

THE MASON FOUNDATION ANNUAL REPORT 2022

- 3 Message from the Chairman**
- 4 Vision & Mission**
- 6 Growth**
- 7 Teamwork**
- 8 Family Mile**
- 10 Community Mile**
- 12 Case Studies**
- 16 Propel: Progress to Date**
- 18 Strategic Partnerships**
- 20 Community Engagement**
- 22 Innovation & Creativity**
- 24 Achievements**
- 26 Publicity**
- 28 Looking Ahead**
- 29 Financial Summary**
- 30 Message from CEO**
- 31 Thank You**

CONTENTS



Message from the Chairman

It is with great pride that I write this message, reflecting on the achievements of The Mason Foundation throughout 2022. It has been another year where families across the country face continued hardship, navigating the impact of the pandemic, the increasing costs of living, unemployment, redundancies; all exacerbating the challenges for some of society's most vulnerable communities.

It will take a collective effort to address these challenges, by organisations rooted within local communities, supporting those most at need.

It is often at these times though, where we see community spirit at its best! It never ceases to amaze me, the hard work, determination, and commitment of our many volunteers who tirelessly go the extra mile each week, delivering programmes of activities within their local neighbourhood, supporting people to be active together. In doing so, these wonderful Community Champions provide such a valuable support network in these times of need.

The Mason Foundation's volunteer community has grown in reach and impact, now supporting hundreds of people across the country. This was my initial vision for the Foundation, so it's fantastic to see it rolling out across many communities.

I am so proud of our growing Community Mile network, which is becoming well established across many towns and cities in England, with many volunteers now delivering weekly activity to their communities.

This year we have also seen the successful launch of Propel, our supported employment programme, developed to bridge the gap for young people with learning disabilities into employment. Through our partnership with the wonderful Oaks Specialist College in Kent, we are determined to make change happen, championing and supporting inclusivity in the workplace, through provision of consultancy, practical support, and training, as part of our newly launched Propel programme. This is something I am truly passionate about, so I am excited to see the growth of this initiative, and the opportunities it provides these young people in the coming year!

When I founded The Mason Foundation 5 years ago, I was determined to play a part in reducing inequalities; providing opportunities for those, who through no fault of their own, face adversity. Sadly, as the country experiences a cost-of-living crisis, the scale of inequality is set to worsen with many families facing extreme financial hardship, which is impacting on their physical and emotional wellbeing.

As we look ahead to 2023, we must do more together, each playing our part, in addressing inequalities through locally driven support, with local people very much at the heart.

This is why charities rooted in the heart of communities, addressing these issues, are more important than ever. We continue to support and empower communities and individuals, providing them with the tools, skills, and inspiration to support one another; a model which we know is the key to long-lasting and sustainable change.

As we look ahead to 2023, we must do more together, each playing our part, in addressing inequalities through locally driven support, with local people very much at the heart.

My heartfelt thanks go to all our sponsors and supporters who make our much-needed work possible; we couldn't do it without you!

Stephen Mason
Founder and Chairman



We aim to build social capacity, with local people at the heart, training, supporting and empowering individuals to make positive change, with the snowball effect of inspiring others to do the same.

OUR MISSION

The Mason Foundation is a charity dedicated to supporting vulnerable communities and individuals, to live happier, healthier, and more fulfilled lives. Through our programmes, we aim to reduce inequalities and support disadvantaged local people to come together and help one another, adopting a person and community-centred approach.

Our work continues to drive activity centred around addressing The United Nations Sustainable Development Goals, to achieve a better, more sustainable future for all!

OUR PURPOSE



VISION & MISSION



OUR DELIVERY

The Mason Mile 15 minutes: The starting point to physical activity

The Mason Mile supports vulnerable communities, with a higher prevalence of inequalities. Often, these communities benefit most from simple, community led, targeted, sustainable solutions to inactivity and isolation. This is increasingly important as communities deal with the aftermath of the pandemic and the ongoing cost of living crisis. By bringing local people and neighbours together, for free, we can improve their collective wellbeing by re-establishing and nurturing that good old community spirit!

The Mason Mile, through its Community Mile, Business Mile, and University Mile activities, provides opportunities for communities to be active together, offering a starting point for those with no baseline fitness or confidence. We like to think of it as a gentle nudge into easy, regular activity, that can be done as part of a community, or individually. Accessibility is at the core of everything we do, by ensuring all Mason Mile activity is appropriate for everyone - regardless of ability or disability.

Through our Mason Mile programmes, we train and support local people to become Champions in setting up and delivering their own community-based Miles. These are one mile walks, runs, jogs, or quite simply, 15 minutes of activity (think skipping, nature trails, space hopper-ing!); whatever our Champions choose, it's 'Your

Mile, Your Way', delivered in (and by) local and virtual communities. We love to encourage innovation for these 'Miles', providing locally trained Champions with the skills, knowledge, and empowerment to deliver fun and engaging activities for their local communities - in our eyes, the more imaginative the better!

Propel Meaningful change: A workplace supported approach

*Only 5.1% of individuals with a learning disability are in paid employment in the UK. This is a shocking statistic, which The Mason Foundation are committed to reversing.

Partnered with The Oaks Specialist College in Kent, we aim to reverse this trend through the development and delivery of our recently launched Propel programme. This aims to drive transformational change to some of society's most disadvantaged young people, who are living with a learning disability. Our shared vision is to support opportunities for these young people to lead positive, fulfilled lives, enabling them to contribute to society through meaningful employment. We are passionate about helping these talented young people to become financially independent, resulting in a hugely deserved sense of fulfilment, and improved overall wellbeing!

Our ethos is centred around providing opportunities for everyone to thrive in safe, purposeful, and sustainable employment, where both the individual and the employer reap the rewards; a win-win situation!

*Employment Rates for People with Disabilities 2020-21
| British Association for Supported Employment (base-uk.org)

Our shared vision is to support opportunities for these young people to lead positive, fulfilled lives

