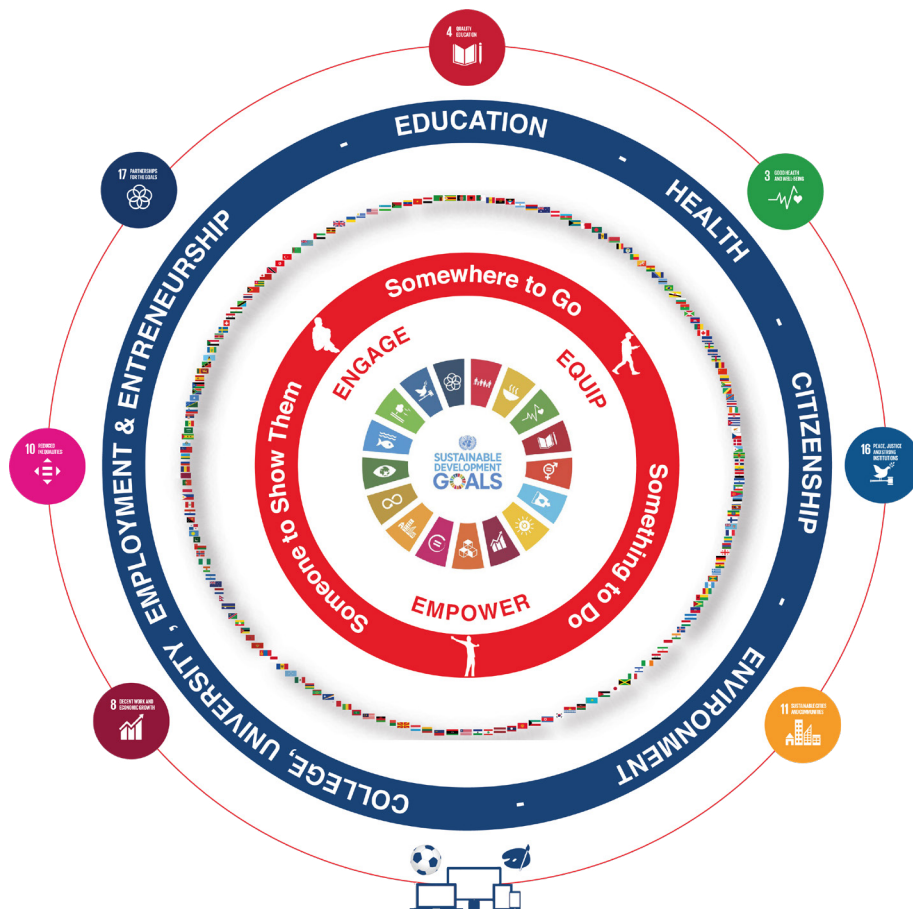




Testimonials





BAGSHOT PARK

While there is increasing recognition of the role that sport can play in the social, cultural and human development of young people, it is finding enough sporting bodies and agencies with the necessary funds actually to implement such programmes. Over the past twelve years the Youth Charter has been one such agency that has worked with disaffected youth from disadvantaged communities in various Commonwealth countries using the vehicles of sport, culture and the arts to enthuse young people to engage in positive activities thereby promoting a positive attitude to life.

The Youth Charter has also developed a close association with the Commonwealth Games. In 2002 one thousand young people from ten socially deprived communities were given the opportunity to experience the Games in Manchester. They are planning a similar opportunity in Delhi in 2010.

As this report shows the Youth Charter has been extremely busy over the last twelve years and, I trust, will continue to assist many more young people and communities who are in need of such guidance, direction and support. For it is vital generally, and especially within the Commonwealth, that sport continues to promote understanding, tolerance and peace.

HRH The Earl of Wessex, KG, KCVO

September 2006



"The Youth Charter for Sport began five years ago with a mission to address the growing sense of disaffection amongst a significant number of young people. The growing anti-social youth culture - manifested in truancy, school exclusions, youth crime, for example - impacts the whole community and further compounds the sense of isolation from mainstream society for individual young people. The sense of exclusion can, in some cases, last a lifetime, at great cost to the individual and society. 'Youthwise' is the progression of Youth Charter for Sport's mission, philosophy and expertise in this area, aimed at halting this negative cycle at source. I continue to endorse that philosophy, a philosophy and a message that has gone on to be adopted worldwide.

Throughout the past five years we have accomplished much and there have been increasing demands upon the organisation, but it leaves us with the experience to deliver our expertise to our young people, many of whom are affected by growing social problems within our society.

The Youthwise programme was strongly endorsed by the Government at Old Trafford on 31st May, 1997. Furthermore I understand that at the "Building a Nation through Sport" conference, which was held in advance of the main Commonwealth Heads of Government Meeting in October there were numerous expressions of interest, reinforcing our belief in the worldwide demand to adopt the YCS philosophy, aims and objectives.

1998 will celebrate the 5th anniversary of the Youth Charter for Sport and I sincerely hope the project will receive the support necessary to enable us to give our young people the opportunities and experiences through sport that they so justly deserve."

**The Late Gerald Grovesnor, 6th Duke of Westminster, KG, CB, CVO, OBE,TB,
Former President, Youth Charter**



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**The Late Dame Mary Glen Haig DBE
Life President*, Youth Charter**

**In Perpetuity*



"I am the first to extol the virtues, the potential, the sheer wonder of 'the flower of youth'.

