



Impact Report

2024

Zayan's journey

“When I first met Zayan, he **struggled with managing frustration**. If things didn't go his way, he would often become very angry, leave the session, and sometimes damage objects in his path.

Structured sports activities have provided him with the tools to better understand and regulate his emotions. Now, instead of reacting impulsively, Zayan is able to step away to a quiet space, calm himself, and return to the task at hand.

This shift has led to a significant **increase in his time spent in class**, allowing him to engage more effectively with learning. As Zayan transitions to secondary school, he is ready for this new chapter with **a stronger sense of emotional control and confidence.**”

Coach-Mentor Ash, Beacon View Primary Academy

“**Going with Ash in the morning's helps me stay in class and concentrate during the day.** Ash has taught me how to play basketball... I'm even better than him now!”

Zayan, Year 6





Welcome from Don

The impact in this report is only possible because of you, our incredible supporters. Every breakthrough, every moment of confidence built on the court, every young person who feels seen and supported - it all happens because you believe in our mission.

A headteacher recently shared a story that captures why your support matters. At her school's parents' evening, the Greenhouse Coach-Mentor showed up - not for their own child, but for students whose families couldn't attend. They sat beside those young people, listened to their goals, and made sure they felt seen and supported. That's what we mean by 'Team for Life'. Yes, they coach sport - but it's so much more.

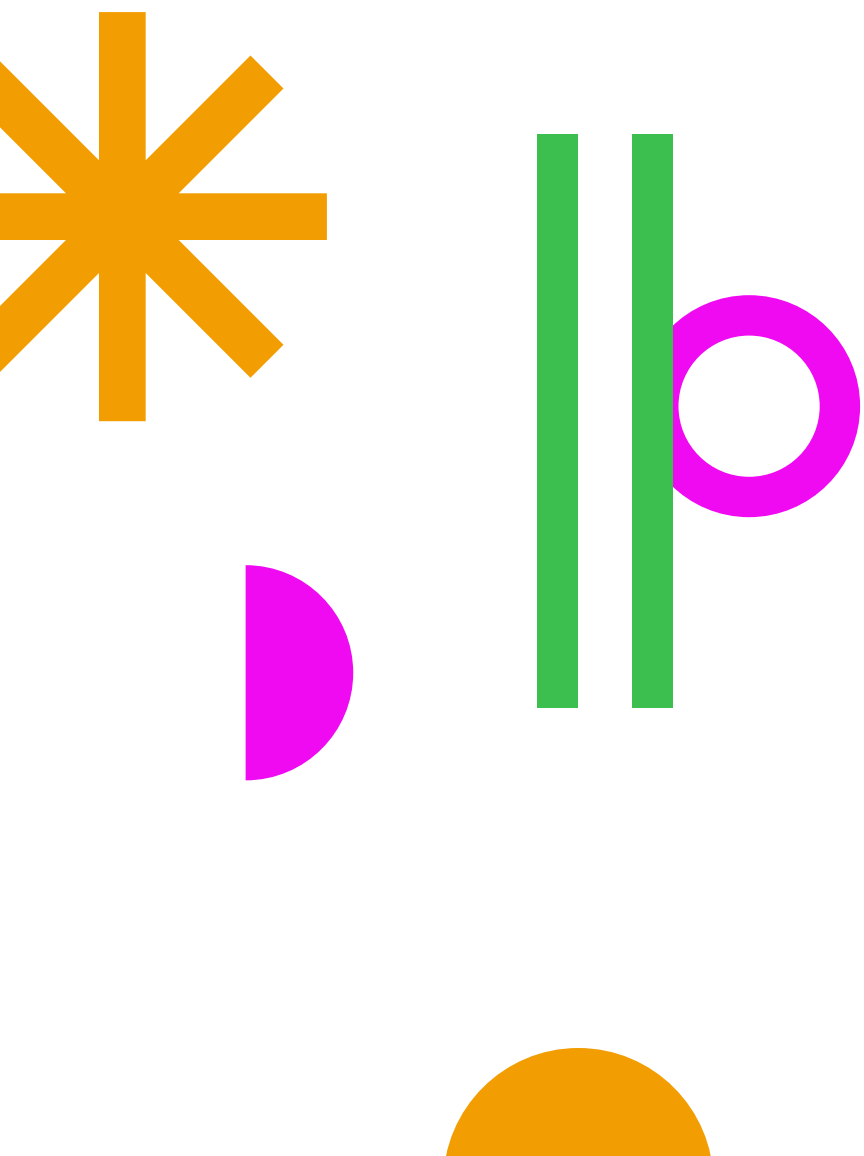
However, we recognise that delivering meaningful impact requires more than passion. We need to learn and adapt, be driven by evidence-based insights, and constantly innovate so we can deliver for young people.

