

SHARKS WATCH

SALE SHARKS FOUNDATION

IMPACT REPORT

2022-23



SALE
SHARKS
FOUNDATION

WELCOME

WE PROMISE TO:

This past year has continued to be incredibly challenging for families in Sale and across the North West as the cost of living crisis deepens. It's always a worthy reminder of how vital the work we do is to supporting local communities, it's something at our core and always will be.

We're incredibly proud that we have been able to impact the lives of more than 15,000 people throughout the region by bringing them together through sport.

We have made a pledge to be right at the heart of the community, especially during the hard times.

OUR PURPOSE

As the charitable trust of Sale Sharks, our purpose is to use our sport to provide life-changing opportunities in education, health and wellbeing.

WE ARE COMMITTED TO:

- Introducing rugby to people of all ages and abilities
- Igniting and encouraging passion for our sport
- Teaching vital skills
- Tackling inequality
- Uniting diverse groups
- Supporting the most vulnerable

- Improve wellbeing in our communities, specifically in the areas of social isolation and loneliness.
- Inspire greater participation in, and enjoyment of, physical activity to improve health and instill long-term sporting activity habits.
- Provide opportunities and activities to improve mental health.
- Help young people gain qualifications, improve life skills and make better informed life choices.
- Help bring our diverse communities together and enable greater understanding between them.
- Encourage greater involvement in Sale Sharks activities as a player, coach or fan.
- Develop a new women and girls programme to grow the game, attract new fans and to complement the recent addition of the Women's Premiership Team to the Sale Sharks family.

OUR VALUES

PASSIONATE
INCLUSIVE
RESPECTFUL
KIND
FUN
PROUD



SCAN THE QR CODE TO SEE HOW WE CHANGE LIVES IN OUR COMMUNITIES

On behalf of myself and the rest of the Board of Trustees I'd just like to say how proud we are of how much good work the Foundation is doing.

At a time when a lot of families are struggling, we are providing an escape and a level of support to help our community through. Rugby has a place for everyone, and we are proving that by the number of people we are reaching.

I have seen first-hand the desire and appetite our team shows day in, day out to offer varied sessions, mentoring and life skills to young and old.

I must pay a heartfelt thanks to all those who've backed us, whether it's donors, trusts and partners or anyone else who has shown faith and belief in what we are aiming to achieve.

Last year our aim was to reach 15,000 people and it's fantastic that we have achieved that and more and now we strive to push on and develop further.

Thanks to all, and here's to another wonderful year for the Sale Sharks Foundation.

Andy Watson, Chair of Trustees

The Sale Sharks Foundation is always growing and developing and this year has been no different. This report really demonstrates the fantastic achievements and the impact the Foundation has had over the past twelve months.

On a personal note, I am incredibly proud of the staff team and the difference they have made to the lives of people across the North West. The desire to inject fun and laughter into every session really shines through. The passion and belief in what they're doing is no more apparent than when you hover your camera over the QR codes to open up the programme video.

As a rugby foundation, many can be forgiven for thinking that we only deliver rugby but this report highlights the wide variety of activities we offer and the diverse communities we reach.

I would like to share my thanks to all the trustees, partners, supporters, friends funders and the 16,000 people who we have worked with through our community programmes during the year.

Abi Dean, CEO



THE YEAR IN NUMBERS

- 16,728 people played some form of rugby through the work of the Foundation
- 3,403 people engaged in mental wellbeing programmes organised by Sale Sharks Foundation
- 2,084 hours of Educational support delivered in local schools
- 1,600 young people engaged through disability awareness days
- 1,197 hours of classroom activity delivered in local schools

DISABILITY



TACKLE TOGETHER

Tackle Together is the Foundation's leading disability and inclusion schools programme, specifically aimed at SEN schools across the North-West. Thanks to the partnership with MBNA, 'Tackle Together' has had a lasting and meaningful impact by raising awareness of inclusivity and sport for all across mainstream schools and through disability awareness days.



WHEELCHAIR RUGBY

Great Britain Wheelchair Rugby (GBWR) enabled us to loan a fleet of Wheelchair rugby chairs, Thanks to this support, we officially launched a new Wheelchair rugby team on the 3 April 2023 based at Stretford Leisure Centre in Trafford. The programme is still evolving but we have a regular attendance on a Monday evening from seven participants Through the support of GBWR several staff have been able to complete the WCR Rugby Level 1 Award in January 2023.