So, too, am I painfully aware of how flowers can wilt. We are a young Commonwealth; we are a young world. And how do our flowers grow? 200 million youths worldwide live on less than a dollar a day, 130 million are illiterate, 88 million are unemployed, 10 million live with HIV. Those figures are difficult to absorb, but one thing is clear – they are millions too many.

An absolute Commonwealth priority is to nurture that flower of youth. We do it through our 30-year old Commonwealth Youth Programme – launching youth businesses, giving youth a voice, supporting youth networks and their governance, training youth workers, and getting behind the work of the World Bank and the UN agencies in their own efforts.

We do it, too, through our Commonwealth Advisory Board on Sport. CABOS, in liaison with national sports ministries, has unearthed magnificent examples – of sport making people healthier; of sport supporting education, either through the simple feat of keeping kids in school, or through the ways in which it passes on messages about society, crime, sex and more; and of sport building communities and, within them, leaders.

So it's not just 'sport for sport's sake'. It's 'sport for the good'; and it's 'health, education and community- building through sport'.

The Commonwealth Secretariat first became aware of the work of the Youth Charter in 1997. A part of Manchester's bid to win the 2002 Commonwealth Games was a ground-breaking five-year report 'The Youth Charter for Sport as a Contributor to Social Regeneration'. It spoke very powerfully of the role that sport could play in improving young people's quality of life, and indeed their overall life chances through sport, arts and cultural activity.

I have been privileged to watch the continued development and progress of the work of the Youth Charter in the Commonwealth. At the Manchester Commonwealth Games, I witnessed first hand the unforgettable energy of the young people of the host city and of Barbados, when I hosted Commonwealth Youth Question Time at the Moss Side Millennium Powerhouse. At the same time, we were joined by HRH The Princess Royal at the launch of the Commonwealth Citizenship in Action initiative at the International Conference for Commonwealth Sport.

The work of agencies such as the Youth Charter is transforming young peoples' lives. I warmly commend it and am delighted to contribute to this Youth Charter Commonwealth '12' Report."

**Sir Donald Charles McKinnon ONZ GCVO,
Former Secretary-General, Commonwealth Secretariat**



"The 2012 Olympic and Paralympic Games were momentous occasions in the lives of many Britons and citizens worldwide. As President of the International Paralympic Committee, I was privileged to preside over the most successful Paralympic Games to date. The legacy of these games has since occupied the social, cultural and political institutions as we aim to inspire a generation.

The Youth Charter was born out of a northern bidding and hosting aspiration of Olympic and Commonwealth dreams. The social issues surrounding young people and communities saw the Youth Charter, in its infancy come of age as part of the highly successful 2002 Commonwealth Games. The legacy of those games, the Youth Charter's Citizenship in Action programme, saw ten communities in Britain and ten communities in the Commonwealth benefit from sporting, artistic and cultural programmes and projects that would contribute to the now well-established sport for social and human development and peace movement.

As a global citizen committed to social justice, equality and inclusion I am aware of the all-important right of responsibility in the role that sport and cultural activity can play in the development of young lives.

The Youth Charter's Legacy Manifesto is an important contribution to the legacy debate in promoting community cohesion through tolerance, understanding and cooperation in a global climate of uncertainty. I have witnessed the Youth Charter's work on many occasions and believe in its 20th year, it has a valuable contribution to make through its key themes of education, health social and civil order, the environment and vocation training, employment and enterprise.

The Youth Charter's Legacy Manifesto recommendations re-reflect the Olympic and Paralympic values and I firmly believe they should be taken as seriously as the young people and communities that have been consulted. The recommendations are bold, commonsense and real. I believe they would contribute greatly to the continued legacy effort and above all ensure that future generations of young people have an opportunity to benefit from the historic and memorable 2012 Games.

The Youth Charter's 2016 Games Legacy Impact Report recommendations reflect the Olympic and Paralympic values and I firmly believe they should be taken as seriously as the young people and communities that have been consulted. The recommendations are bold, commonsense and real."

Sir Philip Craven MBE,
IOC Member,
Former IPC Chair



"I am here today to support the Youth Charter's 26 years of work and proposals to provide young people, especially those caught up through the lack of sporting, artistic and cultural activity, in the negative lifestyle choices that lead to drugs, violence, gang-related activity and, in some cases, extremism.

*"The most powerful social worker is sport. We know that sport organisations create an anchor in young people and offer many more opportunities.
I salute the the Youth Charter."*

Lord Sebastian Coe
IOC Member and IAAF President



*"My heartfelt congratulations to you for your extraordinary stewardship of the Youth Charter for over twenty wonderful years. You have provided opportunities for young people to understand the world nearby and beyond the geographic borders of our nations. These young people now see the world of possibilities that await when an opportunity to achieve is offered.
I am proud to have been there at the start!"*

Anita DeFranz,
IOC Vice President and LA84 Foundation President



"I have had the unique perspective to witness the work of the Youth Charter within its birth, development and coming of age. I was to witness the Youth Charters' growth and impact in the UK and in South Africa. One of the highlights of the many Youth Charter programme initiatives was the Spirit of the Streets Tour of South Africa, which followed Manchester's highly successful 2002 Commonwealth Games. I had the privilege of hosting the Tour Group with fellow IOC Honorary Member, Dame Mary Glen Haig and witness the development and growth of young people who had been exposed to travel and the social and cultural diversity of the new South Africa."