I'm especially proud of the progress we're making to transform how we measure impact and drive continuous improvement. This year, we welcome Professor Camilla Knight as our new Director of Impact and Innovation - a transformational role for Greenhouse, led by one of the world's leading experts on youth and sport. Alongside this, we are developing a new digital impact portal, which will help us stay responsive, effective, and grounded in what young people need most.

Potential is everywhere, but for young people living in poverty, opportunities are not. With your support, we can change that – because every child deserves a fair chance to succeed.

I hope you find inspiration in the stories and insights within this report. Together, we are proving that sport and mentoring can transform lives. From all of us at Greenhouse, and the young people you support, thank you.

Don Barrell
CEO



The need has never been greater

Every child deserves a fair chance at life.

But poverty means that millions of children don't get that.

We won't stop until they do.





If we do not address growing inequities, the consequences will be severe.

Lower educational attainment

Students from poorer families perform significantly worse at GCSE level, with fewer than 30% earning five good GCSEs compared to over 70% from the richest households.

Exclusion from school

Young people living in poverty are **three times more likely** to face exclusion from education.

No space to play

Free safe spaces for young people to play have **halved in the last decade**. Funding into youth services have been cut by £1.1bn nationally since 2010/11, which is a **real-terms fall of 74%**.

Declining mental health

Young people from low-income families are **four times more likely to experience mental health problems** than those from higher-income families.



The difference we make together is **HUGE.**

2023-2024 academic year



8,522

Young people supported

80% come from the four most disadvantaged areas on the Income Deprivation Affecting Children Index. We are committed to reaching the young people who need support the most.

14

More schools days attended

More time in school leads to better life outcomes. According to the Education Policy Institute, the widening GCSE attainment gap is entirely explained by higher absence rates among disadvantaged pupils.

77%

Improved mental wellbeing

Young people develop resilience, confidence, and self-discipline - essential for navigating the mental and emotional challenges poverty creates.

66%

Improved 3 or more life skills within one year

Coach-Mentors support young people to develop social, thinking, and emotional skills that are crucial for future success.

58%

Improved behaviour in one year

Young people gain a sense of belonging through the meaningful relationships they forge with their Coach-Mentor and peers. In contrast, only 38% of non-Greenhouse peers improved behaviour.

15%

More positive attitude to sport than non-Greenhouse peers

Coach-Mentors reinforce the importance of physical activity and creating healthy habits for life, while making sure it's enjoyable for all.

Young people attend up to 14 more days of school a year

Coach-Mentors make a real difference in improving behaviour and helping young people attend school more regularly.

To see just how big that difference is, we looked closely at 15 of our school programmes. We gathered data from over 8,000 students – including 1,800 who take part in Greenhouse and 6,200 of their classmates who don't. This allowed us to compare attendance between the two groups.

The findings were clear:

Students who take part in Greenhouse sessions attend school significantly more than their non-Greenhouse peers.

