

A group of approximately 15 people, mostly men, are posing for a group photo outdoors on a grassy field. They are wearing athletic gear, including purple and orange vests with the 'Blitzing Cancer' logo, headbands, and beanies. Some individuals have mud on their faces and clothing, suggesting they have participated in a physical activity. Two American footballs are visible on the ground in the foreground. The background shows residential houses and trees under a clear sky.

BENEFACTOR PACK

22 / 02 / 22

LIFE THROUGH
SPORT

REGISTERED CHARITY NO.
1196924

IN A SENTENCE



**LIFE THROUGH SPORT IS A
CHARITY WITH THE SOLE
PURPOSE OF GROWING
AMERICAN FOOTBALL IN
THE UK, BY REMOVING
BARRIERS TO THE SPORT.**



A photograph of two American football players in mid-air during a game. The player on the left is wearing a green jersey with 'BRITISH AMERICAN FOOTBALL' and '18' visible, and a black helmet. The player on the right is wearing a yellow jersey and a white helmet. They are both reaching upwards, possibly for a pass or a play. The background shows a grassy field and some buildings under a clear sky.

ABOUT LIFE THROUGH SPORT

**THE PEOPLE ARE THE
CHICKEN AND THE SPORT
IS THE EGG. BUT THE
IMPORTANT THING IS
NOT WHICH ONE COMES
FIRST - IT IS THAT WE
HAVE A RESPONSIBILITY
TO GROW BOTH.**

The benefits of participating in American football are numerous and extensive. The problem in the UK is that the current participation pyramid, going by age, is upside down. There are currently less than a thousand children under the age of 16 registered to play with 'British American Football' the National Governing Body, The sport is mostly played in its different guises by university students and adults. This model is not sustainable and poses a genuine concern to the legacy of the sport.

We know, from cumulative experience, that taking part in American football is proven to have a positive impact on physical and mental health as well as social development and community cohesion. This is why we believe that we are charged with the responsibility to allow others to experience the same.

OUR MISSION



**WE HAVE A SINGULAR
FOCUS, AND YET MANY
POSSIBILITIES.**

Our mission statement is simple - *to provide access to tools, resources and opportunities that allow everyone to play and participate in American football.*

This statement gives us the opportunity to do a great many things so we refined our purpose into 3 main aims:

1. To grow participation and an understanding of the sport of American football.
2. To impact children and young people positively through the sport.
3. To create opportunities for **everyone** to play or participate in the sport at every level.



OUR VALUES

OUR VALUES UNDERPIN AND GUIDE EVERYTHING WE DO AT LTS. THEY ARE AT THE CORE OF ALL OUR DECISIONS AND WE ARE PROUD TO HOLD TRUE TO THEM. WE ARE:

COMMUNITY FOCUSED

We are dedicated to working towards people's shared goals and creating meaningful connections.

IMPACTFUL

Our desire is to have a real, tangible, positive effect on people's lives, using American football as the tool to do so.

CREATORS OF OPPORTUNITY

Thinking differently is in our DNA. Our curiosity to learn and grow fuels our passion to be able to connect and open doors for others.

BOLD

Disruption is a part of our staple diet at LTS! We are daring, courageous and not afraid to go against the grain - doing unconventional things to achieve unconventional results.

INNOVATIVE

We face every challenge in a solutions-focused manner, using what we have to create bigger, better and more positive results for all those we work with.

BARRIERS



EARLY RESEARCH CARRIED OUT ACROSS THE BRITISH AMERICAN FOOTBALL COMMUNITY HIGHLIGHTED KEY BARRIERS THAT STOP PEOPLE PARTICIPATING/ENGAGING IN THE SPORT.

COST

Money should never stop people participating in sport but unfortunately, this is the reality for many - from grassroots to the elite.

LOCATION

45% of survey participants from the American Football community cited travel times of 30 minutes to 1 hour + just to get to their 'local' team. We need more teams.

KNOWLEDGE/UNDERSTANDING

"The sport looks really exciting and fun but I don't understand what's going on" - this is a common theme amongst potential newcomers. Education is key.

EQUALITY DIVERSITY & INCLUSION

It is important that people see others like themselves getting involved and that there are opportunities to get involved in an unpressurised manner.

ACCESSIBILITY

Everyone that wants to take part, in whatever capacity, should be able to do so.



OUR WORK

**WE WANT TO GET PEOPLE
INVOLVED IN AMERICAN
FOOTBALL, WHATEVER THAT
LOOKS LIKE!**

LEAGUES AND TOURNAMENTS

'Free to enter' for children and young people to have a regular opportunity to play competitively.

COACHING EDUCATION AND CPD

More qualified coaches are needed to work with teams and players to improve the overall quality of the game.

ACCESS TO OFFICIATING COURSES

More officials in the game will mean that more games can be facilitated.

SCHOOL PROGRAMS

Taking the sport to where children have to be is one of the fastest ways to ensure they are exposed to the game as early as possible.

ACCESS TO EQUIPMENT

Removing this barrier to the sport for participants across all formats including flag (non-contact), kitted (full contact) and alternative offerings for participants with disabilities.

YOUR DONATIONS

A £10 DONATION...

...helps us buy a football or a flag belt meaning that children and young people have access to equipment to get involved in our sessions.

A £20 DONATION...

...pays for a qualified coach to deliver an hour-long session for up to 30 participants in a safe end enjoyable environment.

A £50 DONATION...

...enables us to put one deserving participant through an officiating course or a coaching course, empowering them to facilitate sessions and games for themselves and potentially even earn some money doing so.

A £1000 DONATION...

...means that we can introduce and implement American football in a new primary or secondary school in a sustainable way. This includes CPD for the teachers, playing equipment for the school, a comprehensive scheme of work and a festival/tournament.





BECOME A SPONSOR

**WE CAN'T DO THIS
WITHOUT YOU. IT
REALLY IS THAT
SIMPLE.**

TO DONATE...

www.lifethroughsport.co.uk

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WE, AT



THANK YOU.

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