M The Mason Mile®

M The Family Mile®

M The Community Mile®

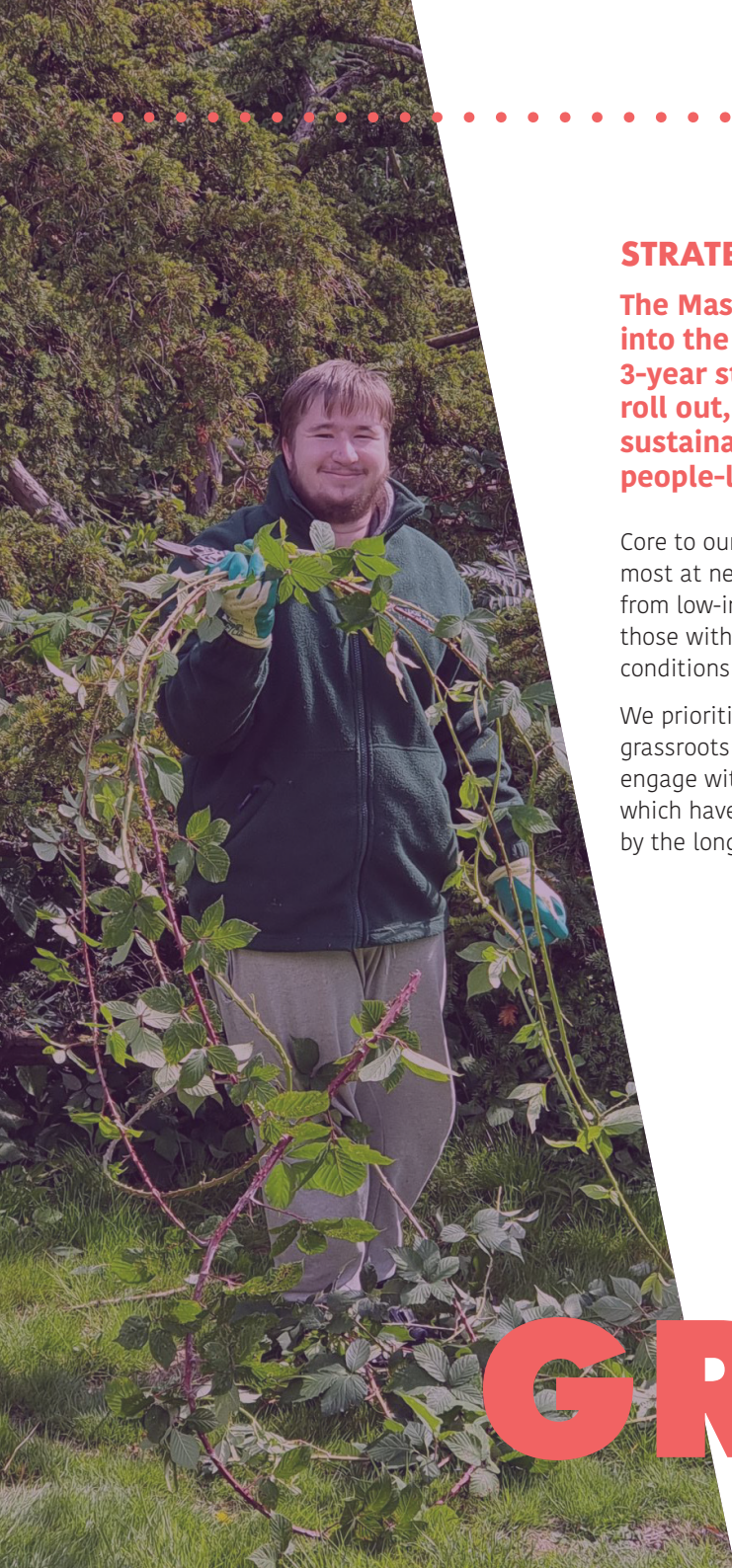
M The Business Mile®

The first step is the hardest of all...



✉ info@themasonmile.com

☎ Tel: 0300 30 31 030



STRATEGIC GROWTH

The Mason Foundation is 2 years into the implementation of its 3-year strategy towards national roll out, embedding and scaling sustainable, community, and people-led activity.

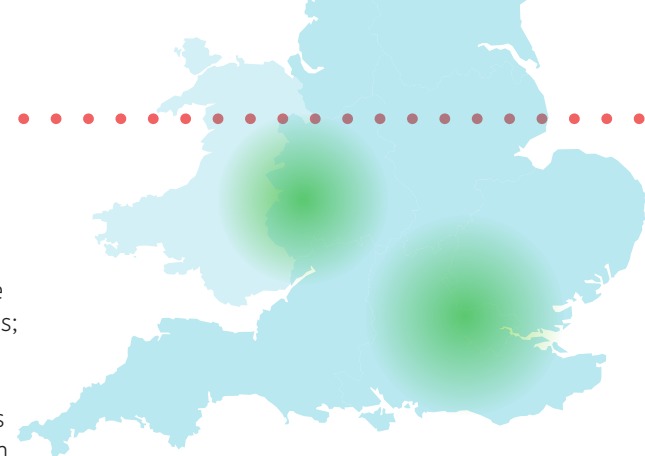
Core to our delivery is supporting those most at need, discretely targeting those from low-income and BAME groups, and those with existing, long-term health conditions and disabilities.

We prioritise partnerships with local grassroots organisations, who enable us to engage with the right communities, many of which have been disproportionately affected by the long-term impact of the pandemic.

Examples of community organisations that we have worked with throughout the year include Community Hubs and Centres; schools and colleges; Migrant Support; BAME centres; and Children and Family Hubs. We describe these organisations as the front door to the communities we aim to help; they are often a beacon of light and a lifeline to those most in need of support, so we are honoured to be able to collaborate with them!

2022 has also been a year of development and growth for The Mason Foundation, with the launch of our newest programme 'Propel' – supporting young people with learning disabilities into employment.

Propel, like all Mason Foundation delivery, centres around empowering sustainable, scalable, positive change. Through Propel, we provide training to both education staff (teachers and support teams) and workplace employees. We aim to support the embedding of an inclusive environment, where young people with learning disabilities are nurtured and empowered to thrive in employment. After extensive research, we know how beneficial this initiative is for both the communities it supports, and those businesses wanting to be more accessible.



Through our **Mason Mile delivery, rooted in the heart of communities, we are thrilled to have worked with **34 communities** throughout **2022**, delivering **The Community Mile** programmes across **London, Kent, and Essex in the South East, and Birmingham, Coventry, Warwickshire, Leamington, and Sandwell in the Midlands.****

We believe Propel is the future of inclusive and sustainable recruitment!

Throughout 2022, we have embarked on an exciting journey with our strategic partners, The Oaks Specialist College, and University College Birmingham, by developing and piloting Propel in Kent with young people from The Oaks College. The accomplishments we have seen so far have been amazing, so we are very much looking forward to the continued rollout and success of Propel.

As we approach 2023, we plan to scale this pilot across targeted areas of London and the West Midlands, in collaboration with a number of schools, colleges, Local Authorities and national workplaces, including Microsoft, Premier Inn, Natwest, Nationwide, DPD, Vinci Facilities, GLL Leisure, and The Gym Group... so watch this space!

GROWTH

We, at The Mason Foundation pride ourselves on being an inclusive employer. We lead by example, ensuring our programmes' ethos is embedded into everything we do. Together we make sure that inclusivity and accessibility are at the very heart of our organisational values.

CPD ACCREDITED TRAINING

We are delighted that our Community Mile training is now CPD accredited and is worth 9 CPD points. All Champions who complete the course receive a CPD certificate. We are excited to announce that we are working towards our training course for Propel becoming CPD accredited in early 2023.

DISABILITY CONFIDENT

This year The Mason Foundation signed up to the Disability Confident scheme as part of our pledge to be a more inclusive, accessible organisation. Disability Confident is creating a movement of change, encouraging employers to think differently about disability and take action to improve how they recruit, retain, and develop disabled people. The scheme has 3 levels designed to support you at every step on

your Disability Confident journey ensuring we truly embed our organisational values in every aspect of our work.

The Mason Foundation is dedicated to embedding the principles of the programme into our culture and, in doing so better equips us to support other organisations working towards this scheme, through the implementation of our Propel Workplace Mentor Programme.

LIVING WAGE

The very heart of The Mason Foundation's mission has always been to reduce inequalities and promote inclusion wherever possible. We reflect this in everything we do, including the support of our own dedicated teams, as well as our most vulnerable communities. We have always been committed to paying fair salaries that reflect the team's skills, commitment, and hard work. That is why we are absolutely thrilled to announce that we have been officially accredited as a Living Wage Employer! This means that our Living Wage commitment will now be widely recognised and continue to see everyone working at The Mason Foundation receive a fair and comparable salary.

"Unity is strength – when there is teamwork and collaboration, wonderful things can be achieved" Mattie Stepanek

So many UK jobs currently pay less than the real Living Wage, but despite this, we are staying committed to paying the real Living Wage and delivering a fair day's pay for a hard day's work.

