



SWITCH THE PLAY FOUNDATION

The UK's only charity dedicated to supporting all sportspeople to successfully transition into a life outside of sport.

Impact Report 2020

www.switchtheplay.com



@Switch_the_Play

Registered charity no 1187733

A Message from our Chairman and Chief Executive Officer



Craig Donaldson

2020 has certainly been a year for transition and an extra need to be able to adapt quickly to change. Understanding where our expertise lies ensured the team were ready to take on that challenge. We became a Charity just as COVID-19 brought us all into lockdown, which saw an increase in the need for our services. This was unfortunately coupled with a decrease in funds available across the sector due to the increased uncertainty, redundancies and the cancellation of global sporting leagues, events and competitions.

However, when we compare what we have achieved in 2020 under such difficult circumstances with last year, we should feel proud as we've seen an increase in reach and engagement.

We have seen a **50% increase in the number of athletes we've worked with** from different sports, National Governing Bodies and organisations; as well as a **40% increase in new Masterclass content and webinars** we've been able to deliver.

Meanwhile, converting from face-to-face to online delivery enabled us to reach new corners of the world – from New Zealand to New England, USA – and develop new relationships which otherwise would not have been possible.

We are particularly proud that we have listened to the needs of our key stakeholders and the team has been able to launch our new Life Beyond Sport Bootcamp, a Mental

Health Service and our new Play It Forward Research Initiative led by sportspeople, for sportspeople – all of which have been specifically designed to place sportspeople at the core of what we are doing. Furthermore, as part of our ongoing commitment to help develop the sector we, alongside the University of Gloucestershire, launched the MSc in Professional Practice: Lifestyle Management in Sport (the first of its kind).

None of this could happen without the dedicated team we have here combined with the generosity of our donors and corporate partners. We have been able to add to our Executive Team and forge new philanthropic relationships with individuals, charitable trusts and corporate partners.

What this year has reinforced to us is that it's all about the people and that 2021 will be a year where we build upon those relationships and look to forge new ones.

It is without doubt that our Switch the Play network of partners and volunteers enabled us to achieve what we did, during such a difficult time for everyone. For that, we are truly grateful.

Craig Donaldson,
Chair of Trustees

Leon Lloyd,
Chief Executive Officer

Who we are

Switch the Play Foundation is the UK's only charity dedicated to supporting all sportspeople to successfully transition into life outside of sport. We were set up in 2014 by a group of sport specialists and former sportspeople. In 2020, we gained charity status, enabling us to help more people than ever before.

Our vision is of a world where every sportsperson fulfils their potential at every stage of their lives.

Our mission is to empower sportspeople to be their best through and beyond sport by providing person-centred training, wellbeing and transition support. We pride ourselves on offering tailored, bespoke and high-quality services for sportspeople.



OUR ATHLETE SERVICES IN 2020 - AN ONLINE RESPONSE TO COVID-19



“The masterclasses are a really easy way to become more aware of some of the important aspects in the transition from sport. Being aware of these things can then allow you to maximise them.”

Jimmy Keinhorst, Rugby League Player

Our services for sportspeople



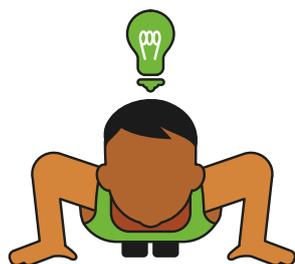
Masterclasses

All of our masterclasses combine practical and academic learning and the format can be tailored to meet the needs of individuals, teams or sports clubs.

In 2020, we adapted all of our Masterclasses so that they are able to be delivered online. This has seen us deliver 13 different topics of Masterclasses and nine different webinars to 28 clubs, organisations and governing bodies.

“The masterclasses have been really informative and they will help me and others to develop. Everybody at Switch the Play has been helpful, knowledgeable and supportive – thank you!”

Donna Kellogg MBE, Badminton Commonwealth Gold Medallist

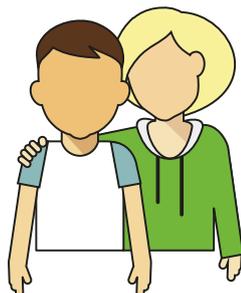


Life Beyond Sport Bootcamp

We launched our first ever Bootcamp for athletes who are thinking about retirement, or who have recently retired from sport. Participants embarked on a six-week journey with us to discover what they are passionate about and how they can succeed in their life outside of sport.

