



# MAKE A DIFFERENCE

the  
**CHALLENGER**  
trust

helping disadvantaged young people to reach their full potential

# INTRODUCTION FROM CHARLIE RIGBY

## FOUNDER AND CEO, THE CHALLENGER TRUST

At The Challenger Trust we have the privilege of helping young people to make new beginnings. The personal development programmes we are asked to commission, and the individual expeditions we fund, enable young people who face many personal challenges to reach their potential outside the classroom environment.

The Challenger Multi-Academy Trust (CMAT) was approved in 2014 as a sponsor of English state schools. CMAT will grow to 12-20 schools in which we shall develop the 'Challenger' model. This is a supportive environment for study where honesty, character and fair play are highly valued and the Challenger Diploma an integral part of improving standards and achieving academic success.

I truly believe that if young people embrace challenges, perhaps learning a new sport, musical instrument or attempting the local dialect in a foreign country, in the long-term they can expect excellence. All of these things teach failure, the ability to try again and the ultimately rewarding feeling of mastering something – an important lesson whatever stage of life you are at.

The Challenger Trust works collaboratively in disadvantaged communities to raise achievement, improve behaviour, reduce exclusions, increase attendance and improve staying in learning rates and over the past 16 years we have helped over 40,000 young people. We supported and delivered for the National Citizen Service in 2013, and are working extensively with deprived children in Nottingham alongside the L.E.A.D. Academy Trust and Nottingham City Council.

Unfortunately, there are many more young people at risk of social or economic exclusion than we currently have funds to reach.

### **Will you help us to invest in the next generation?**

By broadening outlooks and accelerating development, together we can inspire them to find enjoyment and value in adventurous expeditions and key skills development – and ensure they are better equipped to deal with whatever life throws at them.



A handwritten signature in black ink, appearing to read 'Charlie Rigby'.

Charlie Rigby

## THE NEED

The successful work of The Challenger Trust is needed now more than ever.

- The Secretary of State for Education has put an emphasis on the building of character and has issued guidance on promoting British values in schools, the effectiveness of which will be judged by Ofsted. Inspection criteria will include *personal development, behaviour and welfare*.\*
- The CBI stated in December 2014 that “employers are clear that a successful education system is one which equips young people with the attitudes, behaviours and characteristics that are needed for success in a work environment - determination, resilience, creativity and emotional intelligence, for example – are a crucial part of the picture that employers want to see as a key focus in schools”.
- One in seven young people in the UK is not in education, employment or training (NEET) at great personal cost to them and to society. The number of 16-24 year olds classed as NEET is steadily declining at 13.1% in the third quarter of 2014\*\* but this is still well outside the target of 10%.

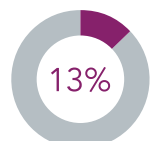


“Nearly one million young people are ‘NEET’ and the number of children **at risk** of becoming NEET has failed to decline. We therefore work with children as young as eight years old. The proven learning outcomes of our outdoor education programmes are both educational and behavioural.”

CHARLIE RIGBY



**1 in 7 young people**  
is classed as ‘NEET’



\* Source: Better Inspection for All, Ofsted, February 2015.

\*\* Source: House of Commons Library Standard Note SN/EP/06705, 12 February 2015

A black and white photograph of a desert landscape. The foreground shows a rocky, uneven ridge or dune. In the background, there are smooth sand dunes under a clear sky. The overall scene is desolate and rugged.

**EMBRACE  
CHALLENGE,**

**EXPECT  
EXCELLENCE**

## WHAT WE DO

Since 1998 The Challenger Trust has been working in some of the most socio-economically deprived areas of the UK. We help young people to raise their aspirations, learn lifelong skills and improve their educational and employment opportunities. Our innovative projects and progressive courses give those at risk of becoming NEET alternative pathways to success.

The role of The Challenger Trust is to commission, fund and evaluate. We use outdoor education to bring about lasting impact but we are not a provider of courses. Neither are we an adventure holiday company.

## OUR VISION

Our vision is that all young people should have the opportunity to maximise their potential through outdoor learning. We therefore work to:

- deliver the best outdoor educational training in the field
- ensure every project is unique and a highly customised experience
- supply evidence of tangible outcomes and lasting impact
- continue to be a small organisation with minimal overheads

## PRIORITIES FOR 2015

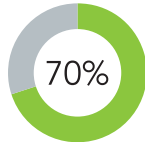
- Pupil to pupil leadership, mentoring and role modelling
- 'My Journey': life's expedition model for recording and learning from progress
- Employability – what needs to be added to exams to make someone employable
- Focus on attributes not skills

## CASE STUDY: THE JACK PETCHEY FOUNDATION PROJECT

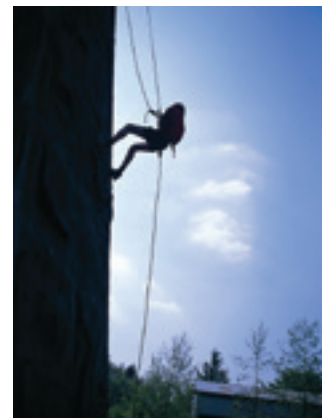
**1000 young people from seven London Boroughs, including Waltham Forest, Islington, Camden, Southwark, Hackney, Lambeth and Greenwich took part in five day residential with a strong focus on the Duke of Edinburgh Award Scheme.**



