

Dear potential contributor,

It didn't seem possible that circumstances could get more difficult for 23-year-old Jordan, but somehow, they did.

After growing up in poverty and facing homelessness, his future prospects seemed dimmer than ever, and the possibility of turning his life around just out of reach.

In a matter of months, Jordan lost everything: a place to live, his job and access to his young daughter. Struggling with a gambling addiction, Jordan even had to go to court, where he received a conviction. Such hardships shouldn't be something a young person has to carry on their shoulders, but for Jordan, this was just daily life.

When things seemed more hopeless than ever, Jordan found the Premier Foundation. A not-for-profit charity aimed at engaging disadvantaged young people under the age of 25, the Premier Foundation creates opportunities to get these youths back on track. Through courses structured around sport and physical activity, these young people learn vital skills and tools surrounding employability, mental health and physical health and wellbeing. It was just the thing Jordan needed to turn his life around.

With the help of this weekly course, Jordan was able to not only meet other young people in similar circumstances and make friends, but gain important job experience, raising his employability prospects and his confidence.

Premier Foundation even went one step further and secured funding for Jordan to undertake his PESS qualification, a pre-requisite for being an Activity Professional with Premier Foundation's sister-organisation, Premier Sport. After receiving the qualification in August, Jordan now has hope of becoming a sport coach. He's no longer homeless, and has even gained a few cheerleaders along the way: namely his daughter, who is now back in his life.

Young people growing up in some of the most deprived areas in England like Jordan did deserve a chance at a brighter future. With our innovative courses, we're hoping to give them just that; but we can't do it alone. The Premier Foundation needs your support to help children and young people across the country achieve their potential and access the opportunities they need to lead a better life.

Stories like Jordan's remind us that it's never too late to help a young person in need. Money raised will go towards helping disadvantaged children and young people take part in sport and physical activity courses that could be the answer to getting them back on the right path.

£3.00

can help a child living in poverty take part in sport and physical activity sessions and keep them off the streets.

£50.00

can help a young person living in poverty enhance their employability skills and gain the confidence they need to support themselves.

£100.00

can help improve a young person's mental health with a sport and mental health-awareness session that will help them better cope with life's hardships.

£1,000.00

can help instil healthy lifestyles within the next generation.

With your support, we can help young people access:

Employability and skill-development courses:

These courses are run specifically in deprived communities with young people that are Not in Education, Employment or Training (NEET). Using sport and physical activity, they're successful tools in changing behaviour in young people like Jordan, providing structure and a positive environment geared toward adding skills to participants' CVs.

Health and wellbeing courses:

These courses provide opportunities for children and young people to gain an awareness of what it means to lead a healthy lifestyle and how to make healthy choices. Instilling the importance of eating well, sleeping well and moving well is especially vital at a young age, and can help set young people up on the path to a healthier future.

Sport and mental health courses:

Premier Foundation's mental health courses act as valuable outlets to young people struggling with their mental health, using sport and physical activity as an alternative form of therapy. Working with mental health professionals, the programme uses sport and physical activity to connect with young people and provide a comfortable, non-stigmatised environment to talk openly about their thoughts and feelings. For many disadvantaged young people, these courses are all they have to look forward to.

Courses battling inactivity:

Premier Foundation runs these particular courses in areas of deprivation, targeting children and young people that don't ordinarily have the opportunity to participate due to their poor financial situations. They're often disassociated with sport and physical activity, so Premier Foundation work to inspire and reconnect with them through the use of innovative activities. Through weekly engagement sessions, we not only enhance their health and wellbeing, but their skills and personal development as well.

These children and young people need our help. When you donate to the Premier Foundation, you help people like Jordan access the support they require. It's our dream that Jordan and all the children and young people like him can achieve the bright future they deserve.

So please, help us to help them.

Yours Sincerely,



Amelia Epton

Chief Executive Officer - Premier Foundation