“I think [the Bootcamp] is a really valuable tool for current and ex pro athletes and a really good tool to help people prepare for the future.”

Rob Vickers, Rugby Union Player



Mental Health Support

Recognising the significant negative impact transitioning to life outside of sport can have on a sportsperson's mental health, we developed a new Mental Health Support service. This service includes resources, masterclasses and a free, confidential emotional support phone line.

“I now have a greater awareness of the importance of planning for life outside of sport. I acknowledge that I can start preparing whilst still competing, and it has been great to have someone deliver to me who has been through the exact same experience.”

Jade Clarke, England Netball Player



Switched On

Our online membership network exclusive for sportspeople, current and former. Access to masterclasses, tailored individual support and much more.

Over **180** Switched On members

CASE STUDY

Jamie Turley, Leyton Orient F.C



Being sidelined by injury meant Jamie was forced to explore what his life might look like when his footballing career is over.

“As a footballer, you have quite a lot of spare time compared to other athletes – even more so during [the first UK] lockdown. That's why I got in touch with Switch the Play.

“When I compare myself to how I was even this time last year, I am so much more confident.

“Switch the Play helped me realise I do have transferrable skills and... there are businesses out there that are looking for that”.



Fundraising & Acknowledgments

During our first year as a charity
78p in every £1 was spent directly on supporting sportspeople
 5p was spent on governance and 17p was spent on generating income

Our 2020 Fundraising Milestones

FEBRUARY

Became a registered charity

AUGUST



Switch the Play fundraisers including Rugby World Cup winning captain, Martin Johnson CBE, take on the virtual Ride 100 challenge in August

SEPTEMBER

Hired our first Fundraising Manager

DECEMBER
 Ran our first End of Year fundraising appeal



Are you a sports person?

Visit our website www.switchtheplay.com for information about our services for sportspeople, including our Masterclasses and Mental Health Support service.

To join our Switched On network for sportspeople, email our Operations Manager; luke.jennings@switchtheplay.com

To make a donation to support sportspeople with their transition to a life outside of sport, visit our website and click Donate Now or email our Fundraising Manager; charlie.belbin@switchtheplay.com



Switch the Play Foundation, Westminster House, 10 Westminster Road, Macclesfield, Cheshire, SK10 1BX.
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Executive Team and some of our Trustees attending one of many zoom meetings!

Acknowledgments

2020 was the most challenging of years for everyone, including sportspeople. We couldn't do what we do without the support of our brilliant Switch the Play network, donors and supporters. **Thank you all very much.**

Executive Team

Leon Lloyd (Chief Executive Officer), Rob Young (Director of Strategy), Charlie Belbin (Fundraising Manager), Luke Jennings (Operations Manager), Catherine Rees (PR Consultant).

Board of Trustees

Craig Donaldson (Chair), Beth Tweddle MBE, Chris Brindley MBE, Emma Mason, Georgie Dickens, Steve Mitchell.

Associates

Dr Ali Tinknell-Smith, Ben Croucher, Colin Wall, Darren Lawrence, David Richmond CBE, Dr Jenn Gandhi, Dr Natalie Campbell, Dr Sarah Gilchrist, Eira Parry, Emily Lake, Ewan Dowes, Ian Braid, James Grindal, Jane Marriot, Kieron Achara OLY MBE, Mark Roberts, Neil Clark, Neil Kilshaw, Steve Flynn, Stu Holliday, Vicki Fennell, Vicky Macqueen BEM.

Major Donors and Corporate & Events Partners

Donald Family Charitable Trust, Hemswell Court, National Lottery Community Fund, Oil Brokerage, Online Direct, Samworth Foundation, St James's Place Academy, The Sporting Club, The Tobin Foundation, Under the Posts, William Hill Foundation.

Delivery Partners

Arsenal F.C., Arsenal Women F.C., Aston Villa Ladies F.C., Brighton & Hove Albion F.C., Crystal Palace F.C., DOCIA Sport, Golfing 4 Life, Kings College London, League Football Education, Leeds United F.C., Life After Professional Sport, Lincoln City F.C., Manchester City F.C., Manchester City Women F.C., Manchester Metropolitan University, Mintridge Foundation, Motorsport UK, Netball Players Association, New England Freejacks, Premier League Game Match Officials Limited, Scottish Rugby Union, Stoke City F.C., Sunderland A.F.C., Toronto Wolfpack, UK Armed Forces, Wasps (Academy, Men's, Women's and Netball), Watford F.C., Wolverhampton Wanderers F.C.