- 18 specific SEN schools across the Northwest
- 400 participants engaged with additional needs, disability, or long-term health conditions.
- 20 mainstream schools introduced wheelchair rugby sessions
- 1,600 young people engaged through disability awareness days.

"The children (and staff) have really looked forward to the sessions to see children, who do not usually get involved in PE, being active" Ann Millington- Hoole CE Primary

WHAT PEOPLE SAY

CRUSADERS FIN CLUB

In 2023, the Sale Sharks Foundation continued to deliver their flagship Down Syndrome Rugby sessions every other Sunday named the Crusaders Fin Club. One of this year's highlights included a trip to Venice for several of the participants to take part in the first disability rugby festival. The fun continued into the new year when we worked closely with Saracens mixed ability group to raise awareness of World Down Syndrome Awareness Day. Both Sale Sharks Crusaders and Saracens Mixed ability group had the opportunity to run out with the players for the top-of-the-table clash on the 5 March 2023.



"Freddy loves both the sport and social aspects of the Crusaders sessions. Until Freddy started playing rugby with the Crusaders we had not realised just how inclusive rugby is for people with disabilities. The coaches ensure that all participants are included in the activities and nobody ever leaves Carrington feeling that they have been left out. Not only does Freddy benefit from the physical activity of the sessions, but he now has a great group of friends through rugby," Adam Dolby- Freddy's Dad

CRUSADERS
FIN CLUB

- 🏈 21 Sessions delivered in 22-23
- 🏈 Approximately 18 Down Syndrome Participates playing regularly
- 🏈 Delivery of **World Down Syndrome Awareness Day** on the 5th of March against Saracens.



SCAN THE QR CODE TO SEE THE CRUSADERS IN ACTION!

SOCIAL INCLUSION

RUGBY IN THE PARK WEX PARTNERSHIP

In 2023, we developed a new partnership with WEX to deliver our 'Rugby in the Park' programme. The key priority for 'Rugby in the Park', is to engage those young people not currently accessing or involved in community activities, and those who potentially are at risk of being involved in crime or anti-social behaviour. We worked in partnership with Powerhouse Youth Centre in Moss Side to support the initiative. Amazing feedback has been received to date and we continue to develop with the view to upscale delivery to other areas across the North West.



- 35 Sessions delivered
- 840 contacts with Young People across the sessions
- 60 hours of delivery across the programme

'RUGBY IS SO FUN AND I GET TO PLAY WITH MY FRIENDS AND HAVE ENJOYED LEARNING A NEW SPORT'



'My children have never played rugby before and are speaking about the sessions all the time and are really enjoying attending. Thank you to the sports coaches and thank you for letting my children have this experience'

RUGBY IN THE PARK: MERSEYSIDE POLICE

Our Merseyside Police Rugby in the Park programme provided a new Anti-Social Behaviour and County Lives Prevent and Prepare project, delivered in a partnership between Sale Sharks Foundation, Merseyside Police and Birkenhead Rugby Club. The programme brings young people together in safe environments to forge new friendships, engage in physical activity, and build positive relationships within the community.

We completed this by combining education workshops with rugby coaching and pitch-side discussions to reinforce key messages for young people aged 10 to 17 years. In total, we worked with eight primary schools and delivered additional sessions at Woodchurch High School.

1,000 YOUNG PEOPLE REACHED
ACROSS WIRRAL PRIMARY SCHOOLS



"Just wanted to let you know that we've had another amazing session today, the boys really enjoyed it, some have told me personally how much fun they were having which was amazing to hear, however not surprising considering how amazing you guys are!"

"The session was really good, the boys engaged, and they seemed like they had loads of fun, especially that it was a group that normally don't engage with anything, but Millie and Mickey were fantastic!"
Sorina Lazer - NOVUS Education Provider

WERRINGTON PRISON PROJECT

This year we delivered goal setting and aspirational sessions at Werrington Youth Offenders Institution. We helped young offenders set targets for their future enabling them to change their lives when released. We did this through classroom-based sessions and engaging team building rugby sessions. In total, we worked with over 50 young offenders to develop personal attributes around respect, leadership and teamwork.

HEALTH AND WELLBEING

SHARKS FORCES

Our Sharks Forces offer has developed further in 2022/23 with new sessions and activities across the weekly timetable. We now offer a range of activities, events and day trips engaging over 200 current serving personnel, veterans and their families.