BASE – BRITISH ASSOCIATION FOR SUPPORTED EMPLOYMENT


We are delighted to have joined the membership of BASE this year. This national group provides a collective voice for providers of specialist employment support. BASE promotes the principles and delivery of high-quality Supported Employment services and works to improve the employment rates of disabled people, which very much aligns with our Propel programme.

As an organisation we are committed to being inclusive and we want to lead by example with recruitment, training, and work placements. Team members are encouraged to attend training to ensure inclusivity remains at the heart of what we deliver. We are looking forward to working together with the BASE network to improve the employment opportunities available to disabled people throughout 2023.



TEAMWORK



A photograph of three people walking on a paved path in a park. On the left, a woman wearing a blue jacket, a grey scarf, and a patterned headscarf is using a walking stick. In the middle, a man in a green shirt and a black jacket is walking. On the right, a woman in a grey jacket and a grey headscarf is walking. They are all looking forward. The background shows trees with autumn leaves and a brick building.

“The power of community to create health, is far greater than any physician, clinic or hospital”

Mark Hyman

THE FAMILY MILE CAME TO BIRMINGHAM

The Family Mile was launched in Birmingham in 2022, funded by Sport Birmingham. Alongside our local delivery partner, Legacy West Midlands, we are proud to have delivered **7 Family Miles** across East Birmingham so far:

- **Windrush Family Mile in Edgbaston**
- **George’s Park Family Mile in Lozells**
- **Every Step Matters in Aston**
- **CoN Highgate Park in Highgate**
- **Mansfield Family Mile in Aston**
- **Aston Park Family Mile in Aston**
- **Faith Mile in Handsworth**

With the support of Legacy West Midlands, we have trained and empowered **20 inspiring, local individuals to become Family Mile Ambassadors**. Each of them has designed and delivered fun, accessible, and inclusive Family Miles in, and for, their local community.

DELIVERY

We launched our first Ambassador-led Birmingham Family Mile in March 2022, with new Miles being developed as new Ambassadors were trained throughout the year. These Miles have been going from strength to strength, with Ambassadors reporting back that:

- **Milers have created friendship groups and started to meet up outside of the Miles**
- **Milers have started to attend more than one Family Mile**
- **Milers have started to calculate how many steps they are completing in a day**
- **Ambassadors have been building partnerships with community hubs within the parks, to help encourage more people in the local community to take part**

Since we launched in March, we are delighted to have welcomed many families and individuals from the local area. We have recorded over **980 attendances** in total so far, which is a huge achievement! Thank you to all our Ambassadors and local partners for making such a positive impact possible for the people of Birmingham.

FAMILY MILE

SUSTAINABILITY

Sustainability is at the core of the training we provide with our Local Delivery Partners, so we are proud to announce that Legacy West Midlands and the Ambassadors we have trained, will continue delivery of The Family Mile into 2023 and beyond!



Ambassadors & Delivery

980 attendances

20 new ambassadors

7 weekly Family Miles

4 parks with permanent routes



THE FAMILY MILE LEGACY

2022 has been an exciting year for The Family Mile, as many of our Ambassadors continue to deliver their activities independently, as part of our growing volunteer network across the South East. We have **17 Ambassadors** delivering their legacy Family Miles, that for many, have become part of the local offering to their community.

Amongst these are our wonderful Southwark Ambassadors from 1st Place Children's and Parents Centre, who have been delivering Family Mile activity across the borough for 18 months. The team in Southwark initially trained to become Ambassadors to support local parents in recognising the value of moving together in a fun, engaging way for all the family. They have run a variety of different activities from their sites across the borough and are looking forward to introducing more outdoor, nature inspired themed miles in the Spring!

Throughout the year we have also trained **20 new Ambassadors** from across Birmingham and Kent, who are now enjoying leading **7 weekly Family Mile** themed walks in their communities. The Birmingham Ambassadors have launched Family Mile plotted routes that have been permanently marked out within 4 parks across the City, in collaboration with the local council; an innovative idea which stood out as a firm favourite for us!

This has been incredibly well received by the local community who have been enjoying doing their own independent miles, alongside the set Family Mile group activities each week.

This inspired idea is something we hope to rollout across more cities and towns throughout 2023 and has really showcased the positive impact of empowering our volunteers to get creative with their Miles!



Did you know?

1 in 4

Do less than 30 minutes physical exercise in a week

1 in 6

Deaths are caused by inactivity

However, it only takes a small amount of regular activity to make a huge difference, especially for those who are the least active.

Whilst activity levels for many groups are beginning to recover from the impact of the pandemic, the data shows that sadly this is not universal, with many people still struggling.

Stark inequalities continue to be seen in the least affluent; women; those from ethnically diverse communities; those living in more deprived areas; disabled people; and people with long-term health conditions. These groups are less likely to be active than others, highlighting why our mission at The Mason Foundation, of creating initiatives that support and empower these demographics of people, is now more important than ever.

The Community Mile was set up to address this, providing fun, easy, and locally available ways to be more active, centred around the community's collective needs and wants.

**source Inactive people | Sport England

The Mason Foundation was awarded Sport England Funding to specifically support the least active communities, many of which have been disproportionately impacted by COVID-19.

Through this and other externally sourced funding, we have successfully identified and engaged some of the most vulnerable groups affected by the pandemic, providing them fantastic opportunities to become more active and connected within their wider community, through the delivery of The Community Mile programme.

During the lockdown period, many communities struggled with the breakdown of existing support structures, further exacerbating issues for many vulnerable groups. For some, this had a significant negative impact on activity levels, as well as increased isolation and decline in both physical and emotional wellbeing.

We were determined to change this with the rollout of The Community Mile! Through our training, we have engaged micro communities, supporting, and empowering them to co-develop and then implement their own regular Community Mile activity, in a way that works for their specific community...

#TheirMileTheirWay

We are thrilled that through this programme, we are training, supporting, and empowering local people (through grassroots organisations) to develop and deliver 'starting point' physical activity, on a weekly basis, in the heart of the communities that they support.

The Community Mile is delivered in partnership with grassroots organisations, to support vulnerable communities in providing an accessible starting point for physical activity for the local people. The training element of the programme provides participants with the knowledge, skills, and empowerment to implement The Community Mile within their community.

There are 6 modules covering an introduction to The Mason Foundation; delivering safe Miles; sustainability; community engagement; social media; and innovation and creativity. The training is followed up with bespoke support, to ensure the Champions have fully embedded The Mile and are empowered to help their community become healthier, happier, and more active.

The Community Mile is now CPD accredited with Champions completing the course attaining 9 CPD points and being awarded a CPD certificate.



COMMUNITY MILE

We have created a thriving and growing network of trained Champions who continue to support and deliver Community Miles within their own communities. The Champions handhold and connect local people to one another and the wider community services, to ensure a joined-up approach that compliments existing activities and provides opportunities for progression.

The Champions embed a culture of positivity and motivation, to support and empower users to take part in a minimum of 15 minutes of activity every day. This activity is the equivalent of a 1-mile walk, either through a pre-arranged Mason Mile activity or through self-led #MyMileMyWay activity – so it can be really flexible to suit the needs of each individual!

This might either be a physical walk or another comparable activity; 15 minutes, Your Mile, Your Way. We have seen some wonderful examples of innovation since launching this initiative, including Skipping Miles, Table Tennis Miles, Eco and Litter Pick Miles, Nature and Heritage Miles, to name just a few. Our Champions who are the living, breathing support network for their community, never fail to inspire us with the creative ideas they come up with! If it encourages more people from deprived communities to participate in some daily activity (and enjoy it), then that is a huge achievement in our eyes.

