

BA BETTER WORLD COMMUNITY FUND

2022/23 IMPACT REPORT

BRITISH AIRWAYS
BETTER WORLD COMMUNITY FUND



SNOW CAMP

Snowsports Youth Charity

TURNING YOUNG LIVES AROUND WITH
THE POWER OF SNOWSPORTS

4th July 2023

Dear Laura,

On behalf of myself and the national Snow Camp team, I'm delighted to report on the impact your support has made on young people attending the Snow Camp programmes during our 22/23 Snow Camp year.

In August 2022, you - the British Airways Better World Community Fund – generously confirmed your support for Snow Camp's 22/23 Programme Year with an extraordinary £20,000 support package: specifically targeting young people progressing through the Snow Camp London Excel Programme (running over 10-weeks from January to April 2023).

In collaboration with Crowdfunder, thanks to your guidance, Snow Camp were able to generate an additional £9,125.00 (plus £425.00 GiftAid) worth of funding via the Snow Camp audience and the British Airways Employee Giving Voucher scheme.

With a total of £29,500+ raised and the 22/23 Snow Camp Programme Year now delivered, we are proud to celebrate the following shared outcomes:

From the 214 young people who attended the Snow Camp London beginner (First Tracks) programme in the summer of 2022 and consequently progressed through the intermediate (Graduate) programme in the autumn, 17 young people were guaranteed the opportunity to progress onto Snow Camp's life-changing advanced (Excel) programme thanks to the generosity and support of British Airways.

For each young person, not only did they develop as individuals, but they also gained a BASI Snow Life Award, an ASDAN Certificate in Sport and Fitness, certificates in First Aid and Safeguarding (including mental health first aid) plus a BASI Foundation Instructor Certificate.

As part of their Snow Camp Excel journey, 15 of the 17 young people experienced their first ever life-changing week in the mountains in Andorra (April 2023). Note: 2 young people unable to attend due to unforeseen circumstances but hoping to join the Snow Camp residential this coming winter.

At a delivery cost of £1,500.00 per-young person for the full Snow Camp London Excel experience (not including staffing and wrap-around costs such as food & drink to/from Andorra, insurance, plus additional clothing etc), the support from British Airways has been invaluable to guarantee that every young person in London had the opportunity to complete the full 22/23 Snow Camp journey.

We hope the following captures how your support contributed significantly to Snow Camp's overall impact on the young people we've supported across the UK.

Best regards

Dan Keeley
Partnerships and Community Manager



OUR YEAR IN NUMBERS

1,000+

young people were positively impacted by Snow Camp's work in 22/23; 760+ of which were new Snow Camp young people experiencing snowsports for the very first time; 240+ of which were returning young people gaining volunteer hours, inspiring the next generation or progressing into the snowsports industry and beyond.

41%

of young people were entitled to free school meals - therefore live in a household with an income of less than £7,400

66%

of young people live in the 30% most deprived postcodes in the UK.

40%

(minimum) were from black, asian and minority ethnic backgrounds.

- 764 young people nationally attended our First Tracks beginner programme, providing their first experience of snowsports.
- 207 young people progressed onto our intermediate Graduate programme, developing their snowsports skills over 6 weekends alongside life skills sessions and mental wellbeing workshops.
- 89 progressed onto the advanced Excel programme, gaining BASI qualifications alongside First Aid and Safeguarding certificates.
- 53 young people plus 8 Snow Camp Apprentices attended the 22/23 Snow Camp Excel residential trip to Andorra: a life-changing week for every young person who attended.



Meet Max

“To put it simply, my involvement in Snow Camp has changed my life. After finishing college during lockdown in 2021, I felt unable to pursue the next stage of my education. I was suffering from poor mental health, caused by the lack of structure due to COVID and some challenging personal adversities.



I told myself I'd take a few weeks to breathe, then apply for jobs and return to college a year later. Seven months passed and I had been entirely sedentary, struggling to resurface into the world post-lockdown and battling depression and anxiety which had only manifested more as the time passed. By then, I was terrified to step out and pursue my dreams.

Throughout the pandemic and the various lockdowns, the only thing reassured me there were better days ahead, was returning to Snow Camp. From the moment I picked up a board I fell in love with the sport. Snowboarding drowns me in a euphoric energy: it doesn't just take my mind off of my problems, it solves them. Snowboarding positively shifts my mindset, I chase my goals and I achieve them, and then I chase more.

Despite this, when Snow Camp released the dates for returning after COVID, my confidence was so low that I didn't think I could do it. I hadn't routinely ventured outside my house since before the first lockdown and I was terrified to engage with people in-person. Snow Camp stepped in. As always, going that extra mile, to provide me with reassurance that not only got me back to doing what I love, but within a week of the first session I had successfully applied for a job and was employed for the first time in 2 years.