We teamed up with Manchester 31 boxing to provide fortnightly boxing sessions delivered by a qualified professional coach. These sessions have proven extremely popular amongst the project beneficiaries. The sessions included strength and conditioning and boxing techniques.

'Welfare Walks' are held every Friday, this two-hour session, includes a moderate walk around a local nature reserve, followed by tea and coffee at the park café. Suitable for most beneficiaries this is an informal way to support them access other specialist provisions and the wider Sharks Forces timetable.



Before the project my head was in the gutter with not much belief, the staff have seen this and just spoken to me to help clear my head and bring myself back up!
Adam, 20s

'Yes the activities have definitely helped have a positive impact of both myself and my brother physically as there are lots of walks and boxing and just getting out of the house is great'
Liz, 40s, sister attendee Chris, 40s.

- 47 Military Veterans
- 50 Current serving personnel
- 150 Indirect beneficiaries
- 100% of participants said that they met like-minded people as a result of the project.

'I FEEL YOUNGER.
IMPROVED CONFIDENCE'
FRED, 90s.



SCAN THE QR CODE TO SEE WHAT A DIFFERENCE SHARKS FORCES CAN MAKE

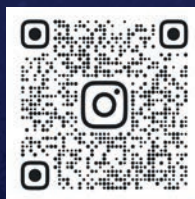
HEADSTART

'Headstart' promotes positive mental wellbeing through regular physical activity. Over the past 12 months we have seen a significant increase in regular participation at our sites in Eccles, Wythenshawe, Whalley Range and Walkden. The Headstart programme is now well established within the local communities and receives regular referrals through the community connector network.

In addition to this year's timetable, we have also launched a monthly networking event for all community connectors within the Salford area. This is hosted at the AJ Bell Stadium and includes presentations from our staff team and partners.

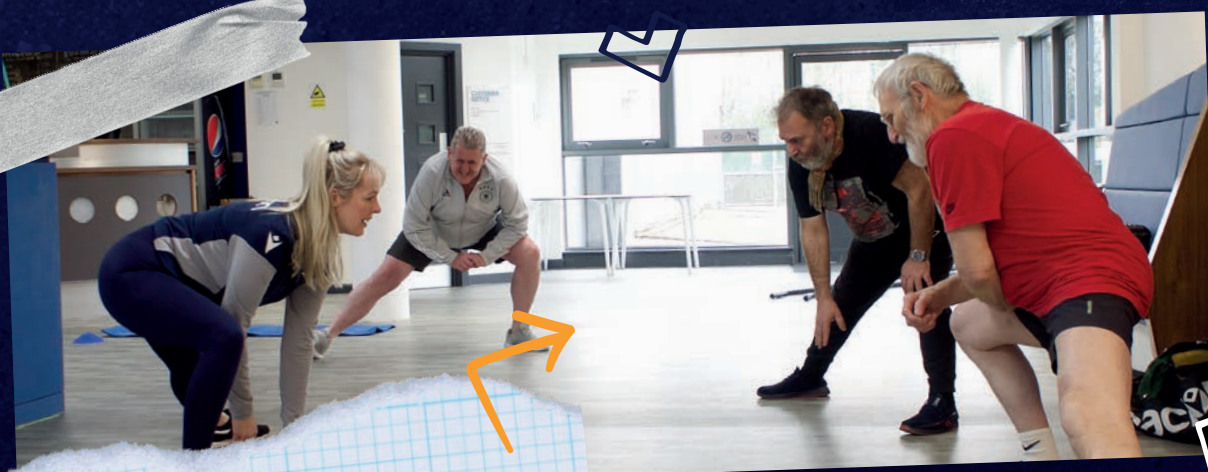


SCAN THE QR CODE TO WATCH A SHORT VIDEO ABOUT HEADSTART



'I Started in June 2022. Absolutely love being on the programme, one of the highlights of my week. Emily is a brilliant motivator and is always positive and welcoming to everyone.' John, 20s.

250 PEOPLE ENGAGED ACROSS 4 SITES



WE ASKED OUR PARTNERS ABOUT THEIR EXPERIENCE WORKING IN PARTNERSHIP WITH SALE SHARKS FOUNDATION:

'Sale Sharks have been a brilliant organisation to work with. They deliver on the promise and work well with individuals who have physical and mental health issues. I gain really good feedback from clients whom I refer into the sessions that they deliver. The staff are well trained and conscientious and sessions are well planned and delivered to good standards.'
Charlene, Wellbeing Matters Service, Salford

'I was extremely anxious, but I was made to feel at ease from my very first session. Emily and Eddie have always been extremely helpful and understanding. I've never felt I was asking silly questions and any worries I had were always eased.' Vicky, 30s.