We are thrilled with the feedback we have received so far, reinforcing that The Community Mile delivers viable, community led activity, empowering local people to become more physically active and healthier together. Not only does this reduce the risk of developing many long-term health conditions, but it boosts people's emotional and mental wellbeing, at a time when it is so desperately needed. By providing opportunities to build lasting friendships and support networks, The Community Mile initiative is paving the way for long-term, sustainable change for the people who need it the most.

**Throughout 2022
we have successfully
delivered Community
Miles programmes
across 18 localities,
across the South East
& Midlands supporting
88 Champions**

These Champions are really looking forward to continuing with this momentum as we approach 2023, helping more of their community to do 'Their Mile Their Way'.



Community Mile



**Connecting people &
activating people**



**Improved physical health
& emotional well-being**

"The Community Mile is important, as it creates opportunities to meet local people in the community, but in a relaxed environment... plus family and friends can come along!"





AIMEE'S MILE

Aimee's Mile was the first Community Mile launched in the Midlands, in partnership with Cars Area Together (part of the National Lottery's 'Big Local' initiative), in Solihull. The group saw the potential of The Community Mile programme and the benefits it would have for their residents, by encouraging starting-point, physical activity following the pandemic.

The Mason Foundation's Mason Mile allows us to actively engage with the community with a fun and healthy purpose and function leading to possible positive outcomes.

Yolene - Community Mile Champion

CASE STUDIES



When initially discussing with the group what their Mile could look like, we wanted to come up with an innovative way to engage and inspire their residents into taking part. That's when the idea of supporting Aimee, a long-standing member of Cars Area Together, on her journey with fighting leukaemia, came to fruition.

The group raised money towards Leukaemia Care through Aimee's Mile, and donations were via events, collection tins and money pledged to individuals for completing their Miles.

This Community Mile was launched 1st August 2022, where residents and partner organisations were invited down to The Big Local to take part in Aimee's very first Mile. Birmingham Mail were also invited down and published an article about the event and the inspiration it had provided to the community.

**In only four months
Aimee's Mile achieved
5,522 miles and raised
an impressive £1,145.63
for Leukaemia Care.**

"When I was informed that Cars Area Together were going to do Aimee's mile and aim to walk 5000 miles as a community in order to raise money for a leukaemia charity I was bowled over. On hearing that the 5000 miles were completed with the final mile being led by Conrad with local school children was amazing and made me feel loved by the community. The money raised will make a difference to the charity and will help those who are going through treatment as well as post treatment support.

A big thank you to everyone who took part and donated."

Cars Area Together



SUPPORTING REFUGEE COMMUNITIES

The Canterbury Soroptimist Community Mile - The Folkestone Community Mile

A significant number of refugees and asylum seekers in England face exclusion, lack of livelihood opportunities, and grave risks to their mental and physical health. Sport and physical activity can be used as a powerful tool to promote social inclusion, relief, improved health, and human connection for this demographic.

In collaboration with **The Postcode Society Trust**, we have delivered **Community Mile** training to volunteers in Folkestone from The Sports Trust and Migrant Help. After approaching the Home Office, we were delighted to be able to formulate an agreement for these Champions to deliver various physical activity sessions for asylum seekers and refugees at The Napier Barracks, a temporary accommodation facility for male refugees in Folkestone.

In addition to this, our collaboration with The Canterbury Soroptimist have allowed us to build on this success. We have been able to partner with the Kent County Council Refugee Resettlement Team, to have Champions from the Soroptimists deliver themed walks in Canterbury for refugee women, girls, and families at their temporary accommodation sites in the region.

Neil is a long-standing **Community Mile Champion** from Folkestone, delivering walk and talk sessions, table tennis clubs and other activities, with strong experience engaging refugee communities because of his involvement in the project.

Neil agreed for the Champions from the newly established Canterbury Community Mile programme, to attend **The Sports Trust Community Mile** session at the Napier Barracks in September, to facilitate a hands-on learning experience.

CASE STUDIES



“Neil and I have been delivering regular Friday sport sessions in the refugee camp Napier Barracks, Folkestone since September 2022. We spend at least 1 afternoon there each week, to engage with the local residents, who are men aged from 18-50+ years old. They come from various countries and with different sport experiences and abilities. It’s a type of community which is not constant, so we might see some of the participants only once. We have found one icebreaker and bonding activity regardless of age, capabilities, weather conditions, clothing and equipment demands, which is Table Tennis! When we first started engaging with the residents around the table, there was just one old and semi broken table for this game. To our amazement, there are now three brand new tables to play on! It means we can involve more people into the activities at the same time. I introduced the Rounders game, which is fun, it keeps everyone in the game, on their toes and it’s a great warm up for any further matches. Because we have so many different nationalities around the table it is fun to see how each of them is cheering on their mates and how people celebrate their winning ball. It is always a nice ending to our sessions when Neil and I can see the “ping pong” winner grin, and them sharing their prize “chocolate box” with others.

This transfer of learning from one Champion to another, across separate organisations, demonstrates the success of The Community Mile initiative, and the willingness of our volunteers to go above and beyond to help one another. A huge success in demonstrating sustainable change!

Over the last few months, we have tried to take advantage of some sunny days and outdoors facilities in the camp’s ground. Neil is an excellent cricket coach and he likes to join the game with the guys from Afghanistan who are passionate about this sport. We also tried to use some of the recent football World Cup inspirations and we managed to get few teams to compete in the football obstacle challenge. We are very grateful to two local organisations who are helping us to spread the word about the Friday sessions. Migrant Help and Napier Friends are two charity organisations which are on the site every working day delivering various supports to the asylum seekers. They have been very helpful to encourage the residents through their WhatsApp group and when they meet them in person to join us on each Friday.”

Marketa Patelova – Napier Barracks, Folkestone



***In the UK, only 5.1% of adults with learning disabilities (of a working age) are in paid employment.**

The Mason Foundation are determined to play a part in reversing this trend.

Throughout 2022 we have developed an exciting partnership with The Oaks Specialist College, to drive transformational change to some of society's most disadvantaged young people, who are living with a learning disability.

As part of our mission to reduce inequalities, supporting those in greatest need, we have developed Propel to enable employment opportunities for young people with learning disabilities. There is a huge gap in the market for recruiting these dedicated and hard-working individuals.

By tackling this inequality, we will empower young people with learning disabilities to lead financially independent, fulfilled lives, whilst contributing to society through meaningful employment.

Provide opportunities for everyone to thrive in safe, purposeful, and sustainable employment



Our ethos and drive for the Propel initiative is to provide opportunities for everyone to thrive in safe, purposeful, and sustainable employment. This results in both the individual and the employer reaping the rewards, so we are very excited about the future impact of this programme within society!

Through Propel, we offer training and support to both education settings (schools and colleges) and workplaces, to develop a positive inclusive culture, equipping young people with the skills, confidence, and self-belief to thrive in the right jobs for them. We are working towards accreditation for this programme.

Our Propel workplace mentor programme supports employees within the business, equipping them with the knowledge, skills, and confidence to support and nurture new candidates with learning disabilities, to achieve amazing things within their roles. This not only boosts the self-worth, dedication, and skill set of the employee, but has also been shown to positively impact the overarching business, both financially and in terms of increased team morale.

We are very much looking forward to collaborating with **DFN Project Search, 6% and Rising, Mencap, Microsoft, NatWest, GLL Leisure, The Gym Group, Whitbread (Premier Inn), DPD, and VINCI Facilities**, amongst many more businesses throughout 2023, as we scale Propel nationally.

