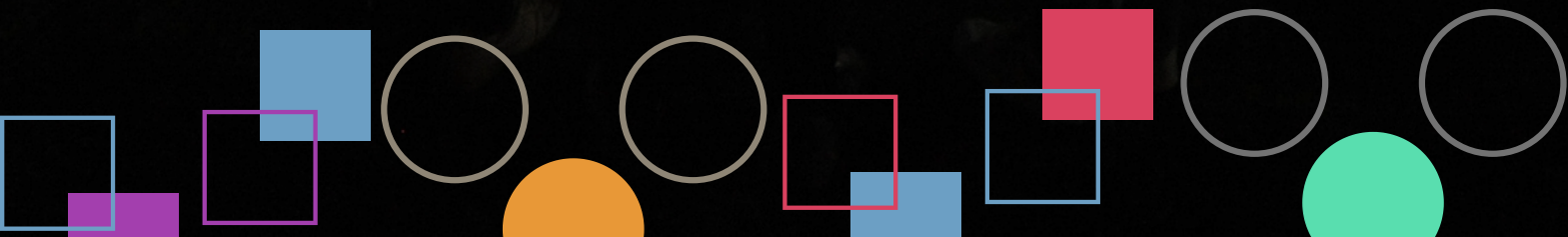




The
Whistle
Foundation

Registered Charity no. 1179264

CHARITY
INFORMATION PACK



THE WHISTLE FOUNDATION

The Whistle Foundation is a UK Registered Charity founded in 2018, in Wolverhampton by three trustees, Ajay Sharma, Greg Rollason & Jamie Lunn.

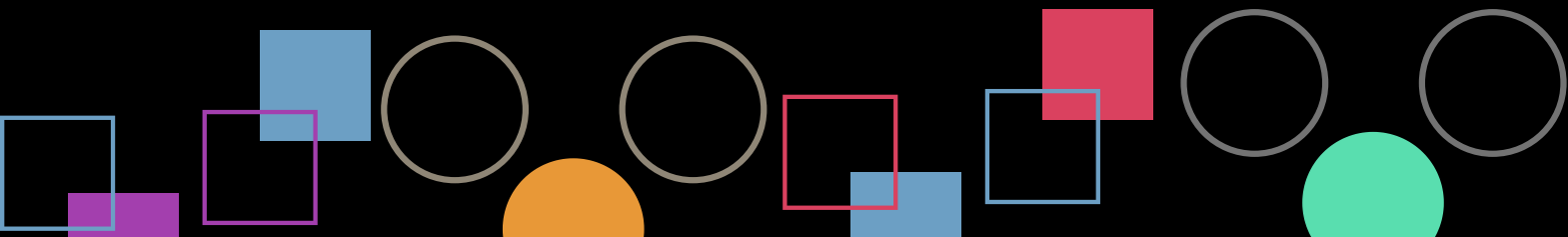
We began life as a grant-making charity, running sporting events and matches to raise money for numerous good causes in the West Midlands, such as St John's Ambulance, Beacon Centre for the Blind, Smile4Joel & Tiny Tim's Children's Centre.



Who we HAVE SUPPORTED previously



SEEING - BELIEVING - ACHIEVING



THE WHISTLE FOUNDATION

In 2022, we decided to formulate our own fundraising strategy and formulate strategic objectives that would allow us to conduct our own charity work.

We conducted an internal audit to find where our passions lay as a group of trustees, and we settled on one thing... SPORT

We decided we would host our own sporting fundraising events throughout the year, and we would aim to help as many children as possible in the local area experience sport in some format. Regardless of a child's race, gender, ethnicity, ability or sexual orientation, they should be able to enjoy Sport without worry.

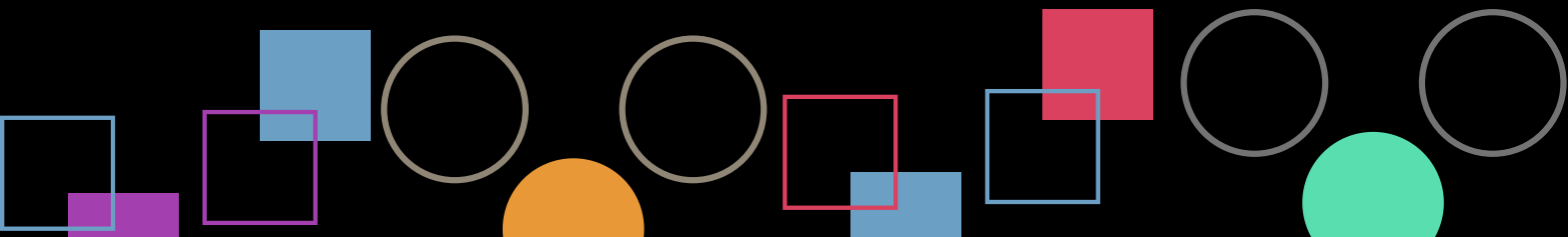
Our aim is to 'Bring Sport to every Child' through Collaboration and Community Engagement