ARE YOU AO-K?

We continued the hugely successful 'Are you AO-K?' programme this year in partnership with the club's principal sponsor AO. The positive mental wellbeing programme is shaped around the five ways to wellbeing and been delivered in schools nominated by AO employees. This year's programme worked with 25 schools across, Trafford, Bolton and Salford. In addition, we ran the 'Are you AO-K?' Festival on 19 April. The festival is the foundation's flagship event over the summer period.



"What a brilliant day we had with you yesterday. Kids and staff had loads of fun, played plenty of rugby and loved meeting the players"

"I just wanted to pass on our thanks for inviting our children to the festival yesterday. They had such a positive experience and thoroughly enjoyed their day. Please pass on our thanks to all the coaches and team members that were there on the day"



SCAN THE QR CODE TO SEE THE PROGRAMME IN ACTION

'THANK YOU TO EVERYONE AT THE FOUNDATION FOR SUCH A GREAT DAY'

25 Schools

1,450 Participants engaged

300 Coaching hours

338 participants attend 'Are you AO-K?' Festival



EAT WELL PLAY SAFE

We were delighted to work with Cargill again this year for a sixth consecutive year on the Foundation's healthy eating programme, Eat Well Play Safe. This year's delivery took place across several deprived areas within Salford and Trafford.

We also held an end of programme festival at the AJ Bell stadium, it was great event and we received some amazing feedback. The school children taking part all received a goody bag which included, a water bottle, t-shirt and recipe cards along with a medal for taking part in the programme.



15 SCHOOLS
800 PARTICIPANTS AGED 10 & 11

TRY2CONNECT

This year we launched the Try2Connect schools programme in partnership with Place2Be. Place2be is a children and young people's mental health charity working with pupils, families, and staff in schools. They provide mental health support through one-to-one and group counselling sessions. To support the great work Place2Be do, we worked together to promote positive mental health for primary school children aged 9-11. We launched the project on the 20 April at Ellenbrook Primary School in Salford and were supported on the day by Place2Be Champion Ben Curry and Sale Sharks Owner Michelle Orange.

13 schools
656 Participants aged 9-11
156 hours of coaching delivery

"Thank for the opportunity to be involved in the programme. The staff were brilliant and the organisation from start to end was really great".
Helen Coates- Davyhulme Primary School

"The children loved the rugby delivery and really enjoyed the health eating content."
Deborah Shearer St Charles RC Primary



A YEAR IN PICTURES



JULY

HAF KICKS OFF



AUGUST

FIRST FIVE DAY WOMEN'S RESIDENTIAL



SEPTEMBER

NEW NAME



OCTOBER

CRUSADERS HEAD TO VENICE



NOVEMBER

HITZ AWARDS



DECEMBER

MBNA TACKLE TOGETHER LAUNCH

HEADSTART COMMUNITY CONNECTOR LAUNCH



JANUARY

JASON ROBINSON AT HITZ



FEBRUARY

CRUSADERS V SARACENS



MARCH

APRIL



WALKING OF 100 VETERANS



MAY

PREMIERSHIP RUGBY FINAL



JUNE

RUGBY IN THE PARK LAUNCH

EDUCATION

HITZ

HITZ is an employability and life skills programme run from Sale West Community Centre. The programme is funded by Premiership Rugby and delivered in partnership with YMCA. HITZ focuses on engaging NEET young people who are not quite ready for college or work but need a new approach to help them progress into the next stage of their lives.

This year, we worked with 15 young people, giving them the opportunity of a work placement as well as access to 6-week courses in sexual health, sports leadership, and support of a mentor every fortnight with our partners 1 Million Mentors. The focus has been on confidence building, aspiration and goal setting within sessions linked to the Level 2 employability certificate. We also offered qualifications in Maths and English GCSE/Functional skill.

This year we partnered with Connolly Limited, who provided work experience for all learners within different sectors of their company. With the help of their staff we provided key life skills around communication, confidence and routine building to support learners' day-to-day life. From this, Connolly offered two of our learners an apprenticeship to start in September which we are so proud of. This is a partnership that all parties wish to continue next year, and Connolly's has high hopes for more apprenticeship offers in 2024.



