



SNOW CAMP

2023/24 IMPACT REPORT

Prepared for Skelton Charity





Dear all at Skelton Charity

I am delighted to report on the outcomes of your support over the past year. You have played an integral part in positively impacting the lives of over 860 young people across the UK. Thank you!

This was a landmark year for Snow Camp – our 20th anniversary year as a national snowsports charity! We were able to celebrate the past two decades with so many of our supporters and young people over the course of the year, celebrating the support we've had to positively impact the lives of more than 20,000 young people nationally.

We were also the proud winners of the Social Justice Apprentice Employer of the Year at the South East National Apprenticeship Awards. We were honoured to attend the awards ceremony and be recognised alongside many other fantastic organisations committed to supporting people into and through apprenticeships who are under-represented.

Thank you once again, your generosity has had a lasting impact and is hugely appreciated by the Snow Camp team, our young people and their families.

Onwards and upwards for 2024 – 2025!

Best regards

Rachel Cruz
Development Director



**860
young
people
supported**

**100% of
young
people felt
happier since
joining Snow
Camp**

**990
qualifications
gained**

Snow Camp's mission is to turn young lives around through the power of snowsports, combined with engaging opportunities, positive relationships, and life-changing progression.

Together, with your support, we engaged and maintained a positive involvement with young people through our youth-led journey of accredited programmes, delivered in new environments, where they can thrive.



780

young people completed our 2 day First Tracks programme, providing their first ever experience of snowsports.

177

progressed onto our 5 day Graduate programme, developing their snowsports skills alongside life skills sessions and mental wellbeing workshops.

78

went onto our 10 day Excel programme to gain their BASI Foundation Instructor qualification alongside First Aid, Mental Health First Aid and Safeguarding certificates before a life-changing week in Andorra - their first experience of the real mountains.

8

Apprentices progressed on to gain their NVQ alongside their BASI Level 1 Instructor qualification, with 1 young person gaining their Level 2!

85

young people from previous years, returned as Snow Camp Youth Forum volunteers to support and inspire their peers coming through our programmes accumulating 3,164 volunteer hours over the year – more than any previous year!

Our vision is for snowsports to be available to all and for young people to achieve their full potential through positive opportunities.

Snow Camp are committed to reaching young people who would not otherwise experience the lifelong benefits of snowsports. With our life skills and wellbeing support, they are learning more than a new sport. We delivered 277 life skills workshops, showing young people how perseverance, overcoming fear and setting goals on the slopes can also be applied to every area of their lives.

53% of young people attending Snow Camp were female, outnumbering boys for the first time in our history.



18% of our young people attended Snow Camp with a disability.

44% were from black and diverse ethnic communities.

1 in 5 were young carers

64% lived in the 30% most deprived UK postcodes according to the National Indices of Deprivation with 21% living in area 1, the most deprived.



55%, up from 41% last year, of young people nationally were entitled to free school meals, therefore living in a household with an income of less than £7,400. With our young people likely to be food insecure, we provided lunch on all programmes.

One of Snow Camp's aims is to teach young people the skills they need and raise their aspirations through new qualifications, vocational training, employment opportunities and apprenticeships on our programmes.



The number of young people aged 16 to 24 not in education, employment or training (NEET) continues to rise year on year, with an estimated 559,000 young people in the UK NEET and economically inactive. gov.uk, October 2023



This year, on Snow Camp programmes:

177 young people achieved an ASDAN Certificate in Sport and Fitness.

78 young people achieved certificates in First Aid and Safeguarding.

51 young people achieved their BASI Foundation Instructor Certificates.

Our apprentices achieved a certificate in Level 1 Counselling Skills, an SVQ/NVQ in Sports Coaching and Level 1 BASI Instructing qualifications.

25 Snowsports industry work placements took place, provided through our industry partners.

80% of young people go on to positive destinations after Snow Camp including paid employment, apprenticeships and further education.

100% of young people said they are confident in setting achievable goals for themselves since participating in Snow Camp.

"I have been through so much recently but Snow Camp has offered an escape from that. Being part of Snow Camp is about learning what you can do, the things you can reach, and making new friends. I could go around the world with this potentially. I'm going to stick at this and not give up on things like I have in the past" Tieran, Scotland

Meet Leggy!

Leggy joined Snow Camp Midlands in 2022, referred by his youth worker from The Way Youth Zone in Wolverhampton. Although talking to new people put Leggy outside of his comfort zone he completed the Snow Camp journey and went on to volunteer as a youth instructor to improve his confidence and self-esteem.

Leggy's passion for snowboarding had been truly lit and he had made many friends in the Snow Camp community. He would enjoy booking sessions at Tamworth Snowdome to ride with his friends in his spare time.



Regularly signing up to help deliver programmes at Tamworth Snowdome and advocate Snow Camp at other events, Leggy joined the Apprenticeship programme in 2023.

