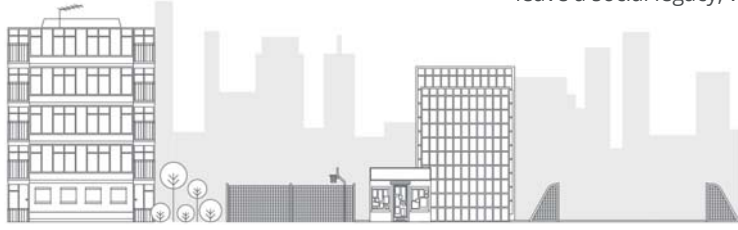




## IMPACT



Spirit of 2012 was set up to recreate the pride and positivity that defined the 2012 London Olympic and Paralympic Games. We give funding to projects that leave a social legacy, with the ultimate aim that:



We contribute to a society set up in a way that enables everyone to flourish

## OUTCOME

We aim to challenge perceptions around disability, improve wellbeing and increase social cohesion.

## PRINCIPLES

We want our funding to help more people participate in the arts, volunteer, get physically active and come together as a community.

We've developed five principles for how we design funding rounds and how our projects drive their work forward:

### ENGAGING:

Activities are **fun and positive**  
Activities are **high quality, credible** and **authentic**  
Beneficiaries **have a say** in how activities are run

### SUSTAINABLE:

Participation is **regular**  
Clear pathways for **continued engagement**

### INCLUSIVE:

**Bringing together** people from different backgrounds  
Removing barriers to **participation, particularly for disabled and/or disadvantaged people**

### LOCAL:

Funding is **responsive to local needs**  
Local people have **agency** and **leadership** roles  
National and local organisations **work in partnership**

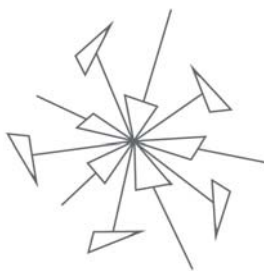
### REFLECTIVE:

Projects teams are **curious** about **what works**  
Project teams **respond to learning**  
They are **honest** about what **doesn't work**

## ACTIVITIES

We fund activities across the UK that bring people together to be active, creative and connected in their communities.

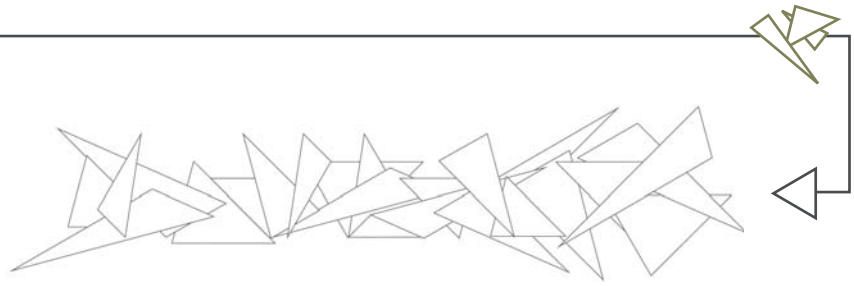
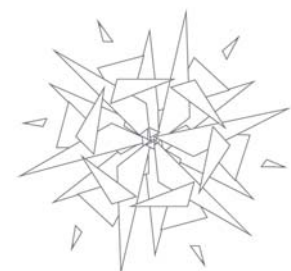
**CREATIVE:** We fund a range of creative projects that provide opportunities for people across the UK to experience culture and the arts.



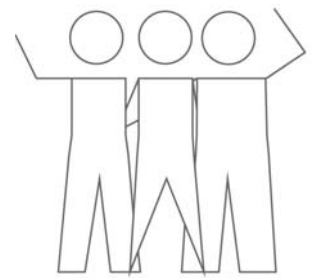
**CONNECTED:** We fund projects that help people develop friendships and supportive connections that endure, focusing in particular on isolated individuals or groups and helping our participants find friendship, purpose and community through their involvement.



**ACTIVE:** We fund a wide range of projects that give the least active people across the UK the opportunity to take part in sports and physical activity, creating lasting improvements in both physical and mental health.



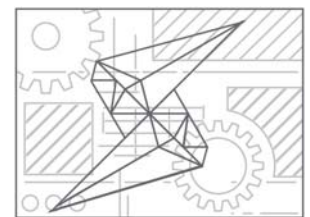
Individuals and communities thrive irrespective of their background



**PEOPLE:** We commission projects that aim to improve wellbeing outcomes for individuals



**PLACES:** The projects we commission use the spark of events to create happier communities



**PROJECTS:** We deliver our funding in ways that also benefit our delivery organisations