT BUSINESS AS USUAL FOR THE FOUNDATION TEAM



**When lockdown was announced in March 2020 The Mason Foundation was part way through delivery of our Family Mile pilot in Maidstone.**

**We were passionate about continuing to support families through this difficult period so began creating engaging online content that was accessible to all, and so, The Extra Mile was born.**

STEVE BROWN, PARALYMPIAN, TV PRESENTER

We were successful in applying for additional funding from Golding Homes and Kent Community Foundation to deliver The Extra Mile. Our team developed ideas and online based methods of keeping milers active, supported and motivated during this turbulent time. We created The Extra Mile as an alternative option to the mainstream home workouts available, using our very own 'Dan The Family Mile Man' to provide gentle, easy to do home workouts that the whole family could take part in. We delivered The Toilet Roll Squat Challenge, advice on making your food go further and even had the pleasure of working with Paralympian and TV presenter Steve Brown who created a fantastic, accessible home workout using water filled milk bottles.

We are incredibly proud of how we have adapted to these unprecedented times and are thrilled with the feedback we have received from some of our families on the informative, yet fun content we have created and posted. The success of The Family Mile Maidstone Pilot and our Extra Mile delivery helped us secure additional funding from Sport England and locality match funders Golding Homes, KAB, Medway Council, L&Q Housing, Peabody and Vinci Facilities to roll out our Family Mile Ambassador programme in Maidstone, Thanet, Medway, Thamesmead and Southwark which commenced in October 2020 and will continue to deliver until October 2021.

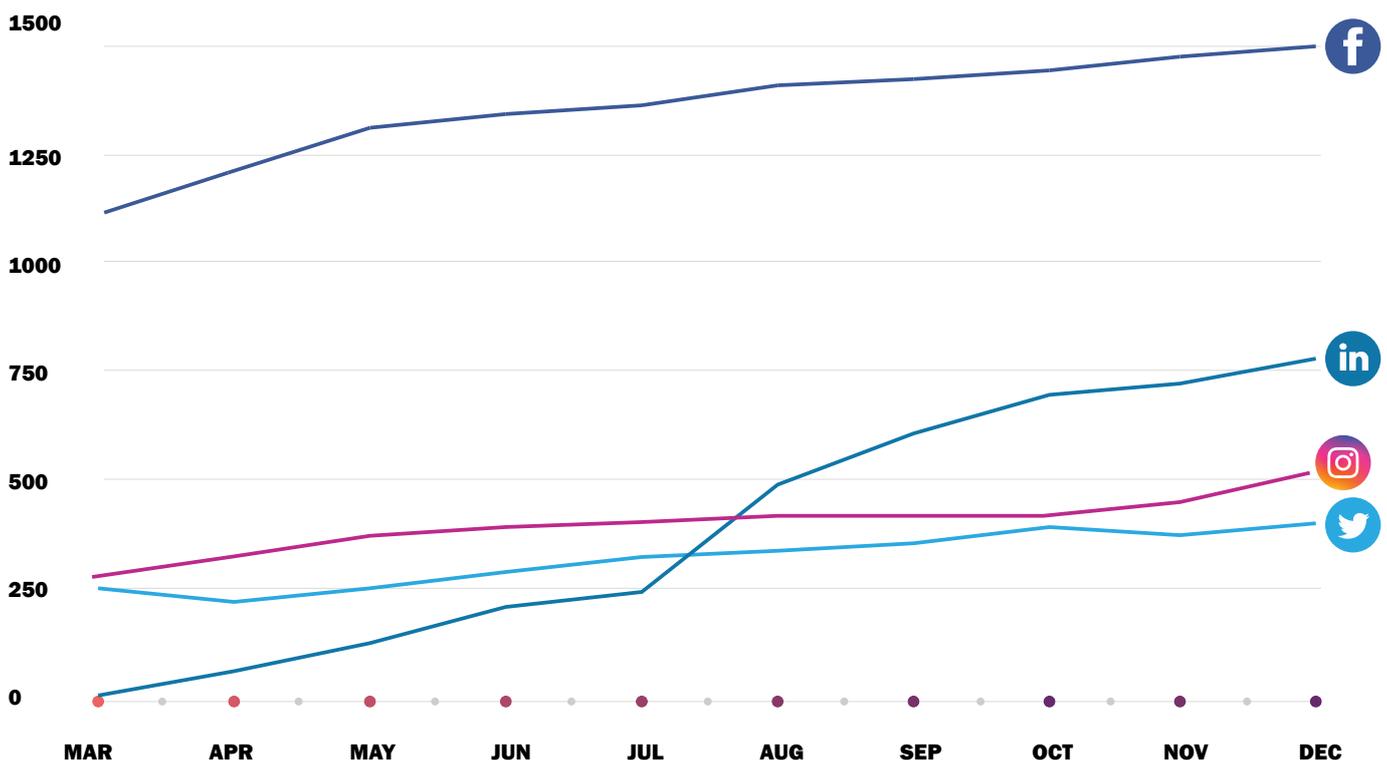
"I LOVE THE EXTRA MILE POSTS ON FACEBOOK BY THE FAMILY MILE: THEY ARE REALLY INFORMATIVE AND GREAT TO KEEP THE CHILDREN EXERCISING AT HOME DURING THIS AWFUL TIME. IT KEEPS THEM MOTIVATED AND THEY LOVE TRYING DIFFERENT ACTIVITIES!"  
- NICOLA CASSON, FAMILY MILER