Sam Ramsamy,
Honorary IOC Member,
Vice President, FINA



"I came to know the Youth Charter through my colleague, Mr Piet du Plooy. It is the best thing that can happen in any Country taking into account the problems our Youth is facing nowadays. We together with the Sport Commission took the Youth Charter very seriously and we approached the Ministry of Youth, National service, Sport and Culture to incorporate it into their programmes. I hope that the Youth Charter can be expanded to as many Countries as possible."

Agnes Tjonagre,
Minister of Sport, Youth and National Service, Namibia
President of the Namibian National Olympic Committee (NNOC)



“As a Vice President of the Youth Charter, I have been encouraged by the innovative work undertaken by the agency in the area of social and human development through cultural activity over the past 21 years.

Ironically, the Youth Charter is as old as the English Football Premier League. Interestingly, following the shooting of a 14 year old school boy, Benji Stanley on the streets of Manchester in Moss Side in 1993, football was the first sport to respond to the ‘Cry from the streets’. The city’s two premier rivals Manchester United and Manchester City became City United, with players from both sides of the Red and Blue divide turning out to give hope to the young hearts and minds that saw no hope. Football England greats such as Sir Bobby Charlton, Francis Lee, Steve Bruce and others, all played their part not only as footballing icons and heroes, but in their ability to engage the socially and culturally disaffected young people caught up in a cycle of conflict and violence. At that time, I was the Chair of the Commission for Racial Equality and had the privilege to witness, at first hand, the Moss Side Amateur Reserves and the early steps in an incredible Youth Charter journey.

Two decades on and the debates still rage about persistent inequality, exclusion and discrimination in sport. These very same issues are at the heart of the political and social considerations confirming that sport reflects the national mood and the political reality. The economics of the first world Premier League are in stark contrast to the second, third and fourth worlds of the lower divisions, reflecting local, national and global economics. With the G14 representative of the European interests of Football/ Soccer and not the interests of the G8 global superpowers, the role of the beautiful game, and its ability to become a major force for social and human development is clear. FIFA now has more member countries than the United Nations, Football has never been in a better position to influence and impact the very streets and communities in which the game is played and the top players who provide the skills, talent and human currency of economic activity that is now enjoyed.

In its 21st anniversary year, the Youth Charter 2014 Soccerwise Report is timely in both its contribution and legacy recommendations. They present as many challenges as they do opportunities on how we can work more collaboratively to improve the lives of young people and communities globally.”

**Lord Herman Ouseley,
Chair of Kick it Out & Youth Charter Vice President**



"I first became involved with Youth Charter as a teenager because I felt passionately that everyone should have a chance in sport like I had, regardless of their background. The charity has gone global, using sport as a bridge to bring even the most socially-challenged youngsters back onto a positive path."

Dame Sarah Storey DBE,
UK's most successful Paralympian



"Campaigning for and promoting the role of sport as a way of integrating and developing young people socially for life is not an easy task. The Youth Charter organisation has been working on this very important undertaking since 1993 and I congratulate you on your work. The power of sport is far more than symbolic, and we experience this in football every day. I am happy to see that you have projects all over the world including joint action with football associations."

Football brings people together regardless of differences in background and it teaches us many important lessons: it is a school of life! Football has transcended its beginnings as a purely "sporting" occupation to become a worldwide social and cultural phenomenon. Through its universality, this sport represents a magnificent opportunity to harness its unifying power to combat social ills and to promote the positive values associated with the game of football – sportsmanship, friendship, hope, emotion, solidarity and so much more. Two people with different languages, cultures and backgrounds may, in any other context, see nothing but the gap that divides them. Put them in the context of football and that gap disappears. This sport has many of the qualities that can create the environment for dialogue."

And this is exactly what you are working on! You can bring youth and others in from the margins of society, thereby strengthening the social fabric.

You can promote communication and help heal divisions between peoples, communities and entire nations.

I am convinced that football can touch the world and help build a better future."

Sepp Blatter,
Former FIFA President



"Having known and worked with the Youth Charter since 1995, I have come to admire the work it has done as well as its ability to persevere and to adapt. Following on from the Manchester bid for the 2002 Commonwealth Games and linking in to the Cape Town 2004 Olympic Bid and the 1995 Vision for Sport Conference held in South Africa, a long-standing relationship has been developed to address the increasing need to engage our youth in their communities through the use of sport, arts and culture with technology being added in recent years. The Youth Charter opened my eyes and helped me connect the dots through the parallels and differences between the UK and South Africa and that both nations can learn from each other as the marginalisation of youth continues for far too many. Supporting young people to navigate barriers and stereotypes is key to unlocking their potential to contribute to their families, community, society and economy. In the 25 years of the Youth Charter's existence, we have already seen the impact of a "lost generation" who have raised their frustration through the BLM Movement.