- 100% pass rate for the Level 2 Employability Certificate
- 100% pass rate for leadership in sport certificate
- 75% Progression into next step in their career



SCAN THE QR CODE TO SEE HITZ FEATURED ON ITV

"The work, time and effort the Tutors have put in, not just with my son but all students is amazing. I have seen students come out of themselves and become more outgoing and interact with other students and the public. They push the students to their best and don't give up on anyone. I can't thank them enough; they have gone above and beyond. Thank you!"
Kirsty Dillion- Romeece's mum

ROMEECE CASE STUDY



Romeece attended Sale High School and really struggled with the school environment and as a result, was excluded at the end of Year 7. Romeece then attended Trafford Alternative Education provision which is a pupil referral service school from years 7-11, where he was in and out of trouble both inside and outside of school.

He then realised he wanted to turn his life around and asked for professional help and advice. He came to HITZ in November 2022 after 'everyone gave up on him'. Romeece had a challenging start to HITZ as he was trying to get himself into a better routine and controlling his ADHD when in the classroom. He accessed all of the programmes opportunities including enrichment sessions with 1 Million Mentors, the NHS and Access Sport.

This was a turning point for Romeece and he really started to understand how important it was to stay focused and be a regular attender to ensure he completed all of his qualification work and his Maths and English lessons. He really worked hard to succeed and ensured he was in and on time each day.

Romeece also completed work experience with Connolly's as part of the programme and has since been offered an apprenticeship after his HITZ completion. The provider was really impressed with his attitude and his eagerness to learn new skills.

*"Romeece has been in multiple days this week and has so much enthusiasm, it's a pleasure to see he always mucks in with any task given" - **Carla Whitworth (Site Manager)***

"Romeece is always willing to help others out and gives 100% in everything that he does. His attitude towards learning has completely turned around as well as his attitude towards other people. He has really matured and grown up since joining the programme and we are all so proud of what he has achieved".

Pip Birchall who is the HITZ Education Officer

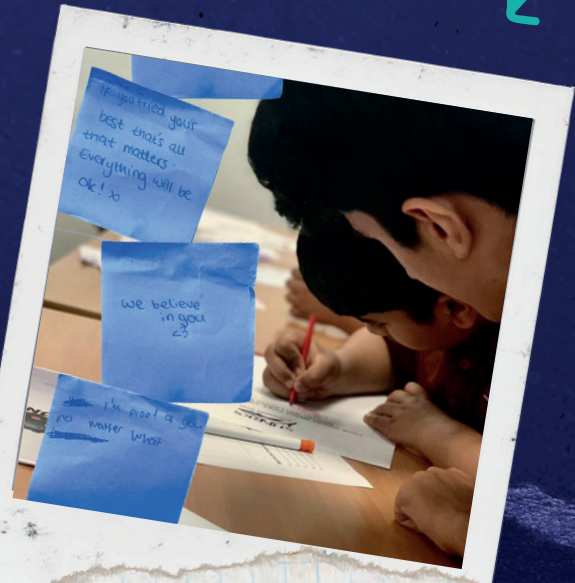
HITZ ON TRACK

HITZ on Track is a 6-week programme which we delivered in secondary schools across Manchester working with 14-16 year olds at risk of becoming NEET. The programme focuses on RSHE curriculum and issues affecting young people today. HITZ staff can engage with young people on a level that can be difficult for traditional school teachers to establish.

We delivered within schools across the Trafford area, working closely with a network of schools that had identified students who were at risk of becoming NEET. In total, we worked with 180 students across 6 different schools ranging from girls-only to pupil referral units (PRU), from all of which we had excellent feedback.

Although our resources provided us with 6- weeks of structured delivery, we quickly understood that some schools may need more specific delivery therefore we could be flexible into the areas we concentrated on for example, the PRU school we delivered at needed more specifically self-esteem and mental health-based sessions therefore we catered the 6- week programme to this need. This made delivery of the programme have a greater and lasting effect on the students and allowed them to engage more effectively.