*Employment Rates for People with Disabilities 2020-21
| British Association for Supported Employment (base-uk.org)

PROPEL

TEAMING UP WITH UCB RESEARCH TEAM

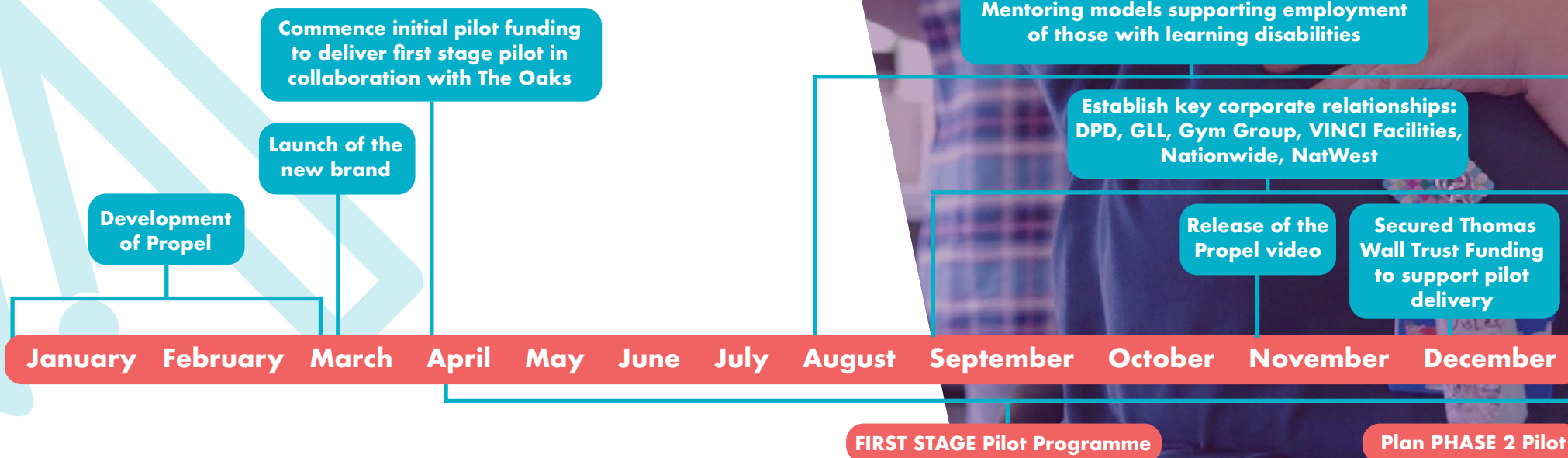
We have embarked on an exciting partnership with University College Birmingham, to build on the existing evidence base to support inclusivity within the workplace. Through this project, the University research team have produced an initial literature review, based on existing evidence. This will support the development of Propel, underpinning the core content included within the future roll out of training and informing further developments.




**UNIVERSITY
COLLEGE
BIRMINGHAM**

We are looking forward to continuing our relationship with the University research team, who will be evaluating the impact of the Propel Pilot roll out throughout 2023.

THE PROPEL DEVELOPMENT TIMELINE





**"Coming together is beginning,
staying together is progress,
& working together is success"**

Henry Ford

As The Mason Foundation continues to grow, we are expanding our network of strategic partnerships with organisations who share and support our mission in achieving community led impact, with local people very much at the heart.

Our broad range of partners supporting Mason Mile activities include local government, housing, construction, and the charitable sector. Through the launch of Propel, we are also collaborating with a wide range of incredibly supportive corporate partners, including those from retail, hospitality, construction, logistics, leisure, and horticulture.

We recognise and value the power of partnerships in achieving the best possible outcomes for the communities and individuals that we serve. Without their fantastic support, our work simply would not be possible.

SPORT ENGLAND

Our work would not be possible without the backing of Sport England, who provide significant financial and strategic support to The Mason Foundation. This enables us to deliver our much-needed Community Mile programme in line with Sport England's Uniting the Movement 10 Year Strategy www.sportengland.org

Latest data from the Sport England Active Lives Survey shows that whilst activity levels are rising for many groups, sadly, stark inequalities remain, which have been exacerbated due to the pandemic.

We are proud to be supporting Sport England through the delivery of **The Community Mile**, to provide opportunities for those least active within society. By working with communities to set up and deliver activities that local people will enjoy, we aim to embed long-lasting and sustainable change for the groups that need it most.



STRATEGIC PARTNERSHIPS

GRANT FUNDERS

In the current climate, the need for charitable grants is ever increasing, with many worthy causes reliant on funding to deliver their services.

As a charity ourselves, we receive financial support from a range of grant giving organisations. We commit to delivering sustainable change through upskilling local communities, giving them the tools, confidence and practical know how, to embed delivery in a way that is suitable for their specific community. In addition, this scalable approach creates excellent social capacity, enabling local people to build financial resilience. This allows them to develop their own exciting community offerings, which will grow organically through locally led activity.

We are hugely grateful to our grant funders for making this work possible. We have secured **17 small grants this year**, supporting our work within communities.



HOUSING AND CONSTRUCTION

Throughout 2022 we have continued to forge strong relationships with partners from the housing and construction sector, together, committed to building happier, healthier communities where individuals can thrive.

Amongst those supporting our work this year are **VINCI Facilities, L&Q, Clarion, South East Consortium (SEC), Orbit, Peabody, Travis Perkins, Southern Housing Group, London Catalyst, Hyde Housing, and Golding Homes.**

These partners recognise the tremendous value that **The Community Mile** can offer, through bringing together and activating their communities. Thank you to all our brilliant partners in the housing and construction sector, for being as dedicated as we are in supporting local communities!

In Islington alone, with the support of our funding partners, VINCI Facilities, Southern Housing and Hyde, we have generated over **£3.6 million investment** in social value, as part of this project. This demonstrates the huge social return on investment that can be achieved in an area, through working with local organisations to upskill and empower the surrounding community, to make a real and lasting difference to their local area.

The Community Mile funding secured in 2022 has enabled us to reach 34 different communities this year, supporting over 500 people on the journey to a happier, healthier life.



Happiness

Health

Well-being

Exercise

Community

Support

M The Community Mile®



The success of The Community Mile in 2022 couldn't have been achieved without the amazing local organisations we have partnered with, to train and empower local people to deliver the Miles for their communities. We have worked with a range of organisations including:

- Big locals
- Community Centres/Children & Family Hubs
- BAME groups
- Local charities
- Primary Care Networks
- Resident Associations
- Schools/Colleges
- Migrant support

Here are just some of the Community Events we were part of in 2022

COMMUNITY GAMES, BIRMINGHAM - SUMMER 2022

As part of The Birmingham **Family Mile programme**, we supported 2 local Community Games events: Canal & River Trust Community Games and Aston Community Games.

The **Community Games** are a series of sporting events that run across the West Midlands. They bring together families and local children's clubs in a friendly community setting, to create opportunities for people to try different sporting activities, regardless of age or ability. At each event, children collect stickers for trying different activities which earns them their very own medal to take away at the

end of the day. The aim of each day is simple – to bring a community together to get active, have fun, and be inspired!!

Supporting local events gives us the opportunity to really engage with and immerse ourselves in the communities in which we are delivering. At the event we had a stall to promote the Family Miles on offer in Birmingham, as well as information on the Ambassador roles, to gain interest from potential volunteers. We also ran a **'Step up Challenge'** and brought Bean the Mascot along to encourage families to take part!