Nelson Mandela's oft used quote about sport having the power to change the world resonates with young people. In the US, professional sport for decades has been a way for young African-Americans to change their lives for the better and to become role models for many others. Arts and culture also bring people from different backgrounds together through an ability to understand and appreciate difference rather than fear it; to learn through song, dance, visual arts rather than to reinforce stereotypes. An example of this is young New Zealanders doing the haka last year in Christchurch to console those who had lost loved ones in the massacre at the mosque. The Youth Charter has been able to channel innovations and energy in these sectors and to use non-formal and increasingly formal education channels to help young people find themselves and to contribute effectively to them fulfilling their potential.

Time is short and with youth being affected negatively in terms of finding jobs as a result of COVID-19, we have an opportunity to channel their energy into the Youth Charter's social coach education program to meet their goals. In doing so, they help to change society for the better and to increase opportunities in the economy. Through the BLM Movement, I have been energised once again to go back to my activist roots and to contribute to change, the change that Mandela and his era dreamed of and to which they undoubtedly contributed. It is up to us all to make our contributions count so that we hand over a world which is just, environmentally friendly and far more equal than it is now. That is our responsibility and I look forward to working with you to achieve it through the initiatives of the Youth Charter."

Allison Burchell,
International Sports Administrator and Consultant



"We achieved a very high level of Press coverage and from a public relations perspective we were delighted with our association with the YCS. Perhaps the highlight of our partnership was the Manchester Olympic Bid in Monaco, followed by the successful Manchester 2002 Commonwealth Games Bid in Bermuda."

**Sue Redmond,
British Airways Communications Manager, North of England**



"As my term as Chair of Sports England, came to an end; and became new Chair of Sport UK, I continued to keep a distant, but nevertheless watchful eye and interest in the ongoing work of the Charter. During the 1997 CHOGM meeting, I had the pleasure of hosting the Commonwealth Sports Ministers, and the Youth Charter addressed the Sports Ministers' Conference, titled 'Building a nation through sport'. This is one of the highlights of the Agency's potent ability to engage and bring issues of youth, sports and development to the attention of the Ministers and other people in attendance."

**Sir Rodney Walker,
Former Chair of Sports England and former Chair of Sport UK**



"I feel extremely privileged to work in partnership with YCSCA, which for the last ten years has campaigned and promoted the value of sport as a way of socially including and developing young people for life."

**Marlene Amoo,
Sport England, BME Regional Development & Training Manager (NW)**



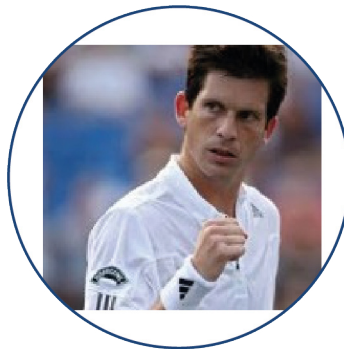
"Sport can bring many advantages to our society and, as a governing body, the RFU has been striving, with the help of the Youth Charter, to ensure that everyone can enjoy these benefits. We are intent on widening the opportunities for playing rugby in all its facets, from tag rugby to the very top of the game, covering inner cities to rural communities and a complete cross section of our population. In this document we have detailed some of the RFU's social inclusion initiatives which have been supported by the Youth Charter. Our sport can be a vehicle for social change, it can improve school attendance, community safety and the health and well-being of our young people. 'Rugbywise' will give an insight into some of the results being achieved."

**Francis Barron,
Former RFU Chief Executive**



"As chair of the Sports Aid Foundation I have worked with the Youth Charter and witnessed how they are always will doing to do more for others, even at the sacrifice for themselves."

**Brigadier Noel Nagel,
Former chair of the Sports Aid Foundation**



"I first became aware of the Youth Charter whilst still competing and realising my potential as a world-class professional player.

In 1995 at the Manchester Open at the Northern Tennis Club, I was asked by the Founder and Executive Chair of the Youth Charter, Geoff Thompson to meet a group of young people from Moss Side and Hulme. Upon meeting the group, I learned of their exploits as the 'Spirit of Hulme and Moss Side Tour of Los Angeles Tour Group' and how they wished to translate some the lessons witnessed and experienced from the legacy of the 1984 Olympics, the Amateur Athletic Foundation.

In particular, one of the Tour Group members, Darren Orr displayed a prestigious tennis talent. However, his aspirations were dashed as he did not have the means or financial backing to support his dream. I became an ambassador of the Youth Charter following my meeting with that group of young people and since that time have witnessed the agency's development and growth from a Moss Side local inspiration of hope to a global pioneering force for good in the 'sport for development and peace' movement.

This report is one of the most comprehensive and inclusive consultative studies of its kind, reflecting eight years of dialogue and discussion with players, parents, administrators, coaches and tennis enthusiasts. From the raw talent of Moss Side to leafy urban, suburban and rural communities, the Youth Charter '22'Tenniswise Report sets out the challenges and opportunities for the sport to help deliver the 'Inspire a Generation' legacy pledges of the London 2012 Olympic and Paralympic Games.

The challenges facing this sport and its ability to 'inspire a generation' based on the 2012 London Games Legacy pledge to increase participation and healthy and physically active lifestyles is one I know that the LTA and the All England Club are keen to help contribute to. This report provides much by way of added value to the existing strategic considerations being made by the tennis community in its challenges and opportunities to make tennis more diverse and inclusive.