FLIXTON GIRLS SCHOOL CASE STUDY



At the beginning of the 6-week programme the girls were challenging due to poor decision-making and a general attitude to school. Although it was tough to get the girls initially engaged in the sessions, through teamwork, games and positive reinforcement the girls slowly began to gain trust and look forward to the sessions. We quickly realised a lot of the girls needed specific guidance in areas such as their self-value and discipline therefore we catered the session to target these needs such as diary entries and positive affirmations for each other and other classmates. By the end of the programme the girls could speak more positively about themselves, this was confirmed through the teacher feedback below.

Millie worked with the most challenging students across years 9 and 10. They were challenging, however, Millie continued to work with them, build relationships and achieved positive outcomes. Millie has had a lasting impact on the students she worked. **Rebecca Croniken - Assistant High Education Teacher of Behaviour and Attendance.**

- 180 learners delivered to 6 different schools
- 100% of learners had improved well-being scores when taking the pre and post questionnaire.



ALTERNATIVE PROVISION

The Sale Sharks Foundation has provided specialised Alternative Provision mentoring sessions to over twenty learners across Trafford Schools and other areas within Manchester. We provide one-to-one and group mentoring support, especially for those who are experiencing any challenges in their education.

The provision offers a safe space for learners where they feel most comfortable showing happiness, vulnerability, frustration, anger, and sadness. Our staff have also provided support in the classroom with maths and English, attendance, and mentoring through sports to allow the learners to express their feelings and emotions, re-engage

"Although participant 'x' is challenging on a day-to-day basis, Charles can communicate with participant 'x' about herself, family, and friends. Participant 'x' is very closed off to conversations with adults, so this valuable time spent with Charles is allowing her to gain trust in adults who are not family and teaching her how to communicate effectively to be heard. This area is the biggest impact we can see over time and the most important, because without her being able to communicate calmly and effectively, nothing else will fall into place." – **Blessed Thomas Holford**



HOLIDAY ACTIVITY FUND

Our HAF programme is a school holiday activity camp that runs during the Easter and Summer holidays for primary school children who are entitled to free school meals. This year we have targeted and delivered to over 120 children who came to Sale West Community Centre. We have worked in partnership with Sale West as well as other external providers to provide various activities such as arts and crafts, boxing, sports, and games.

120 CHILDREN AGED
BETWEEN 5-16 YEARS

GRASSROOTS

The Rugby Development Department aims to grow Rugby Union across the North West by providing more opportunities for players and coaches within the sport to engage in rugby more regularly or for the first time.



RUGBY DEVELOPMENT CAMPS

Our Rugby Development Camps are run throughout the School Holidays to provide opportunities for young players from the U7s to the U12s with more opportunities to play Rugby Union. We have a curriculum of delivery designed to develop the Sharks DNA in line with England Rugby's Age Grade Laws. Our Rugby Development Camps are two-day events hosted at local Grassroots Rugby Clubs.

RESIDENTIALS

Our Residential Camps are week-long camps hosted at Myerscough College. The experience replicates a training week at Sale Sharks, with sessions designed around developing skills, tactical understanding and their game sense. Away from the pitch players they follow a programme of holistic development, focusing on strength and conditioning, mindset, nutrition and individual development plans.

- 100 attendees at week long boys residential
- 39 attendees at the week long inaugural girls residential

- 1200 attendees
- 33 different camps
- 21 different venues
- £7,500 given back to local clubs



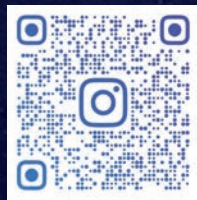
DEVELOPMENT DAYS

Development days are designed to build the Sharks DNA in our young players aged 12 to 18. These days focus on developing Creative Attackers, Defensive Warriors, Best Teammates and Relentless Athletes to prepare them for competition throughout their Rugby careers.

- 9 development days
- 250 attendees
- 7 different venues



SCAN THE QR CODE TO GET A FLAVOUR OF MATCH DAYS



WOMENS MATCHES

The 22/23 season saw us host Match Day Activities at a Sale Sharks Women's fixture, and what a start. We engaged with over 150 people in Match Day Activities at The CorpAcq Stadium.

We had;

- 3 match day Dream Teams
- 4 match day Guard of Honours
- Cheshire girls U16s DPP for a pre match clinic
- Half time tag with Bolton and Winnington Park
- Connected the grassroots game to their role models

'It's been great having young players from all the local clubs come to support us at our home games. The guard of honour and running out with mascots made the day really special for us and hopefully the kids too. Our links with grassroots clubs in the North West are important to us as a team to inspire the next generation of players, so their involvement on game day has been key.'