We had great fun supporting the children to take on their parents/carers and other family members, in the challenge to win most steps!

We were delighted to have the opportunity to engage with over 1000 visitors who attended the 2 Community Games events.

SISSINGHURST CASTLE AND GARDENS, KENT SUMMER & AUTUMN 2022

As part of our ongoing collaboration with the **National Trust**, we delivered two guided Nature Miles at the Sissinghurst Castle and Gardens in Kent. Local families were taken on an interactive tour of the castle grounds, marvelling at the clever mix of colours, weaving through the tumble of trees, roses, and vines, meeting lots of colourful creatures along the way!

We are excited about teaming up with the **National Trust** again in 2023, to roll out further Community Mile programmes across specific National Trust sites, looking to replicate this success and engage Communities that have little to no experience visiting these beautiful sites.



COMMUNITY ENGAGEMENT

GLL CHILDREN'S CENTRE - FAMILY FUN DAY SUMMER 2022

The **Family Mile** team and our Mascot Bean attended Waterways Children Centre this Summer, as part of The GLL Children Centre's Family Fun Day Summer Programme.

The GLL Children's Centre's in Thamesmead have played house to **Mason Mile** programmes for the last two years, with a strong rapport between this community and our local volunteers/walk leaders in the area.

We attended the event to meet with children and their families who have been taking part in our themed walks throughout the summer, with our very own Bean presenting certificates and trophies to those who attended all of the walks during the Summer period!



A key passion for me is to use lifestyle to tackle health inequalities as I found it was those with disabilities and health barriers that had the least support to get active. Getting the support and training from the Mason Mile helped massively to give the team and I the confidence to create our first accessible walk. It is my strong belief that lifestyle can be a powerful tool in the fight against many conditions both physical and mental, while being a great way to socialise and stay connected with our community.

Dr Hussein Al-Zubaidi



To help with community engagement, we encourage our Champions to design and deliver innovative and exciting Miles.

We support our volunteers to achieve this through the provision of resources, knowledge, and empowerment... as well as thinking of creative ways that will enthuse the community they know so well!

We have seen great innovation throughout 2022 by our Champions, examples include: The Faith Mile in Birmingham: a 1-mile walk with stops at various places of worship, where the walk leaders provide history on the building as well as information on what that religion practices. The aim of the walk is a celebration of the multi-cultural community within Birmingham.

INNOVATION & CREATIVITY

AIMEE'S MILE IN SOLIHULL

Using the regular 1-mile walks to fundraise for Leukaemia Care. This is a charity close to the heart of our Champions, as a much-loved member of the community, Aimee, is battling leukaemia. They set a community target of 5000 miles, whilst raising money when completing walks. A fantastic cause, specific for the local community.



RINGCROSS COMMUNITY CENTRE

A Mile dedicated to bringing the community together to help clean up their local area and make new friends.

Rounders Mile by Pulse Social Sports Group: the group wanted to build local unity within Islington, London by providing a fun, friendly atmosphere, where everyone was welcome... so they created Rounders in The Park! This took place every week and was free for all adults in Islington and neighbouring boroughs.

MULTISPORT MILES BY MIGRANT HELP

This group have been delivering multisport sessions for asylum seekers and refugees at The Napier Barracks, which provides temporary accommodation for male refugees in Folkestone. Sessions so far have included table tennis, cricket and football.

This is just a small sample of some of the great innovation our dedicated Champions are driving through their Community Mile activity. We're very much looking forward to seeing what new and creative ideas arise in 2023!

It's great to see The Mason Foundation Community Mile supporting 'One Coventry's vision, as the mechanism to bring local people together. The communities themselves are full of talent and often hold the key to engaging and supporting one another. Coventry is delighted to be supporting programmes like this, that embrace Community spirit.

Samuel Mckeown - Public Health Coventry





88 Champions trained in 2022

50% of respondents reported increased activity since joining The Community Mile

76% of respondents reported improved physical health since joining The Community Mile

31% of respondents reported improved emotional well-being since joining The Community Mile

45% of respondents reported greater community connection since joining The Community Mile

ACHIEVEMENTS

8

Family Mile Walks

90%

of respondents reported their physical wellbeing improving since joining The Family Mile

25

Mile Ambassadors trained in 2022

75%

of respondents have reported that being part of the The Family Mile has brought them closer to the environment

60%

of The Family Mile respondents have reported completing 31-149 mins of walking per week

40%

of The Family Mile respondents have reported completing at least 150 mins of walking per week

M The Family Mile®

50

young people aged 19-24 participated in the programme

66%

of the young people completed external work placement

36%

of the young people completed an internal placement, working in the college shop, café or coffee van

22%

of young people secured employment in various workplace settings including hospitality, retail & childcare

Propel P





During March this year we launched our first Propel pilot programme, in collaboration with The Oaks Specialist College in Kent. It has been wonderful to see the journey that these young people have been on, and the fantastic achievements that they have accomplished.

There were 50 young people aged 19-24 participating in the programme, all of which completed a vocational profile. Of those participating, 33 completed an external work placement, and 18 completed

an internal placement either working in the college shop, café, or coffee van.

11 secured employment in a range of workplace settings including hospitality, retail, childcare, horticulture, and domestics.

We are looking forward to continuing our work with The Oaks Specialist College, together supporting more education settings and workplaces to provide the optimum environment for more young people with learning disabilities, to achieve incredible things in the workplace.

	FOLLOWERS DEC 2021	FOLLOWERS DEC 2022	% INCREASE
 instagram	677	713	+5.3%
 twitter	356	400	+12.3%
 linked in	1209	1667	+37.8%
 facebook	632	588	-22%

At the end of last year, we stepped away from our Mason Mile app and launched a new Facebook group; 'The Mason Mile Community'. We wanted to make it easier for our community to engage with us and our Miles and as Facebook is so widely used by all, it made sense to migrate over to this platform.

We now have **343 members** – this is a **1.78% growth** since starting the group last year, and we couldn't be more delighted that we took this step! The group has now grown into a safe, supportive space for all our Milers to connect and motivate one another. With regular posts from us each week to help empower those working towards a healthier and happier life, plus fun and chatty engagement posts, we have now developed a wonderful online community where anyone is welcome.

We also have reported growth across most of our social media platforms.

We believe that the decrease in followers of The Mason Foundation Facebook Page could be due to our pages becoming more regionally specific. Our Milers can now join the Facebook page most relevant to their community area to keep up to date with local news, events and Miles. Along with the launch of The Mason Mile Community Facebook group, we are finding followers migrate more towards this platform for a more personal experience, whereas businesses and partners will prefer to follow us via LinkedIn.

What have we been delivering across these platforms?

From our partners, to our volunteers, to our growing team, our aim is to keep ALL of our supporters up to date with our current news and activity. It's also a space for us to provide much-needed support and connection to vulnerable individuals and really help maximise engagement in their Mason Mile journeys.

This year alone has seen us secure funding for **22 new Community Miles** up and down the UK, so we've had a lot to shout about! And thanks to a lot of hard graft and effort from our Team, these Community Miles are now **CPD accredited** too. We've also made many new corporate partnerships as a result of these Community Mile deliveries and social media has played a fundamental part in helping us stay connected and promote our mission together.

As well as providing updates, events, and engagement for our existing programmes, we also use our platforms as a way to raise awareness for various other charities and causes that are aligned with our existing mission of tackling the multitude of inequalities within society, supporting and motivating those who need it the most.