As a young man who was able to fulfil my dreams to become a world-class sportsman and to now give something back to the sport is something that I do not take for granted. I sincerely hope that this report will be read, studied and considered in helping to make the sport I love, played and enjoyed by every young heart and mind that wishes to pick up a racket, from the inner cities, suburban or rural areas where they can fulfil their full potential on and off the tennis court."

**Tim Henman,
Former British No.1**

As someone who has been involved with Geoff Thompson & Youth Charter since the very early days, I believe I'm well placed to say what an excellent project it is and the impact it has had. YC has not only fulfilled its aspirations, but has surpassed them. They have been a major catalyst in transforming the lives of young people from disadvantaged, often inner city, communities - helping them to turn their lives around and become useful members of society through sport.



My brother Andrew and I began working with Geoff in 1993. I got in touch with him because I was worried about my brother. He was in his early 20's and had been a highly promising young prospect at local club Oldham Athletic. However, due to a succession of injuries and a long period of recovery he was subsequently released by Oldham. This event had a catastrophic impact on my brother, who had set his heart on becoming a professional footballer - having been one of the club's young starlets.

Without his beloved sport and his sports 'family' he had lost his purpose, discipline and focus and was beginning to go down the wrong track. Frequent brushes with the police meant that a long period in prison was becoming a realistic prospect! For someone who had never been in trouble before this was very worrying.

Geoff was absolutely fabulous.

- a) He instilled a new confidence, attitude and work ethic, as well as rebuilding his self-esteem.*
- b) He provided much needed structure to my brother's life and engendered a renewed sense of purpose.*
- c) He became his advisor and mentor passing on his wealth of knowledge and experience - not just about sport but about life.*
- d) Geoff helped him to build a network of contacts in football. In particular, he put him in contact with Bobby Charlton and his soccer school. They were very helpful in putting him in touch with a number of organisations in Britain and overseas. This was pivotal in helping my brother secure a number of trials with professional clubs.*
- e) Geoff also worked closely with the other family members to keep them abreast of current progress and also future development plans.*

As a result of this comprehensive package of support Andrew, my brother, was able to secure a long and successful career in the sport he loved. He never quite made it into the professional ranks. But he enjoyed his time in the amateur game and is spoken of fondly by all who saw him play. He is now an experienced and qualified coach and the devoted father of four amazing and beautiful daughters. He has not been in trouble since getting involved with Youth Charter 25 years ago!

Without the targeted intervention provided by Geoff and Youth Charter, Andrew would surely have become yet another sad 'statistic'. Youth Charter turned my brother's life around and enabled him to become the useful member of society he'd always wanted to be.

Congratulations Geoff, on all the great work you and your team have done with other young people over the last 25 years. I wish you and the team all the best with the next 25.

Thank You Geoff Thompson and Youth Charter!

**Kenneth Gayle,
Former Professional Footballer**



“Just as Officer Joe Martin helped to change the course of young Cassius Clay’s life, we have found that a strong Social Coach equipped with comprehensive resources and curricula materials based on Muhammad Ali’s 6 Core Principles can interrupt cycles of disaffection and hopelessness that lead to violence within our communities.

The Muhammad Ali Center and Youth Charter are fortified in our resolve to grow the Float Like a Butterfly Social Coach Leadership Program and to expand the reach of Muhammad Ali’s legacy into communities globally.”

**Donald E. Lassere,
President and CEO, Muhammad Ali Centre**



“As part of a collaboration between two urban communities on opposite sides of the Atlantic, between 15 – 18 May 2010, two groups of young people were brought together to debate the issues they face – parallel and opposite – and how they are responding to them. Part of a wider objective was to bring peace and tolerance to young people and their communities around the world. This four-day tour took place in communities and institutions from across the UK, culminating in a major conference.

Coordinated by the Youth Charter, young people from communities across North West England, supported by the British Council, welcomed the Muhammad Ali Scholars, a group of students from the Muhammad Ali Institute for Peace and Justice, at the University of Louisville, Kentucky.

The UK tour was intended to facilitate debate, learning and interaction between international contemporaries. The central theme – Olympism Legacy and the power of the 2012 London Games with a central social and human theme reflected all the elements of the tour.

The 2010 Muhammad Ali Scholars Tour reflects the Youth Charter’s continued international programme of work and the role of sport in its social and human development potential.”

**Dr. Mordean Taylor Archer,
Vice Provost for Diversity and International Affairs, University of Louisville**



OFFICE OF THE MAYOR
LOUISVILLE, KENTUCKY

GREG FISCHER
MAYOR

The cities of Louisville, Kentucky, and England's Manchester, Lancashire and London are united by the legacy one of the greatest global sporting icons and humanitarians of all time, the late great Muhammad Ali.

Muhammad Ali's influence on the global community was extraordinary, due to his ability to overcome racial, religious and societal injustice and show the world his love and respect for all humankind, irrespective of race, religion, color, creed or background.

Muhammad's strong and cherished link with the U.K. and the global community was reflected in his humanitarian work and in his creation of the international Muhammad Ali Center in 2005.