Highly engaged
3+ hours per week

185

Moderate attendees
1-3 hours per week

179

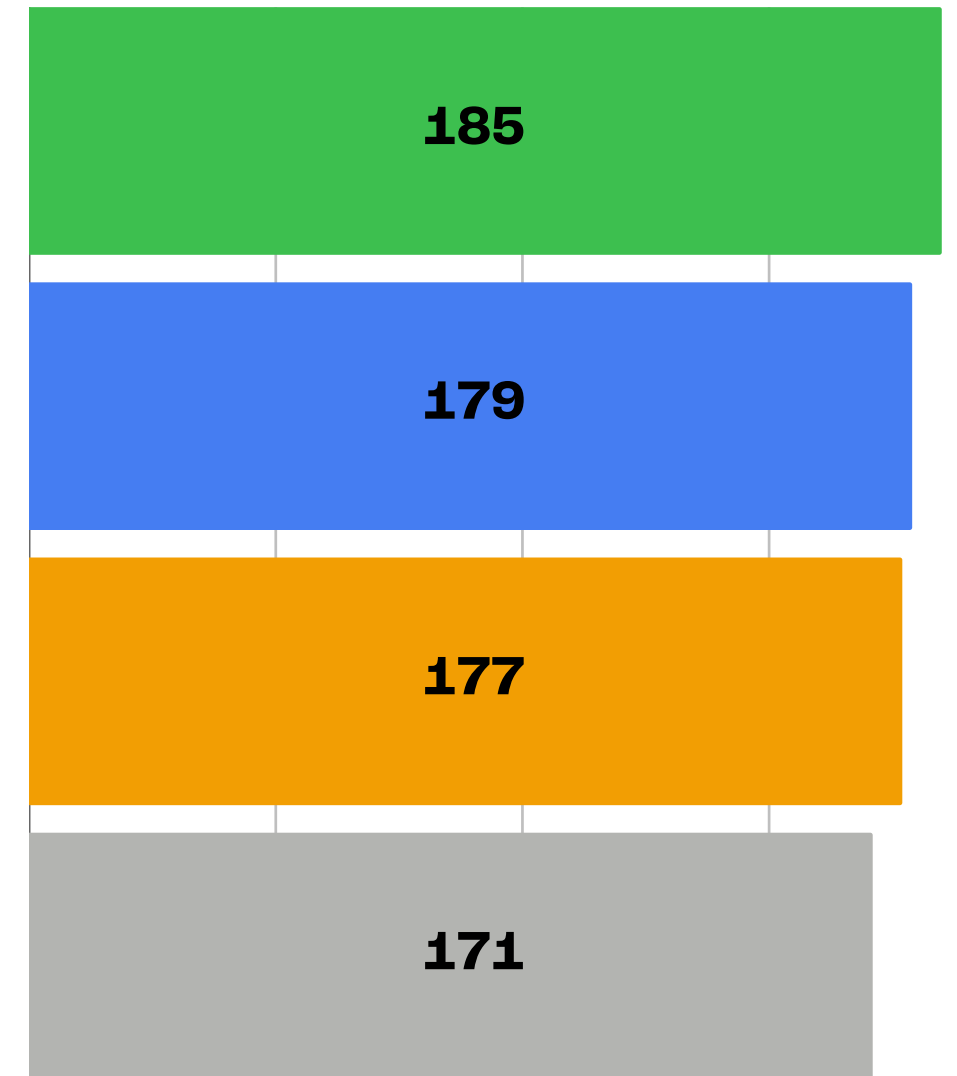
Intermittent attendees
0-1 hours per week

177

Non-Greenhouse

171

School days attended
(190 days in a school year)





Lilian Baylis Technology School

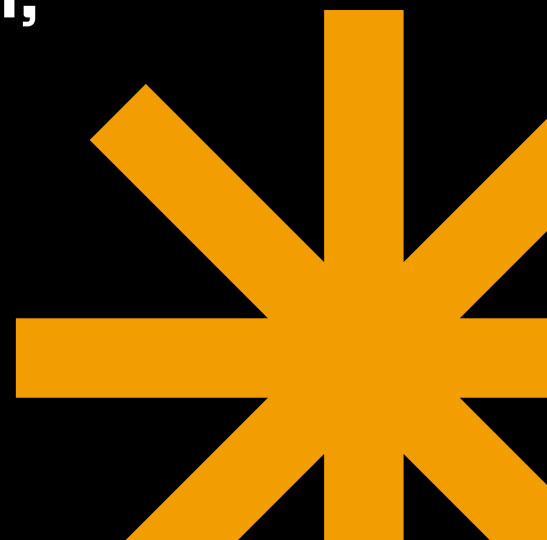
Greenhouse impact felt by entire community

In a London school where **70% of students are eligible for free school meals, many have uncertain immigration status, and few have family experience of university or white-collar jobs**, the programme is a source of pride. Its energy is infectious, inspiring peers to dream big and driving achievement across the school.