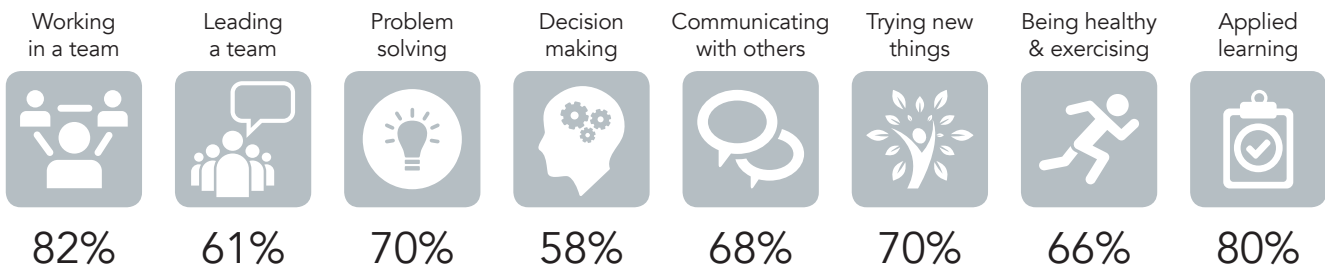
- Raising attainment
- Improving behaviour
- Perseverance



70% of participants embarking upon the Duke of Edinburgh Award



Percentages of pupils who felt they improved in the following areas:



**"I learnt to control my behaviour and not hit out."**

AHMED (STUDENT, ISLINGTON)

**"We learnt how unfit and lazy we were before"**

TOM (STUDENT, GREENWICH)

**"Many had never left London, seen a sheep, or walked in the woods before. This really broadened their horizons."**

DAWN (TEACHER, SOUTHWARK)

We are proud to have carried out many projects with 8-18 year olds for a large number of partners and funders, including:



”

*“I was proud when people listened to me when I was a leader. It was great fun to act out the explorer’s adventures with a team of new friends and now I’m really excited about moving up to big school.”*

**SOPHIE**

AGE 10, ESSEX



”

*“I was totally stuck, thinking it was impossible. I screwed up my courage and moved my foot; then other handholds and footholds opened up in front of me and it wasn’t impossible at all. I think life might be like this.”*

**JOSH**

AGE 14, MIDDLESBROUGH

*“I loved map reading on our Learn to Lead Award and now I want to study geography at university.”*

**AIKA**

AGE 18, BIRMINGHAM

”



Inspirational instructors who encourage young people to step out of their comfort zone and engage with new challenges are key. The Challenger Trust prides itself in the selection of quality, vetted providers capable of delivering one of the most memorable experiences of a young person’s life.

We continue to provide financial support for individuals for overseas expeditions. The main focus of the Trust’s work, however, is now firmly embedded in personal development programmes in the outdoors for UK schools.



## HOW TO HELP

Outdoor or 'real world' learning is one of the most effective forms of education.

**By supporting The Challenger Trust, you are enabling young people to benefit from the safe, memorable and progressive learning experiences that our programmes offer.**

### CORPORATES

We can work with you to create a sponsorship package which meets your own charitable objectives, whilst giving you the opportunity to be as involved as you choose. We encourage partners to invest in a programme over 3 years or more to bring lasting effect to a community.

### CHARITABLE TRUSTS OR FUNDING ORGANISATIONS

Support from Trusts and Foundations makes a huge difference to our work. We welcome the opportunity to build successful relationships with new and existing partners.

### INDIVIDUALS

If you would like to join our network of Friends of The Challenger Trust to make a donation to the running costs of the Trust or to support a specific project we'd like to hear from you. Donating through Gift Aid means the charity can claim an extra 25p for every £1 you give. It won't cost you any extra.

### LEAVE A LEGACY

A charity legacy in your will is exempt from inheritance tax and probably the most tax-effective gift you can make.

### ARE YOU AN ACADEMY, SCHOOL OR LOCAL AUTHORITY?

If you would like to commission The Challenger Trust to provide a programme in your area, please contact us.

## CONTACT DETAILS

If you would like any further information about supporting The Challenger Trust, then please get in touch either by telephone or email. We'll be happy to answer any questions you may have.

**Lucy Peters:** [info@challengertrust.org](mailto:info@challengertrust.org)

**CEO Charlie Rigby:** [charlie@challengertrust.org](mailto:charlie@challengertrust.org)

**Head Office:** Unit 8a, Hatton Technology Park, Warwick, CV35 8XB

**Telephone:** 01926 678490

The Challenger Trust, a company limited by guarantee registered in England & Wales with number 03498961 and having its registered office at c/o Fox Evans Limited, Abbey House, Manor Road, Coventry CV1 2FW. Charity number 1068226. Charity number Scotland SC042806.

**[www.challengertrust.org](http://www.challengertrust.org)**