Lauren Delany Sale Sharks Women Co-Captain

MATCH DAYS

MENS MATCHES

2022/23 was the best season for Match Days for the Sale Sharks Foundation, not only because of the success on the pitch but also because of the activity we ran for our communities. Our Rugby Development team ran a range of events such as Guard of Honour, Half Time and Full Time Tag, Pre Match Coaching Clinics, Dream Team.

- 1250 players experienced a Match Day Activity
- 3500 tickets additional sold as part of the Foundation's activity

"I just wanted to say a huge thanks from everyone at Old Bedians for the time we all had. Coupled with the result, all parents and players had a fantastic time! the kids loved the activities!"

- Matt, Didsbury Old Bedians RUFC



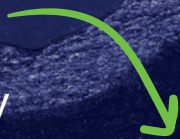
DEFENDER CUP

Defender is the Official Vehicle Partner of Premiership Rugby; a partnership that has been running for nearly two decades. The automotive brand's support of rugby in the UK is at all levels of the game, from grassroots to the elite.

Defender's support for the grassroots area of the game in the UK is typified by the Defender Premiership Rugby Cup. A nationwide series of rugby festivals for U11 and U12 teams, run in conjunction with all Premiership Rugby clubs. The Defender Premiership Rugby Cup allows youngsters to discover rugby, and over the years the nationwide festivals have provided a vital platform for several young rugby stars to go on and play professional rugby.



- 1 day
- 32 teams
- 700 players
- 1000 spectators



We collaborate with the local Grassroots club, Manchester Rugby Club, to host the Defender Cup each year, and this year was no different. 32 teams from across the North West joined us to take part in a brilliant day of Rugby. Eventually, Trafford MV RFCC and Didsbury Barbarians ran out winners of their respective festivals, earning themselves a trip to Twickenham for the Premiership Final.

We collaborate with local Grassroots club Manchester Rugby Club to host the Defender Cup each year, and this year was no different. 32 teams from across the North West joined us to take part in a brilliant day of Rugby. Eventually Trafford MV RFCC and Didsbury Barbarians ran out winners of their respective festivals, earning themselves a trip to Twickenham for the Premiership Final.



The Defender Premiership Rugby Cup is a great day out and event for any under 11 or 12 team. The emphasis on rugby values of Teamwork, Respect, Enjoyment, Discipline & Sportsmanship, over and above results makes it a really important experience in the development of future rugby players. Stu Turner, Waterloo

PROJECT RUGBY

Project Rugby provides opportunities for young people who don't normally play Rugby Union, to experience the sport and to join their local Rugby Clubs to be involved in it more often. This year we had 3 coaches, each linked to Widnes RUFC, Aldwinians RUFC and North Manchester RUFC, with each coach working closely with the local communities. Project Rugby provides opportunities for young people to experience Rugby Union, play the game more regularly and then compete against similar groups.

Alongside working with low Socio-Economic Groups, Ethnically Diverse Communities and mixed-ability groups. The 2022/23 season saw us work with an LGBTQ+ group in Tameside, to provide their first taste of Rugby Union!

- 160 young people engaged and introduced to rugby
- 9 retained in playing rugby in their school
- 12 transitioned in to playing more regularly.

DISABILITY

- 1038 Young people engaged and introduced to Rugby
- 241 were retained in the game
- 40 transitioned to their local rugby club
- Engaged with Tameside LGBTQ+ groups for the first time.



GIRLS TACKLE RUGBY

Our Flagship Girls Rugby programme introduces Rugby Union as a sport to girls across the North West, providing more regular playing opportunities. It also connects girls not only to their local grassroots Rugby Club but also Sale Sharks Women's team who are role models within the sport.

Girls Tackle Rugby works across four strands; Sustaining our game, Growing our game, Developing our game and Enjoying our game. Each strand aims to support clubs and schools in a targeted approach meeting the local needs of the girls.

- 1800 Girls engaged
- Sale Sharks Women's player appearances at **17 clubs**
- Guard of Honour, Half Time Touch, Mascots, Pre Match Clinics** at Sale Sharks Women's games.



Favour has just completed year 10, India met Favour when she was in year 9 through our Women and Girls delivery.

Favour had never played rugby before and was low in confidence at the beginning, not always taking part in PE lessons. Behaviour in school could be an issue with Favour which often resulted in detentions.