As a result, a powerful collaboration has formed among the Center, my city and the Youth Charter, with projects, programs, exchange trips, advocacy and campaigning. Ali's core values of Confidence, Conviction, Dedication, Giving, Respect and Spirituality are reflected in the Float Like a Butterfly Social Coach Leadership Programme (FLAB), which now aims to engage, equip and empower young people from some of our world's most disaffected, disadvantaged and disconnected communities.

Earlier this year, I presented London Mayor Sadiq Khan with a Muhammad Ali signed portrait in recognition of the connection between The Greatest and the Youth Charter's FLAB program in the nation's capital.

Like all urban mayors facing global issues such as a lack of hope and opportunity among too many of our youth, leading to anti-social activity and radicalization, I appreciate that the Float Like a Butterfly Social Coach Leadership Programme and Community Campus provide hope and opportunity that can be translated and adapted as we address our shared challenges and opportunities.

As devoted fans of The Greatest Of All Time, and as civic leaders seeking to improve the lives of our citizens and the cities we represent, Mayor Khan and I believe this report shows us how the life and legacy of Muhammad Ali can be translated into tools for community-building and violence prevention in communities on both sides of the Atlantic.

We look forward to furthering Muhammad Ali's legacy for giving back to our communities. Service to our fellow human beings is, as Ali once said, "the rent we pay for our room here on earth." With collaboration between the Youth Charter and the Muhammad Ali Center, we aim to help our great cities in the UK, USA and beyond find ways to fulfill the Center's mission: "Be Great - Do Great Things."

A handwritten signature in black ink, appearing to read "Greg Fischer".

Greg Fischer
Mayor

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"Youth Charter has been an invaluable partner of the Ali Institute since 2006. The international Learning Journey is an integral part of the Muhammed Ali Scholars Program, the Ali Institute's signature initiative. Your hosting of our students in 2006 and 2010 in the U.K was impeccable."

Stacy Bailey-Ndiaye
Executive Director, Muhammad Ali Institute, Louisville, Kentucky



"Well my experience on Muhammad Ali's Tour was amazing. That tour was informative as well as eye-opener for me because there were some topics discussed about which I never heard in my life."

Kumar Nawani,
University Of Salford



"Your work through the Youth Charter is powerfully inspirational and easily put into action. If only everyone could have seen you engaging our youth in the streets of District 4. Young people in our poorest neighbourhood immediately connected to your vision and understood the role they could play. You are in the business of transforming lives through connectivity. Thank you!"

Barbara Sexton Smith,
Louisville Councilwoman



"The Float Like A Butterfly Social Coach Program was a transformative experience. I learned that we are driven by our purpose and to remember that in my line of work. Grateful to have shared more about Ali's legacy and its impact on me personally as well Louisville community members."

**Maryam I. Ahmed MPH,
Assistant Director, Louisville Metro Government**



"I really enjoyed the enthusiasm of Mr. Thompson's presentation and the passion the trainers had for building community. I also appreciated the context around the work and addressing why intervention is so important."

**DeWanna Hadder,
Community Outreach Specialist,
Office for Safe and Healthy Neighborhoods,
Office of Mayor Greg Fisher**



"I found the FLAB Social Coach Program to be highly informative. It was great to see how situations in the UK mirrored situations here in the states. I'm glad I got to share and engage with best practices that can be used here at home."

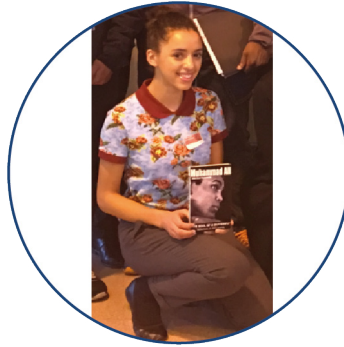
**Delquan Dorsey,
Community Engagement and Supplier Diversity Coordinator,
Jefferson County Public Schools**



"St Mary's C.E Primary School is located in the very diverse community of Moss Side. The community has historically had many social barriers that have prevented young adults from achieving and the school recognises that it is essential it must have close links with the community and social enterprises so these social barriers no longer exist. The Youth Charter has helped empower our pupils, parents and staff by giving them confidence to have a voice and to have impact on these necessary changes."

At the recent Muhammad Ali legacy training [Float Like a Butterfly Social Coach Leadership Programme (FLAB SCLP)] held at St Mary's (January 2017), the training enabled local staff and members of the community to become social coaches. The staff that received the training recognise the role they can play in society by coaching others to become the best that they can be (Article 29: The UNICEF Children's Rights Charter). St Mary's values the relationship it has with The Youth Charter."

**St Mary's C.E. Primary School,
Manchester**



"The event [Float Like a Butterfly Social Coach Leadership Programme] was an opportunity to reinforce and remind ourselves of some key values that will help to bring out the best as both individuals and a community. It was a real positive to be surrounded by such like-minded, yet diverse set of people. I went home feeling inspired and I hope to inspire the young people that I coach with some of the material we were given."

**Imani Modahl,
Sport Coach, Dianne Modahl Foundation**

"The FLAB [Float Like a Butterfly Social Coach Leadership Programme] programme has been beautifully articulated and structured to incorporate the Powerful legacy of the late Muhammad Ali. It ties together the importance of dedication and mind set combined with other core principles that Ali, himself adopted throughout his fighting career."