# SOCIAL MEDIA GROWTH

Lockdown gave The Mason Foundation an opportunity to adapt and create online delivery for The Mason Mile. Regular content was created to continually encourage and support communities to become more active during the challenging and unprecedented time of Covid-19, by providing daily support to communities through our various social media platforms.

The Foundation provided Milers with lots of fun activities to do at home and in their local area, by creating engaging content that focused on motivating everyone to move more, in a way that works for them, ([#MYMILEMYWAY](#)) whilst also incorporating outdoor educational ideas for families.



# SUPPORTING WORK PLACE WELLBEING

Alongside our community based delivery, in response to the pandemic, 2020 saw the development and implementation of our Business Mile programme.

With COVID-19 having a devastating impact on businesses across the country, many organisations have been forced to implement home working. This has been a huge cultural change for many employees who have had to convert their living space to a home office. The impact of this, alongside home schooling and a series of national lockdowns, has been huge. Many employees have struggled with their physical and emotional wellbeing, feeling isolated, overwhelmed and disconnected.

In 2020, The Business Mile was born, providing workplaces with a simple solution to embed a positive culture, where employees are actively encouraged, empowered and supported to connect and support each other to do Their Mile, Their Way, through implementing a series of workplace activities to promote wellbeing.

Through training workplace champions, The Mason Foundation provides a toolkit and support to each organisation to adopt The Business Mile in a way that works for them. For many, this has been a really proactive way of supporting their employees to get active, stay connected and feel valued during such a challenging time.

THE GREAT THING ABOUT THE MASON MILE CONCEPT IS THAT IT HELPS ORGANISATIONS OF ALL SHAPES AND SIZES - PROVIDING RESOURCES AND MOTIVATION FOR EMPLOYEES AND THE LOCAL COMMUNITY HELPING THEM TO GAIN THE BENEFITS OF GENTLE OUTDOOR EXERCISE, WHILST NATURALLY IMPROVING THEIR DIET AND BECOMING HAPPIER EMPLOYEES. AT WORK IT IS ABOUT SUPPORTING A HEALTHY, ACTIVE WORKFORCE. IN THE COMMUNITY IT IS ABOUT HELPING PEOPLE MAKE POSITIVE LIFESTYLE CHOICES. THOSE CHOICES WILL HELP ESTABLISH MORE COHESION AMONGST LOCAL PEOPLE, UNITING THEM TO CREATE DYNAMIC POSITIVE COMMUNITIES. - VINCI FACILITIES



**M** The  
Business  
Mile

# OUR OUTCOMES IN 2020..

THE MASON MILE  
ENGAGED

50,000

PEOPLE THROUGH  
MASON MILE ACTIVITIES  
IN 2019/2020

915

VIEWS ON OUR SHORT  
AND INFORMATIVE  
 YouTube VIDEOS  
(MARCH-SEPTEMBER  
2020)

87%

OF FACEBOOK  
FOLLOWERS LIVE IN AND  
AROUND OUR TARGET  
AREA, MAIDSTONE

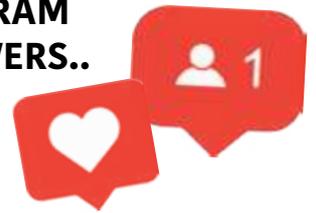
23

AMBASSADORS  
RECRUITED AND TRAINED  
IN 2020



320

INSTAGRAM  
FOLLOWERS..



FACEBOOK POST  
REACH OF

11,500  
PER WEEK

247

FAMILIES SIGNED UP  
TO THE FAMILY MILE IN  
MAIDSTONE

DURING THE FIRST  
LOCKDOWN (MARCH  
SEPTEMBER 2020)

THE MASON  
MILE APP WAS  
LAUNCHED

OVER  
1/3

OF THESE FAMILIES  
WERE FROM OUR  
TARGET GROUPS  
(BAME, QUINTILES 1&2, LIVING  
WITH LONG TERM HEALTH  
CONDITION OR DISABILITY)

M

COMMENCED THE  
FAMILY MILE  
DELIVERY IN 5  
LOCALITIES ACROSS  
THE SOUTH EAST



58,093

AND WE  
LAUNCHED...