"Coach-Mentor Dominic creates a true sense of belonging for young people. Whether it's Breakfast Club for a child who might go hungry, mentoring for those struggling at home, or a sense of achievement beyond the classroom, Greenhouse provides the 'something special' that changes lives for the better".

Karen Chamberlain

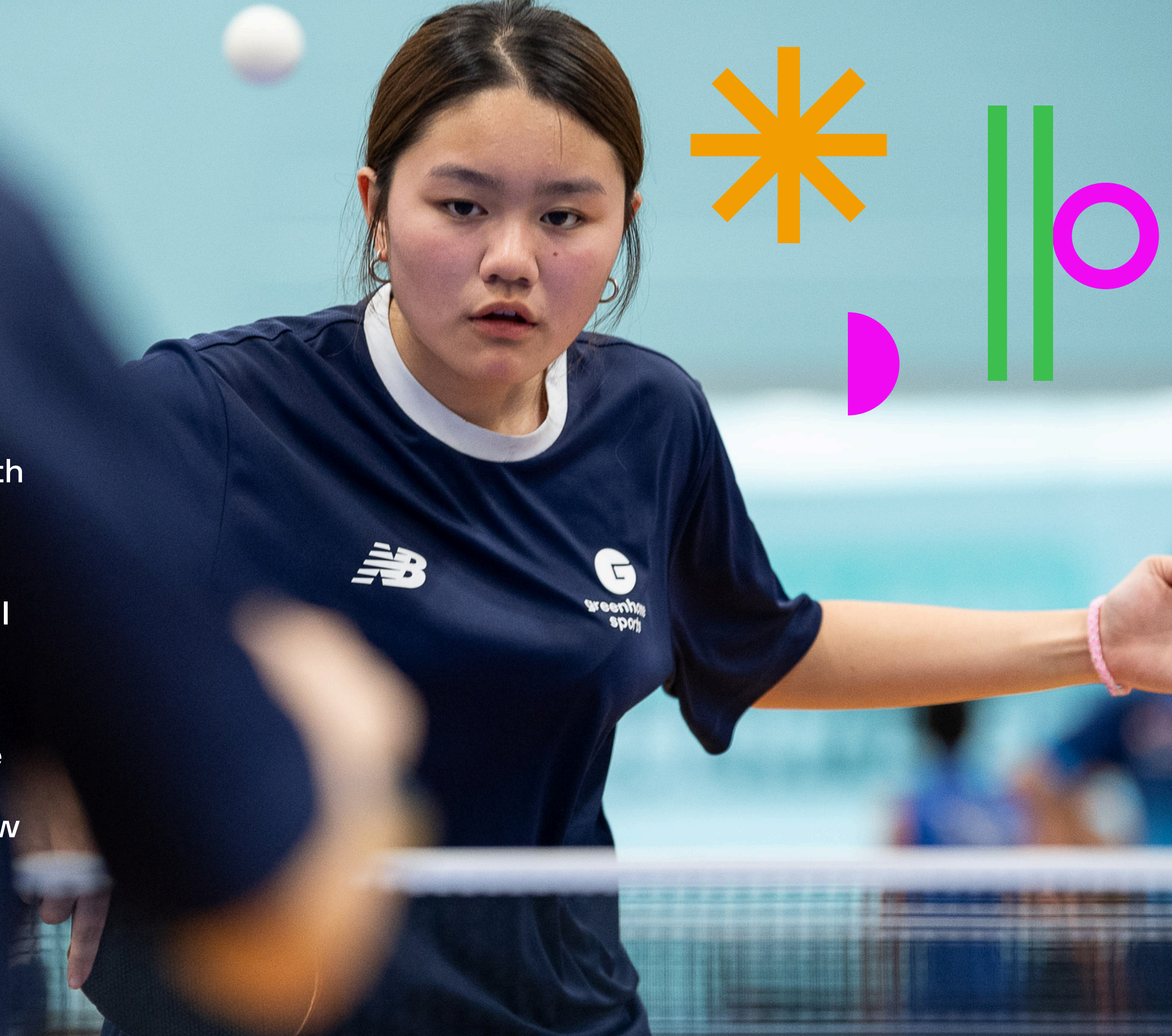
Headteacher, Lilian Baylis Technology School



Jadia's growing confidence

“When I first joined the Greenhouse programme, I was just having fun with my friends. I never thought it would change so much for me. I started gaining confidence as I improved in sports. The more I learned, the more I wanted to push myself.”