Fundraising Campaigns

Social media has been a fantastic way to help us promote various campaigns this year. Back in the summer, we ran our very first fundraising campaign to mark the launch of our newest charitable activity; Propel – this has been one of our biggest campaigns in 2022.

Propel is a new initiative designed to help young people with learning disabilities go from an educational setting, into the workplace, and live a more independent and empowered lifestyle. We launched a summer campaign where Milers were encouraged to gain sponsorship or donations for walking 40 Miles in 40 Days.

This was heavily promoted and engaged through both our social media platforms and our Facebook Community group. We were absolutely blown away by the support we received over the summer and loved seeing all the photos being posted of our participants completing their challenges! This campaign created a lot of traffic through our social media pages and helped build a real sense of togetherness to everyone involved.

PUBLICITY

News and important changes

With the launch of Propel earlier this year, supporting young people with learning disabilities into the world of inclusive employment, and our Community Miles now fully CPD registered, we are now working with many grassroots organisations to help spread our message even further. Our mission now covers a wide range of community support and charity work and projects.

As a result of this expansion, we have made the decision to use our name of The Mason Foundation across all our social media platforms going forward. This overarching brand reflects everything we do as a whole, whether it be Propel, Community Mile, or Family Mile based.

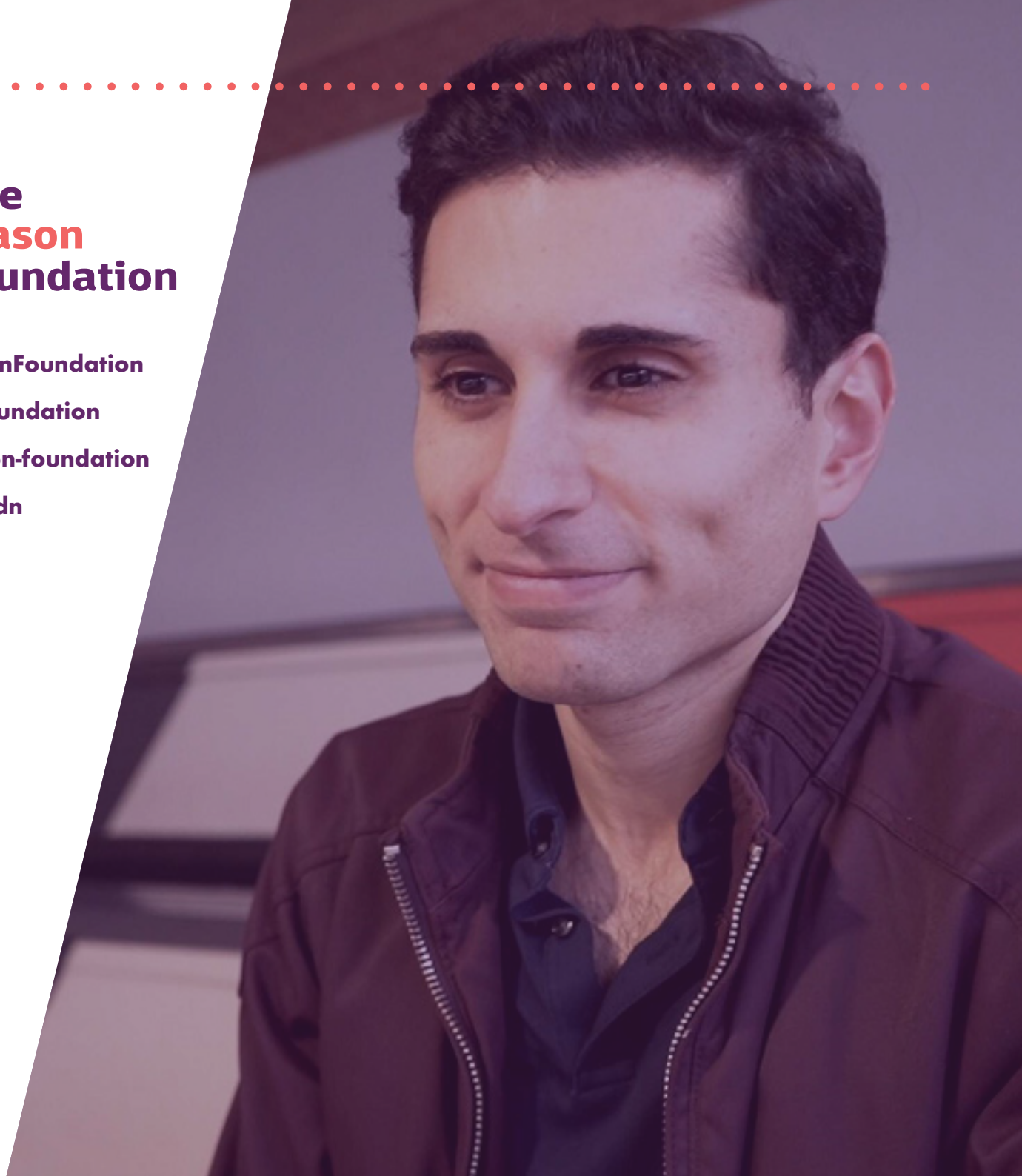


 **@TheMasonFoundation**

 **@masonfoundation**

 **@the-mason-foundation**

 **@mason_fdn**





Next year is set to be another year of significant growth and development for The Mason Foundation.

We are confident we will continue to build on the strong foundations established over the past few years, supporting more amazing communities and individuals in need, through our much-needed programmes and activities.

We remain as determined as ever to continue our work in addressing inequalities, helping those most at need, whether through increased activity, community connectivity, or employment opportunities.

Through helping, guiding, and nurturing individuals, we provide them with the tools, support, and empowerment to make lasting change. Not only does this unlock opportunities for them to live a happier, healthier more fulfilled life; we also play a fundamental role in reducing the overall inequalities across the country for those who need it most; something that is core to our overarching mission.

Throughout 2023, we are committed to continuing to scale our **Community Mile** programme, reaching more communities in need across the South East, Midlands and North West of England, in collaboration with our many wonderful local and strategic partners. Alongside this, we are excited to be expanding our **Propel Programme** through delivery of our Phase 2 pilot, across London and the West Midlands.

By the end of 2023, we aim to have a growing network of **500+ volunteers** (Ambassadors, Champions, and Mentors) delivering our various programmes and activities. We are passionate about leaving a lasting legacy within society, enabling us to continue to support more fantastic communities and individuals, every single day.



LOOKING AHEAD



Financial Summary

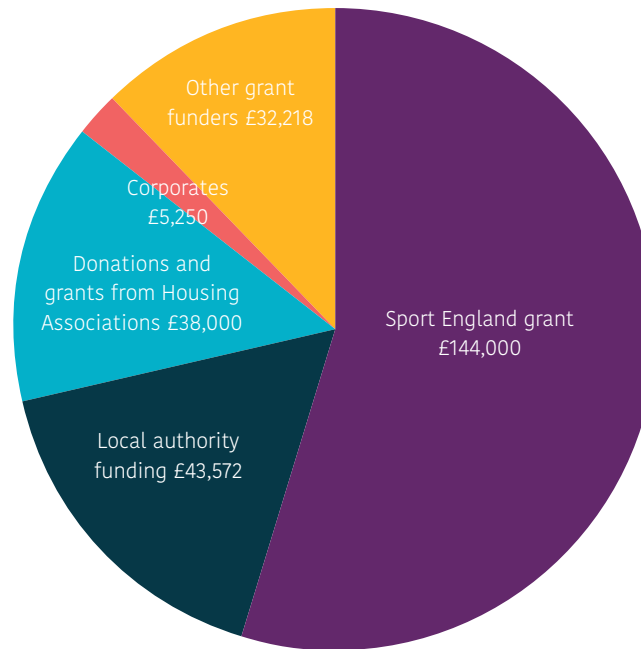
As we recover from the impact of the pandemic, we have seen an increase in the number and amount of funding secured this year.