Through the six weeks of curriculum delivery, Favours confidence started to grow, she would engage for a full session and started to enjoy her rugby experience. Rugby rapidly became one of her favourite times of the week for Favour and she quickly became a leader within the group.

From this experience, Favour decided to attend the rugby afterschool on Wednesdays where she got stuck into even more aspects of the game, particularly thriving and enjoying contact.

Due to her wanting to attend afterschool clubs she was getting fewer after school detentions and has since been recognised with a prefect role for year 11.

'Girls Tackle Rugby is our flagship programme to help provide more opportunities for Women and Girls to play Rugby Union. It's been fantastic to connect the Sale Sharks Foundation, Sale Sharks Women's Teams and local girls to grow the game in the North!'

Michelle Orange, Co owner of Sale Sharks

FAVOUR CASE STUDY

MISSION SHARKS

Mission Sharks aims to grow Rugby Union for the young people in our communities around Sale, Salford and South Manchester. Working in partnership with Sale Sharks, the Sale Sharks Foundation delivers the engaging 6-week programme to connect young people with our sport, our club and our values!

Across the 2022/23 season, Mission Sharks reached:

- 48 Primary Schools (years 5 and 6)
- 96 Classes
- 2900 young people

Alongside the Rugby Union sessions delivered by the Foundation, all participants had the opportunity to attend a festival at our High Performance Training Centre, and received a Sale Sharks gift bag and the opportunity to attend Sale Sharks games.



PREMIERSHIP RUGBY CHAMPIONS

Premiership Rugby Champions is a Premiership Rugby Initiative that part funds 22 classes of delivery in Primary Schools across the North West. The Champions programme aims to Tackle Health, Tackle Numeracy or Tackle Literacy through joined-up classroom-based delivery and outdoor introductions to Rugby.

LAST SEASON DUE TO THE SUCCESS OF THE DELIVERY, THE SALE SHARKS FOUNDATION TOOK ON EXTRA DELIVERY TO REACH APPROXIMATELY 600 YOUNG PEOPLE ACROSS THE NORTH WEST.

TACKLE TOGETHER

"Just wanted to say thank you for the last 6 weeks. Our students have loved it. Hopefully, we have a few future sharks in the making!"
Oliver Naylor- Park Lane SEN School

"The children have loved the sessions and the teachers have been very impressed too. Wish we could have you all the time!"
Rosie Simon- Well Green Primary

RUGBY IN THE PARK

"I really enjoyed the grappling session and have enjoyed playing rugby as I've never done it before. I would really like to continue playing and excited to watch an actual rugby match"

"The sports coaches are really fun, and I like it that they're girls cause I'm a girl and girl's are really good at sports"

ARE YOU AO-K?

"I just wanted to email to say a huge thanks from the staff and children at St Margaret Mary's. They loved the programme this year the festival last week!"

"I just wanted to send a quick email to say thank you for today. The year 5 class and staff absolutely loved today! The class teacher was blown away with all of the opportunities for the children and they cannot wait for the sessions next half term."

MATCH DAYS

"Just wanted to say a big thank you for the day yesterday. The kids thoroughly enjoyed it, as did the parents! Jason and Laura coming to the training session and dining the Q and A was a brilliant surprise. Great game and result too." – **Craig, Sedgley Park RUFC**

WHAT OUR PARTNERS SAY....

"The MBNA Community Investment Programme has supported the launch of Sale Sharks Foundation's new disability and inclusion programme, Tackle Together, earlier this year, and the community engagement figures truly speak for themselves! We're incredibly proud to back the continued efforts made by the Foundation, and we can't wait to see what the next 12 months will hold."
Victoria Dowd, MBNA Community Investment Partnership Manager

"Thank you for everything you do to support children and young people's mental health – for Place2Be and more widely across the North West and all your grass roots community clubs and youth activities. Spreading the word about the importance of good mental health, resilience, building self-confidence and looking after the mind as well as the body. It is so inspiring and we are so proud to be the charity partner of Sale Sharks Rugby Club." **Catherine Roche, Place2be CEO**

THANK YOU

The Sale Shark Foundation would like to thank all the individuals, businesses, organisations and local grassroots clubs that it has worked with during 2022/23. The wide support the Foundation receives enables it to work with an increasing number of people each year.



IF YOU WOULD LIKE FURTHER INFORMATION ABOUT WORKING WITH SALE SHARKS FOUNDATION, PLEASE CONTACT:

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