When I tell people about Snow Camp, I don't just credit the charity for transforming young people's lives through snow sports, I also tell them about how the organisation brings so many struggling young people together to show them that they're not alone, in their insecurities and lack of confidence and direction, but also their problems and experiences. There's no greater reassurance than that. I've made lifelong friends on Excel, from all over the UK thanks to the residential, which was incredible beyond anything I've ever experienced.

“OVER THE PAST TWO MONTHS, I'VE NOT ONLY SEEN AN UNBELIEVABLE CHANGE IN MYSELF, BUT ALSO IN EVERY SINGLE INDIVIDUAL THAT I'M LUCKY TO BE ON EXCEL ALONGSIDE. FROM THE FIRST WEEK, EVERYONE HAS LOOKED OUT FOR EACH OTHER, ENTIRELY WITHOUT EXCEPTION OR DISCRIMINATION, OUR SIMILAR BACKGROUNDS AND COLLECTIVE UNDERSTANDING MAKING THAT POSSIBLE AND SEAMLESS.”

THANK YOU BRITISH AIRWAYS

"A massive thank you from the bottom of my heart for funding me to be on the Excel course and join the residential. It means so much to me that I am able to continue with Snow Camp and work towards more qualifications.

Growing up I didn't get many opportunities to do things so when I was told I was being funded for Excel I was (and still am) over the moon! I never thought someone like me could have a shot at something so amazing. It's a life changing experience that I am extremely grateful for.

Although I haven't been with Snow Camp for very long they've taught me so much already. And there is still so much more to learn. When I am on the slopes I feel like a completely different person. All my worries seem to fade away and I just feel free, like I can do anything! I push myself like I never have before and I can see my confidence growing more and more every session. For the first time in my life I'm excited for the future!

Thanks to you I am able to continue my journey with Snow Camp working towards getting a career in the snowsports industry as well as working on myself.

I hope that one day I get to meet you so I can personally shake your hand and thank you for helping change my life for the better!"

CF, 22, from Hounslow

"Thank you for allowing me to have the opportunity to continue with the course, as it has helped me develop my skills not only on, but also off the slopes as well. Snow Camp has helped me to improve on my snowboarding skills and the warm friendly environment has made me want to continue on my journey with snowboarding. Overall, I would like to see where my snowboarding journey will go after the Excel course is over, but I know that this will be a hobby that I will not give up on, and you are the reason for that!"

AM, 17, from Newham

"I wanted to take a moment to express my gratitude for the bursary you generously provided to cover my Excel costs, trip expenses, uniform, qualifications, and Snow Centre time. Your support has made a significant impact on my snowboarding journey and my academic and personal development.

Your contribution will allow me to attend our trip to Andorra and obtain the necessary certifications, which will not only boost my confidence but also act as an opportunity to develop my skills in a unique and exciting environment.

Once again, I cannot thank you enough for your generosity and support. I see this as an investment in my education and personal growth, which will undoubtedly yield great returns. Thank you for the role you have played in helping me achieve my goals. I look forward to making the most of this opportunity"

AI, 17, from Wandsworth

THE YOUNG PEOPLE YOU DIRECTLY SUPPORTED IN LONDON:

- 55% Male, 42% Female, 3% Other/Declined to answer
- 10% with a disability, mostly neurodivergence or mental health related
- 16% white (any), 71% BAME, 13% declined to answer
- 55% living in the top 30% of the most deprived geographical locations in the UK
- 5% living in the top 10% of the most deprived geographical locations in the UK

WELLBEING – AT THE HEART OF EVERY SNOW CAMP PROGRAMME

One of the biggest recent additions to the Snow Camp journey – including our London programme - has been the introduction of Wellbeing Managers in every Snow Camp region.

The Wellbeing Manager attends every day of the Snow Camp courses and is able to take time to listen to young peoples' concerns and advise, signpost, and where necessary, escalate to our Designated Safeguarding Lead. They also deliver group wellbeing sessions focussing on mindfulness and coping strategies.

Now, following the success of our 22/23 Snow Camp year, we're looking forward to building on the success of our national wellbeing programme; offering an even greater level of support to every young person who joins the Snow Camp journey across the UK.

MENTAL HEALTH & WELLBEING 22/23 OUTCOMES

- 86 young people accessed 1-2-1 well-being support.
- 260 hours of 1-2-1 counselling sessions were provided this year.
- 83 Well-being workshops were delivered throughout the programme year in all regions.
- 95% of young people on our programmes have said they have a better understanding of self-reflection and well-being and have gained tools to look after their own mental health.
- 80% of young people have said their confidence and self-belief has increased from being on the Snow Camp programmes.
- 74% felt that their mental health has improved from being on the Snow Camp programmes.





THANK YOU FOR YOUR SUPPORT

We look forward to keeping in touch throughout Snow Camp's 20th anniversary year. If you require any further details, please do not hesitate to contact myself or any of the Snow Camp team.

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