Throughout the last 12 months, we have achieved **£287,325 funding** or project delivery within this year.

The funding secured includes our Sport England grant £144,000, (50%), Local authority funding £43,572 (15%), donations and grants from Housing Associations £38,000 (13%), and corporates £5,250 (2%), as well as other grant funders £32,218 (11%).

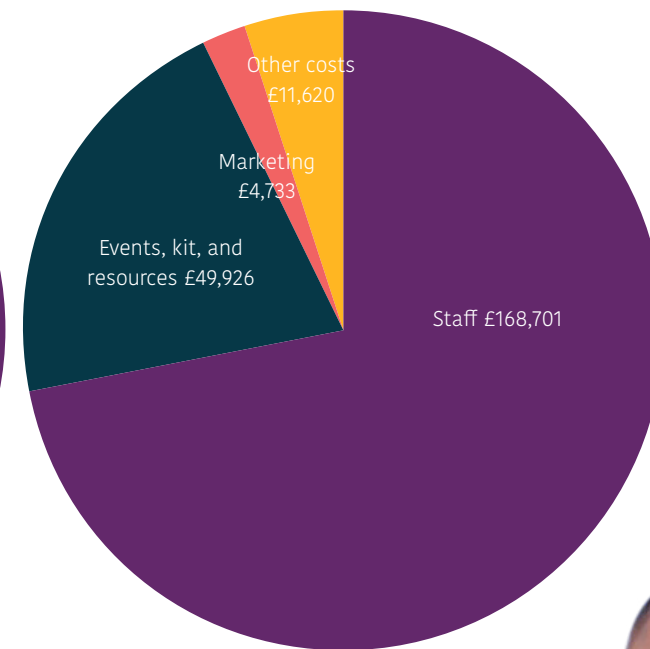
We have spent £234,980 on the delivery of service and programmes. This was broken down into staffing costs £168,701 (72%), events, kit, and resources £49,926 (21%), marketing £4,733 (2%), and other costs £11,620 (5%). Our funding continues to enable us to deliver all programmes and activities for free, to the communities and individuals we serve. We received an additional **£118,095** in funding, which has been deferred to 2023 project delivery.

As we approach 2023 and strive for longer term financial resilience, we aim to secure larger, more sustainable sources of funding through core funds, alongside project specific grants.



HOW WE RAISED OUR MONEY

We raised **£287,325**
in 2022 from a combination of
grants, match funding and
corporate income.



HOW WE SPENT OUR MONEY

We spent **£234,980**
on the delivery of services and
programmes in 2022.



Message from the CEO

As we approach the end of 2022 and I reflect on the highs and lows that we have faced, as a country and as an organisation, I feel privileged to be in a position where I am leading an organisation driving change.

Through our work across **34 communities**, we have developed a network of **113 amazing Champions** who are motivating their communities.

With families across the country facing growing financial pressures and with the cost of living crisis taking its toll, we are seeing more people struggling to afford basic living essentials. With soaring energy prices, interest rates rising, and huge increases in rent and mortgages, it's looking unlikely that this hardship will change in the immediate future.

It is often at these times that people can neglect their health and wellbeing, feeling overwhelmed and all consumed by their day-to-day struggles.

Whilst The Mason Foundation is not here to directly address each of these issues, our role, within those communities most at need, is to create a network of local people (our wonderful Ambassadors, Champions, and Mentors) who have the confidence, empowerment, and know-how to make a difference. By handholding and supporting their fellow neighbours, assisting them

to navigate to the right support at the right time, they can have a hugely positive impact on the most important issues these individuals are facing.

We recognise the importance of empowering lasting change, through building social capacity from within the communities themselves.

Our mission through all our programmes, is to embed sustainable, scalable, and positive change, to those most at need. Through supporting, training, and guiding people to develop activity tailored to their needs, we are giving them the formula for lasting community action, far beyond the initial project period.

So, as I look back over the progress made in 2022, I ask myself some fundamental questions:

- **Have we achieved this goal?**
- **Have we successfully supported communities most at need, to implement their own locally led solutions?**
- **Are people living happier, healthier, more connected lives as a result of The Mason Foundation's activity?**

From looking at the data, reading the case studies, and hearing some of the amazing heartfelt stories, where local people (our Ambassadors, Champions, and Mentors) are making a huge difference to their communities... **the answer is most certainly yes!**

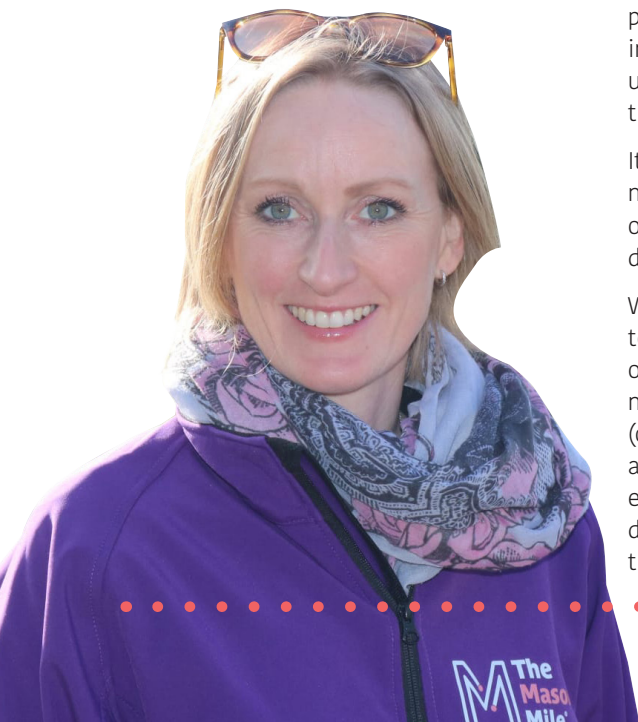
Although we still have a long way to go, these volunteers are clearly making an incredible difference.

This report celebrates some of these wonderful people's accomplishments. Achieving this takes time, and only now, one year on from the launch of The Community Mile and starting our journey in delivering Propel, are we really beginning to see the impact of what communities themselves can do together.

I am excited as we approach 2023 to see how we can be a catalyst for further positive change, by delivering this same model through Propel. By empowering others to participate in reversing the stark inequalities that exist for some of society's most vulnerable, yet hugely capable and talented people, we believe we can play a pivotal part in improving inclusivity within the workplace, and the wider community. I am so incredibly proud of everything we are achieving at The Mason Foundation. It reminds me every day that in a world where so many people are facing challenging times, it is more important than ever to provide opportunities for those in greatest need; to help one another in ways that can have a significant lifelong impact.

Thanks to you all for playing such an important part in making this possible.

Anna Skeats
CEO





THANK YOU

We would like to thank each and every one of our generous partners, because without their support and dedication, our work would not be possible. From our funders, delivery partners and volunteers, to the communities themselves, together we can continue to champion change, making a difference to the lives of so many people through the power of communities.

We would like to recognise the generosity of some of our closest supporters, who continue to enable us to reach more and more people every day.

Our heartfelt thanks go to all those that make our work possible.