TWITTER IMPRESSIONS  
(MARCH-SEPTEMBER  
2020)

M The  
Business  
Mile

# OUR JOURNEY TO A NATIONAL ROLL OUT

**From 2021 we will be expanding across  
further localities within The South East**

including Kent, Essex and London and from 2022 we have plans  
to roll out across The Midlands and North West in collaboration  
with national and local partners.



# Looking ahead to 2021-22, we have an exciting strategy for further growth and expansion of The Family Mile on a national level..

As we enter into 2021, we will continue to develop our locality based Ambassador model, supporting the COVID 19 recovery through engaging with community-based organisations to support and embed a truly local approach, engaging the hardest to reach communities across the South East.

In 2022, we plan to roll out delivery through the development of regional hubs across The Midlands and North West, continuing to work closely with Sport England, The Active partnerships, the housing sector, corporate partners and locally based community and voluntary sector organisations.



# COLLABORATING WITH THE HOUSING SECTOR

The Mason Foundation's vision for supporting happier, healthier and more active communities is shared by the social housing sector. By developing strong working relationships with organisations such as L&Q, Golding Homes and Peabody, The Mason Foundation have been able to roll out The Family Mile in Southwark, Maidstone and Thamesmead respectively.

By partnering with housing associations, The Mason Foundation is able to work collaboratively with the



community we serve to understand their barriers and needs and to produce a truly locally driven project that has been co-developed by those it aims to empower and support.

The Mason Foundation provides an excellent platform for housing associations to improve their social value and supports this demonstration via quantitative numbers and compelling good news stories given by the residents themselves. The partnerships developed by The Mason Foundation with social housing suppliers allows us to access those communities most in need

of an accessible way into activity.

We have also been championed by HACT who have invited The Mason Foundation to present The Family Mile at their London and South East quarterly meetings. We are excited to further this partnership as we deliver The Family Mile across the UK.





## A MESSAGE FROM THE CEO

I am incredibly proud of the achievements made by The Mason Foundation through 2020. Despite the obstacles inextricably linked with the world pandemic, we have continued to grow and respond to our communities in this crucial time of need. We would like to thank all our partners for their unwavering support and commitment, helping us achieve our growth and tackle long-standing health inequalities.

The year got off to a fantastic start building on the success of 2019, driving the growth and development of the Maidstone based Family Mile pilot funded by Sport England, alongside Golding Homes. Prior to March 2020, we were successfully delivering weekly Family Miles across 5 areas of Maidstone to targeted communities.

In March 2020, when the UK Government announced the first National Lockdown as a result of COVID-19, The Mason Foundation faced the difficult decision, like so many organisations, about how best to respond to the needs of our communities. Very quickly it became apparent that although there was a wealth of online wellbeing support emerging, to help people remain active and well during lockdown, there was a need for specifically tailored help to meet the needs of our more vulnerable communities.

With the nation in free fall, The Mason Foundation identified a vital need during this time, to develop a series of online videos, messages, campaigns, and motivational material to support communities through social media platforms to connect and empower people in a way that works for them, through fun, interactive, family centred activities, challenges, and pledges. Through the launch of our #YourMileYourWay campaign,

we engaged 1,852 individuals to join our movement through social media and we have continued to drive engagement in this way throughout 2020.

Towards the end of 2020 we launched the Ambassadors programme to achieve sustainability and scalability, and I am delighted to celebrate their achievements! I am immensely proud of our 23 wonderful, trained Ambassadors who embarked on their Ambassador journey in October 2020. Despite the current COVID-19 challenges, each Ambassador is making tremendous contributions to the development of the project within their respective areas, and all are looking forward to the easing of restrictions when they are able to actively deliver within their local communities.

Whilst these challenges associated with further national lockdowns have delayed our on the ground delivery of Family Miles within the communities, it has accelerated the growth of our community App and online support and services, which will remain a key part of The Mile in the Future. We are looking ahead to 2021 and are extremely excited about relaunching our Ambassador led miles in Spring 2021.

A huge heartfelt thank you goes out to all of our dedicated Ambassadors, without who we would not be able to deliver our great work to communities in need.

