



The Sport Relief 2016 Youth Campaign

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Objectives for 2016



GOOD SPORTS WANTED!

Challenge Youth Groups to think of an issue that needs tackling in their local area, come up with a way to solve it and at the same time raise money for Sport Relief.

Following their successful fundraising event, young people are encouraged to apply for a £500 award from UnLtd with our support.

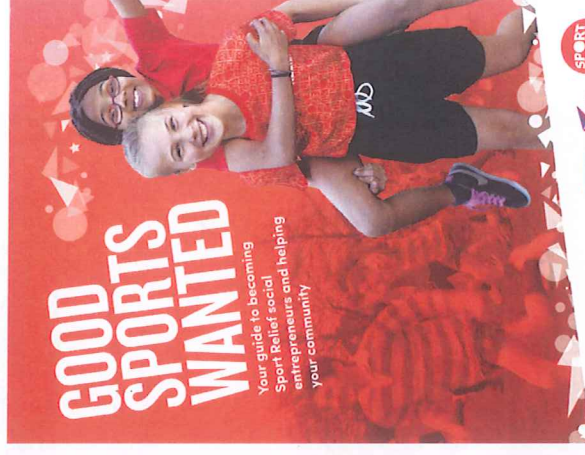
The Mission

Send out 8,000 Youth Group Packs and get 3,500 young people to undertake activities.

See young people empowered to get more involved in their communities while fundraising for Sport Relief and apply for an UnLtd award.

Results

Full evaluation & results to follow



6,929 Youth Packs sent out
1,000 distributed at events and via networks
34 chains engaged (4 more than 2015)
227 tweets from Networks or groups (131 in 2015)
40 features in Newsletters/E-Bulletins (vs 29 in 2015)
6 features in print (vs 1 in RND15)

Social Media – the key to success

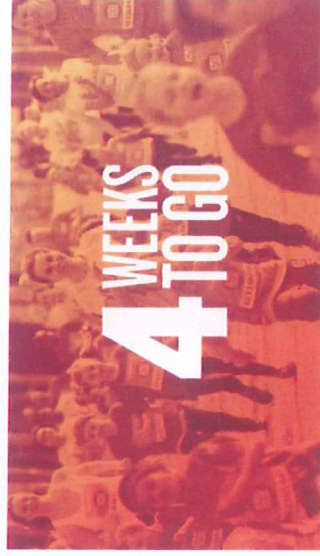


#SportReliefYouth

Learnt from 2015 that youth engagement professionals are best reached through social networks. This year we reallocated budget so we could fully utilise this channel. Created social media toolkits with assets and suggested tweets for networks.



Only 4 weeks to go until #Sportrelief! Get your FREE fundraising pack at sportrelief.com/youth



VYM Network @VYM_Network · 19h
Hope you got your youth packs for #SportRelief. Manchester's own @COSG_UK feature, with lots of other ideas for fundraising.



Siebrén Says... Retweeted

WP Youth Engagement @WiltsPolYouth · 23h
...then tonight it's Police Vs. the @YoungMelksham #SportsChallenge for @sportrelief at the Canberra Youth Centre. #HopeYouBringYourAGame!



@sportrelief @SubYouthClub
@YouthActive_YS @SiebrénSays
@YouthScotland #BOO



Evaluation

SPORT
RELIEF
2016

Survey commissioned with Chrysalis Research with focused questions around Spirits KPIs and next steps towards applying for Award.

10 Youth
Groups
visited &
interviewed

130 Survey
Responders

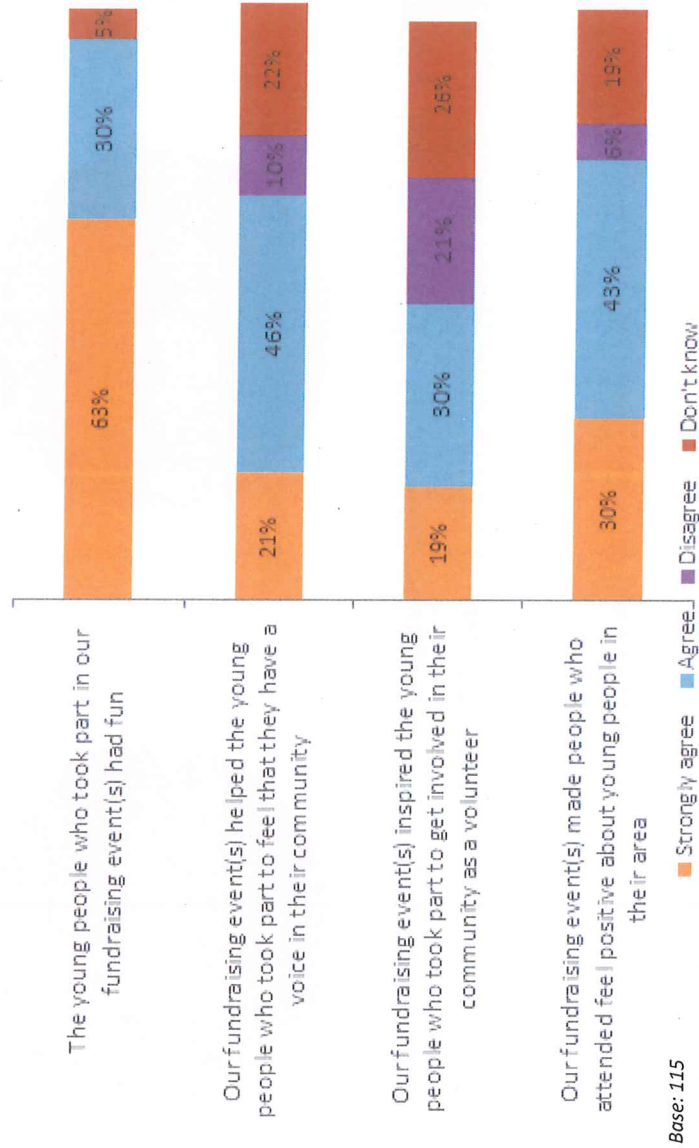
8 Case
Studies



Impact

**SPORT
RELIEF
2016**

Impact of youth group activity on communities and young people What was the impact of SR16 on youth group members and your community?



Contact database grown by 40% in two years.

Network relationships from 10 to 34.

Staffing: Invested in two permanent Youth Fundraising & Engagement roles

Impact of Spirit of 2012 funding on Comic Relief's youth activity

The two years of funding from Spirit has allowed Comic Relief to consolidate its youth work. Before this project, large numbers of youth groups participated in Comic Relief campaigns but activity was ad hoc.

Creating a bespoke offer around social enterprise (a hot topic among young people) has given Comic Relief's youth work credibility. We have seen an increase in activity throughout the non-uniformed sector and a range of diverse communities participating.

This project has proved that there is an appetite among young people to make a diverse in their communities and we plan to continue this work into 2017.