Leggy is well liked by both staff and young people thanks to his caring nature and because he is brilliant at helping new snowboarders develop their skills. He's always the first to volunteer, and the last off the slopes!

Snow Camp Midlands Programme Manager

Leggy is now a fully qualified BASI level 1 instructor, supporting the next generation of Snow Camp young people, as well as a BASI level 1 Adaptive instructor! He has worked incredibly hard improving his knowledge of adaptive snowboarding, and now looks forward to more opportunities for working with adaptive snowboarders.

"I want to help as many people experience the magic of snow as possible."

On completing the Apprenticeship, Leggy has been employed at SnowDome, Tamworth.

It's no exaggeration to say that Leggy is a true inspiration. We know he's going to absolutely smash it as part of The SnowDome team.

Good luck Leggy!

Snow Camp supports positive mental health and wellbeing by providing advice and support, workshops and 1 to 1 counselling sessions on all our programmes.

Support from our Wellbeing Managers is always available through tough times. **841** young people accessed Snow Camp's mental wellbeing support, through free 1:1 counselling sessions, group wellbeing sessions focussing on mindfulness and coping strategies and live workshops delivered at each programme stage. For many young people, this support's been truly invaluable over the past 12 months.

95% of young people on our programmes agreed that they have learnt new coping strategies and where these can help in their daily lives and with their mental health.



Meet Robyn!

"I knew a bit about Snow Camp before I came along for the first time, because my brother had done the course journey. Before, he had hardly ever left the house but I had seen a big change in him and I was excited to see what it could do for me as well. I'm a young carer for My Dad, and it was fantastic to have something positive to look forward to.

I was loving the programme journey and progressing well, but then a close friend passed away just before the residential and I felt anxious about going.



Our Wellbeing Manager was wonderful and honestly made the difference between me going or not.

It was my 18th birthday on the journey out, and the whole coach sang Happy Birthday to me and that was an unexpected highlight – I felt that even the people I didn't yet know were on my side! When I saw the mountains, I knew I had made the right decision.

I've always been a confident, outgoing person but at Snow Camp I learned that some of that was a front. I've learned to allow myself to be more vulnerable and open up to others. I have learnt how to talk about anything that's bothering me in my life and the importance of doing so.

I've been an Apprentice for Snow Camp this past year and it's been somewhere I can go to, to just be myself and have fun. It's so rewarding to see how you can just change someone's day just from helping them around the slopes!

As part of my Apprenticeship, I've been lucky enough to visit the mountains a few more times. It was so much fun being part of the Snow Camp 3 Valley Rally this year.

As a result of the opportunities I gained from the Apprenticeship, I'm now working at Chill Factore and I've got my own flat. I know now that anything is possible if I put my mind to it, and that tough times will pass. I'm just made up with how everything's turned out and cannot thank everyone from Snow Camp enough for the way they've turned things around for me!"

With your invaluable support we have been able to provide hundreds of young people this year with a place to learn, get support and feel safe.

Thank You from All of Us

*"My life now is so far removed from where it was before. I love every moment of Snow Camp and it's given me a focus on something positive. As well as snowboarding, I've renewed my interest in music and other hobbies that are beneficial for me. **Thank you very much** for supporting me, I'm incredibly grateful to have this chance. I feel like I've got good people around me who bring out the best in me, and I'm motivated to find a better future for myself"* David, NW

*"As a housing coach, I've had the privilege of observing our young peoples' remarkable growth and development from participation in Snow Camp. The young people often struggle with self-confidence and finding their place within the community. Following participation, we invariably see a new-found sense of self-assurance, positive mindset and self-belief. The young people also show improved engagement in our own programmes as a result of participating in Snow Camp – they are more adaptable and resilient, and are motivated to secure better futures for themselves. **Thank you so much.**"* YMCA Crewe

*"**Thank you so much**, not just for funding me to snowboard, but for giving me a new hobby, supplying me with an amazing support system, saving me from my many struggles and giving me something to gloat about to my friends and family!"* Jenna, London



What's Next?

Snow Camp North East

It has long been an ambition of Snow Camp to begin operations at SnoZone in Castleford, Europe's largest indoor snow centre! Over the next 12 months the foundations will be put in place with pilot programmes starting in 2025.

The North East has areas among the 10% most deprived in England with more than a third of the population of over 2.5 million people living in the 20% most deprived areas of England. Snow Camp North East will reach hundreds of new young people across Leeds, Bradford, Sheffield and the surrounding area.

Over the last 20 years we have helped more than 20,000 young people. We want to help many more that are facing many challenges in their lives. Our programmes build their confidence, self-belief and support networks, supporting their mental wellbeing and inspiring them on to a pathway to employability.

Your ongoing support ensures that young people can continue to benefit from our work for many years to come.

Thank you!



If you require any further details, please do not hesitate to contact us.

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