Once I internalised these principles, my mind quickly drifted towards thinking about young people in today's society. It is evident that there has been a loss of/and a non-existence of Ali's principles. For instance, conviction, confidence, dedication, giving, respect and spirituality are either lost or not seen as an importance for some young people. These are 6 key principles the FLAB programme has carefully contextualised, aiming to refocus young people's attention. Each principle has been broken down in modules, with lessons making it easy for teachers to adapt them in to their work regardless of how they teach and work with young people."

I believe there is a necessity to have the FLAB SCLP integrated in to more schools, youth clubs etc. helping to build future leaders through the Legacy of Muhammed Ali. Young people should be given the opportunity to understand the importance of these concepts and principles from a young age, only then can true greatness be known."

**Likesha Higgins,
attended YC FLAB SCLP Workshop Manchester**



"The Float Like a Butterfly Social Coach Leadership Programme [FLAB SCLP] workshop set the standard social coaches should uphold. This was achieved by sharing excerpts of the life of Muhammad Ali reminding us of the conviction, choices and important role we play in the life of youth.

The question posed by Mr. Geoff Thompson, "Youth are equipped to pass an exam but are they equipped for life?" reverberated the vision of Youth Charter and the influence each social coach has on each youth's life. Recalling to memory the 3E's – Engage, Equip and Empower reinforced the link between the community and the need for capacity building using an industrial strategy to achieve quantifiable impact on each youth encountered.

We know knowledge is power and a reader today is a leader tomorrow, there was no better investment in each social coach than a "parting gift" of a book. We were all gifted a book "the soul of a butterfly" by Muhammad Ali; it aligns with the core values of the Muhammad Ali Centre, Youth Charter and what each social coach should possess.

The SCLP FLAB workshop was unique in that not only does it engage you during the hours there within but also lingers in memory, constantly nudging and frequently reminding you of a call to action."

**Elsa King,
Youth Charter Ambassador**

"Having had the privilege of attending the Mohammed Ali Work Program [Float Like a Butterfly Social Coach Leadership Programme (FLAB SCLP)] we continued to bring the 'Mohammed Ali' philosophy into our professional and personal life.

When supporting families within our work we now listen with different ears working together on problem solving rather than solving the problem, always looking to individual strengths within the home and local community to offer support and encouragement.

Using the 6 core principals of Respect, Confidence , Conviction, Dedication, Spirituality and Giving to equip, empower and engage."

**Louise Knottman,
attended YC FLAB SCLP Workshop Manchester**



"The Youth Charter has been an integral part in my earlier adult life, providing support and encouragement from both Jan and Geoff in times of encouragement, guidance and celebration."

Youth Charter's national reach and recognition has supported community and youth development in Liverpool providing a clear stepping-stone and pathways to different cities and career opportunities.

I consider Youth Charter extended family, who provide direct lines of reachable, consistent and reliable connections, the unofficial mentoring has been a lifeline and opportunity that I will always be grateful for."

**Jernice Easthope,
Freelance Produce**



"The University's partnership with Geoff Thompson and The Youth Charter is therefore borne out of a shared philosophy, an explicit commitment to tackling complex social issues and a shared desire to make a lasting difference. In 2008 Geoff Thompson received an honorary doctorate from Roehampton University, re-kindling the link that began fourteen years previously."

University of Roehampton



"The Youth Charter has been at the forefront of work in the field of sport, social and human development for over fifteen years, providing an inspirational framework through which others have learned and become inspired. The impact of the Youth Charter's work has been seen globally and its philosophy represents an unparalleled and irrefutable call to arms for anyone who shares the belief that sport can be a vehicle for social change."

"Geoff brings to life the human and social potential of sport through bold and world-leading actions, an unswerving commitment to making communities and their people stronger and the ability to inspire others to reach their true potential. A true giant in the field of sport and human development, Geoff brings together a unique blend of compassion, excellence and dedication to the cause which has benefited individuals, corporations and societies across the world."

**Dr. Ian Pickup,
Pro Vice Chancellor (Education & Experience) and COO
at University of East London**



"London Stadium Learning, located in the original Olympic and Paralympic Stadium, is an educational legacy for the 2012 Games. Funded by Newham Council it offers learning opportunities using the theme of sport and sports related industries such as leadership and journalism. It acts as a hub between learning and careers by working with businesses and organisations in the Queen Elizabeth Olympic Park. We are delighted to be working with the Youth Charter – a pioneering and internationally highly acclaimed movement. Widening our network and raising awareness of our project, London Stadium Learning has had the privilege of hosting its stakeholder meetings that have brought many key and influential individuals together to critically debate and address the needs of the young people we serve. We look forward to future collaborations with the Youth Charter going forwards."

**Dr. Anna Chapman,
London Stadium Learning**

"During my time at the Youth Charter this past week, I have grown and learned a tremendous amount. Throughout the week, I was given tasks and opportunities to grow and I was thrilled with the amount of knowledge that I gained.