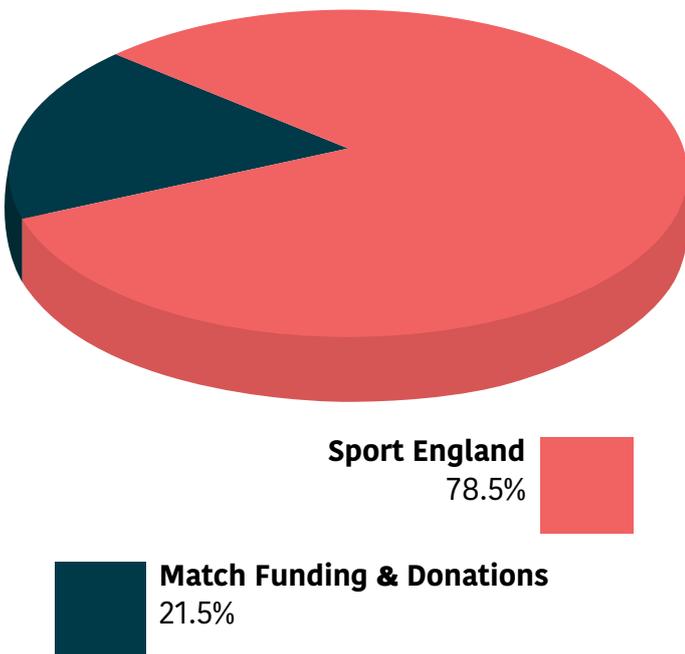
Anna Skeats -  
Chief Executive Officer

# FINANCIAL SUMMARY

## FINANCIAL SUMMARY

This year's income grew by £259,348 to £384,349. This growth is an admirable achievement in light of the uncertain economic climate and the early impact of COVID-19. This is a true testament to the dedication of our partners, funders, and staff. All of our Mason Mile delivery is free for the public, including our Family Mile events, activities, and Ambassador's programme. This targeted delivery is only possible thanks to the ongoing support of our funders.

## INCOME SPLIT BY %



## EXPENDITURE

Total expenditure increased by £187,208 from 2019, to £294,927. This increase was part of the strategic plan to develop and expand the service, scaling across multiple localities across the South-East (expansion from one locality to five).

## INCOME

Our funding includes grants and other match funding from partners who share our mission to support disadvantaged communities. We plan to broaden these funding streams in 2021 to include income from sales of our Business and Silver Mile toolkits, to reduce the reliance on any single funding stream and increase the charity's revenue and sustainability. A significant proportion of our funding this year was secured through Sport England's Families Fund (78.5%), to roll out our Family Mile Ambassador's programme across Kent and London. The additional 21.5% funding was secured through match funding for the Ambassador's programme and donations to support the delivery of our Extra Mile programme. As we enter 2021, we plan to increase funding through match funders to support the roll out of the Ambassador's programme across further localities. We anticipate securing 77% through the core funders and the remaining 23% through local match funders such as corporate, housing sector, charities and local Government.

## RESERVES

COVID-19 is expected to have a significant impact on the future income for 2021. Our current annual operating costs equate to circa £300,000 and we anticipate additional challenges to securing funding in the future months, as the economy recovers from the impact of the pandemic. Our total reserves at the end of December 2020 were £113,101 (38% of the annual operating costs required). We anticipate utilising these funds for 2021 delivery.

A BIG THANK YOU TO ALL OF OUR PARTNERS WHO HAVE SUPPORTED OUR DELIVERY IN 2020 AND CONTINUE TO DO SO..



1st Place Children's Centres  
 Active Lives  
 Activity Alliance  
 Ageless Thanet  
 British Land  
 BVSC  
 Changing Minds  
 Charlton Athletic Community Trust  
 City of London  
 Clarion Housing  
 Community Southwark  
 Decathlon UK  
 Essex Cultural Diversity Project  
 Events Meets World  
 Explore Kent  
 Freedom Fitness  
 Fusion Healthy Living Centre  
 Greenwich Leisure Limited  
 HACT  
 Healthwatch Kent & Medway

Homestart Southwark  
 Homestart Thanet  
 Involve Kent  
 Kent Coast Volunteering  
 Kent County Council  
 Kent Sport  
 KM Charity Team  
 London Borough of Bexley Council  
 London City Runners  
 London Southbank University  
 London Sport  
 Maidstone and Mid Kent Mind  
 Maidstone Borough Council  
 Maidstone NCT  
 Maidstone United  
 Maidstone Leisure Centre  
 Margate Football Club  
 Medway Adult Education  
 Medway Community Healthcare

Mid-Kent College  
 Oasis Waterloo  
 One You Kent  
 Parents and Citizens Together  
 Royal Borough of Greenwich Council  
 Sanctuary Housing  
 Social Enterprise Kent  
 Southwark Council  
 Thamesmead Nature Forum  
 Thanet Children's Centres  
 Thanet Trust  
 The National Trust  
 The Young Foundation  
 United St Saviours  
 University of Loughborough  
 Wellbeing People  
 Whoo Cares  
 Windrush Primary School  
 YMCA Maidstone





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