“I used to feel nervous speaking in front of people. My Coach helped me build my confidence step by step. I never thought I'd be a leader, but now I can step up when needed.”





Care deeply. Build character. Carry culture.

A Headteacher's incredible feedback:

“Coach Tom has proven to be an invaluable member of our team, bringing dedication, calmness, and an exceptional practical approach to developing skills and strategies. His ability to foster confidence in his pupils has played a significant role in empowering them to think critically and independently...

His rapport with both pupils and colleagues is excellent, creating an environment where collaboration thrives. His support for children goes beyond training them in sports; he empowers them to support themselves, ensuring their long-term growth and success. Coach Tom's contribution to the team is immeasurable, and his efforts have certainly made a positive impact.

His presence is a true reason to celebrate. Our school and Greenhouse Sports are fortunate to have him as a part of the programme.”

What do the parents think?

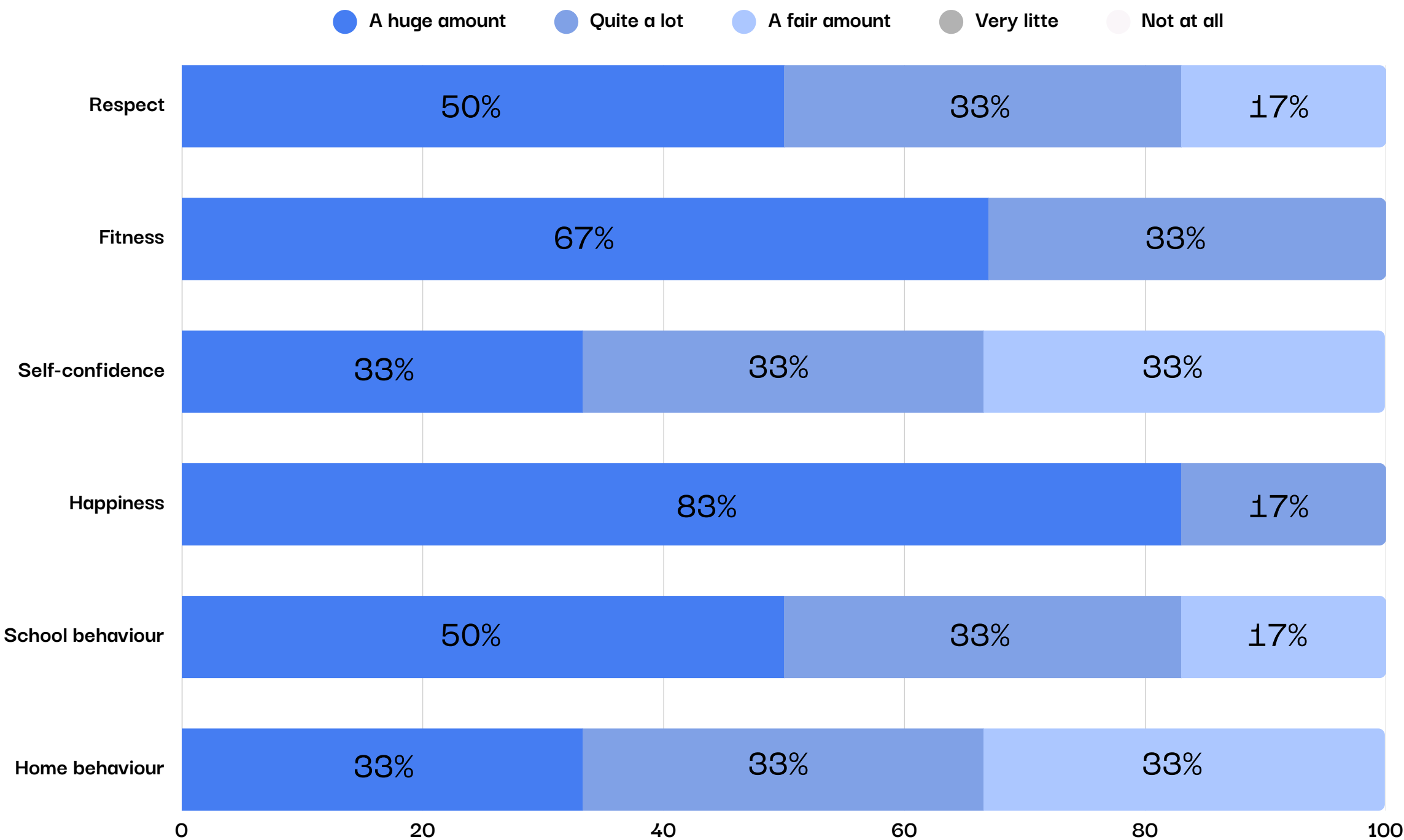
Over the past four years, we've expanded our programmes into primary schools, recognising that early intervention is crucial for helping children build positive associations with both physical activity and learning.