I started off on Monday with some morning reading of the Youth Charter's reports, specifically Youth Charter's 2016 Annual Report and the Youth Charter's Social Coach Training Day Report from February. I also did some organising (with Allison) of the Youth Charter's archives and stationary. Later on in the day I also did some filing with Janice and Geoff. On Tuesday, I began working on my social media campaign to display the summer programmes on for young people this summer. On Wednesday I attended the YC Stakeholder's meeting, and on Thursday I attended a Criminology conference at the UEL Stratford Campus.

One of the highlights of my week was when I was invited to sit in and take notes during the YC's Stakeholder's meeting. During the meeting I listened and observed many professional representatives from different organisations working for similar purposes; the main aim being to keep youth off the streets. I was invited to contribute to the conversation, which was a key part of my week, but beyond this, I was inspired by the open discussions and individuals who are facilitating change in the local communities. The stakeholder's meeting also provided me with an opportunity to see the contribution of UEL to the community.

Another one of the highlights of my time at the Youth Charter was attending the Criminology Conference on Thursday afternoon with Geoff at the UEL Stratford Campus. I was lucky enough to meet even more professionals representing not only the University of East London, but organisations from the surrounding communities.

Throughout the week, I was inspired by the gold 'nuggets' of Geoff's wisdom which were shared with me during my time at the Youth Charter. One example that stuck with me, was on Thursday when Geoff explained the origins of the n-word and how it affects the way the word is used in our society and daily life today. This was especially important for me as I was also able to hear Geoff's aims for the university in the long term as the Chair of Governors and learn from someone so accomplished and extraordinary.

In summation, my week at the Youth Charter was exceptional and sheer amount of learning from the week will impact the way in which I approach working in the local community, in addition to the way in which I approach university (when my time comes) due to what I have learned about the leadership of university institutions and their work in the local community. I am grateful for the opportunity to do my work experience placement at the Youth Charter, to have met all the professionals that I did and I will most definitely return to volunteer at the Youth Charter and eventually become a Social Coach. "

**Kessley Janvier,
Work Experience Student**

"I am a local East London resident. I was born in Hackney and grew up on the Kingsmead council estate. During my teenage years, I lost several close friends owing to violent crime in the borough. At 21 I was diagnosed with a mental health condition, and a year later I became a single mother. Having lived these experiences, I understand the complexities, challenges and issues that social groups from underrepresented backgrounds may face.

Despite experiencing much adversity, I was determined to improve my life chances. I enrolled on the New Beginnings access course at the University of East London (UEL). I then progressed onto the BA Hons Special Education Programme and in 2016, I graduated with a first class honours degree.

I entered my first graduate role at UEL as a learning achievement assistant, providing pastoral and academic support to students from the CASS School of Education. Since then I have worked in a number of outreach and student engagement roles. I have worked within UELs Education and Community Partnerships (ECP) department as an ECP programme co-ordinator promoting widening participation by raising and increasing awareness of the educational and career opportunities available to students from Black, Asian & minority ethnic and underrepresented groups. I developed and delivered projects and events including Higher Education taster days and summer school programmes aimed to support young people to make informed decisions about their future education and career choices. I also led work experience, employability & transferable skills programmes aimed to support attainment and encourage young people to succeed. As an outreach intervention officer at a secondary school in Hackney, I provided interventions to disaffected and disengaged students to reengage them with the process of schooling and reduce levels of truancy and other anti-social behaviours. In all roles, I built and maintained working partnerships with key stakeholders to ensure the continuation of collaborative mutually beneficial work.

Community safety is paramount, however gang-related street violence remains a significant problem in London.

I am extremely concerned about the culture of violent crime that permeates our boroughs. I fear that we have produced a generation of youths that lack moral consciousness and guidance as a result of risk-factors including poverty, low or no parental support and negative influences present in social media and in communities. Regaining safety is pivotal if we are to reduce the levels of violent crimes and number of lives lost. I recently completed the Youth Charter Social Coach Leadership Programme which aims to effect change through social coaching and modelling positive behaviours to improve youth safety.

I have made efforts to address violent crime and have set up an organisation that aims to reduce the level of postcode conflict in Hackney. I am in the final stages of completing a Master's degree in Psychology which I will use to help to develop a person-centred holistic psychosocial intervention within my organisation.

I will also use my degrees to facilitate research into the psychosocial drivers of gang culture as well as widening participation within education.

My ambitions are to continue to support the widening participation agenda and reduce the level of violent crime in the community. I serve as a role model to young people and I am committed to raising aspirations and improving outcomes for all. In 2018, I accepted a life changing opportunity presented by Yvonne Bentley, Head of ECP. I was offered the role of ECP programme co-ordinator and it was then that I reached a level of self-actualisation that my full potential is to proactively improve the lives of others. Yvonne encouraged, mentored and enabled me to become confident in my aspirations. Yvonne continues to support my journey by offering career and personal development advice. I am grateful for her invaluable guidance. Unfortunately, I left ECP as it was a temporary role. I currently work within the CASS School of Education as a placement officer however have decided to end my journey at UEL as the role did not meet the expectations I had when applying based on the job description. I am unable to fulfil my motivation of improving the quality of life of individuals and have accepted a post at the National Children's Bureau as an education and policy officer: where I can focus on building a better childhood for every child by informing government policy to effect change.

**Parady Baptiste,
UEL Student and East London Resident**