To understand the impact, we spoke directly with parents to hear what changes they were noticing. Their feedback was clear and powerful.

“Thanks to Coach Dom, my boys built the confidence and discipline to support our family, balancing training, school, and caring for their sister, allowing me to begin working again.”

Aalia, Parent

Parents consistently reported that their children’s involvement in Greenhouse programmes led to meaningful improvements across a range of areas.



My name is Seun Sontan

and I'm part of the Greenhouse Team For Life.

"I was a Greenhouse young person. I grew up playing table tennis with Coach Maria, who's still part of the team today.

Coach Maria didn't just give me sport - she saved my life. She took me out of situations that could have limited my future and instead, opened doors to possibilities I never thought possible.

Now, as Greenhouse's Digital Communications Officer, I have the privilege of sharing the stories of young people who are in the same shoes I once wore. I get to spotlight the life-changing work our Coach-Mentors do, helping young people overcome challenges and unlock their full potential - just like they did for me.

If 14-year-old me could see this, he'd be confused at first. But then, he'd throw a fist in the air and celebrate how far I've come."

"The trajectory of my life changed dramatically as a result of Coach Maria – for the better."


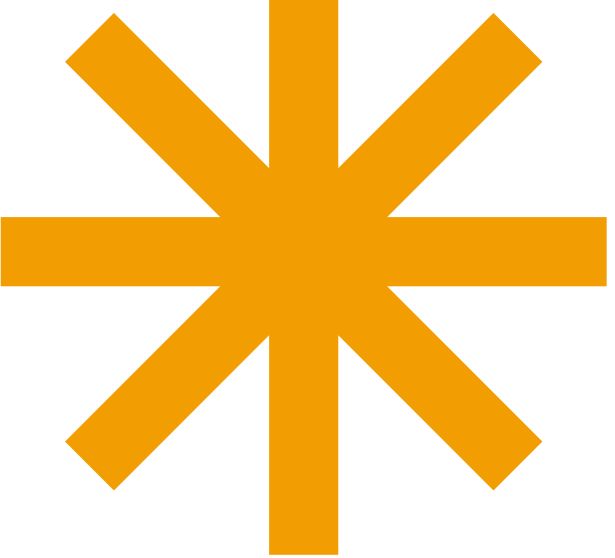


The world has so much to gain from the powerful ideas and talents of young people when we remove the barriers that poverty places on their education, wellbeing, and dreams.

A heartfelt thank you to our supporters, including those below and many others, for their contributions and invaluable support in 2024. Changing young lives is only possible with your generosity.

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**“Most importantly,
the biggest impact
Coach has had on
my life is happiness.
To have him as my
Coach makes life
feel easier.”**

Brandon, age 15



Your Team For Life is waiting for you

Every day, Coach-Mentors empower thousands of young people facing poverty to unlock their full potential and reach new heights.

If you want to play a part in this, please get in touch. We'd love to have you in our Team For Life.

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