We also understand that now more than ever, families may not have sport at the forefront of their mind. We are willing to provide families with an afternoon or evening of joy and experience that may boost morale and fill the hearts of young children.

Within this, we formulated strategic objectives to help us to achieve our aims....



AIMS & OBJECTIVES

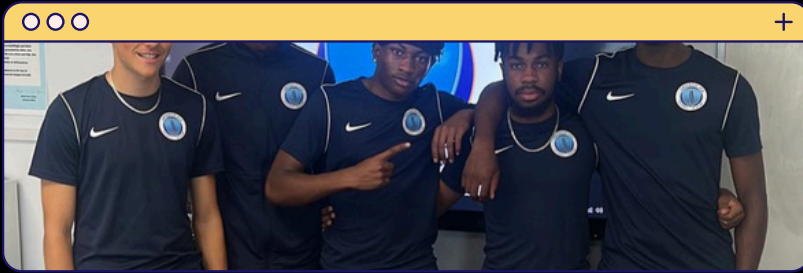


THE WHISTLE FOUNDATION

seeing



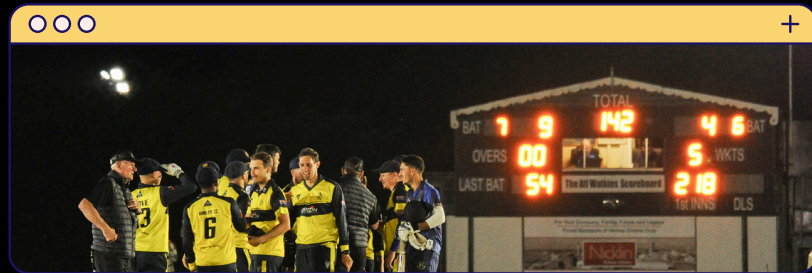
enabling children with SEND/sensory needs and children from disadvantaged backgrounds to watch professional sport; this links to our aim of providing every sporting stadium with a sensory room in professional cricket and football.



believing

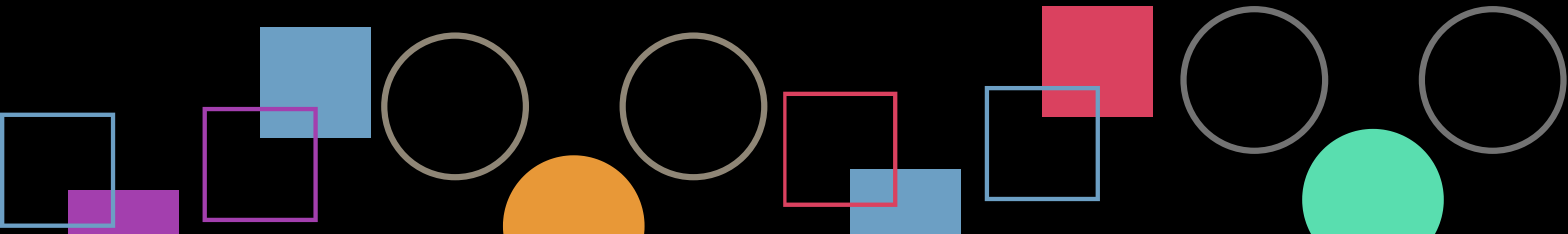
giving socio-economically disadvantaged children access to sports coaching to enrich their sporting chances and give them an opportunity to participate in sport in a team environment

achieving



giving children access to competitive sporting environments, that may be providing equipment so they can play in a team, or giving them access to correct nutrition/supplements to support their performances within that team environment

AIMS & OBJECTIVES



THE WORK WE DO

We have since the inception of our project to 'bring sport to every child', taken over 20 children into the sensory room at Wolves FC, whilst also providing match tickets for another 85 children. This was the first time that many of them had been to a live sports match of any kind, and represented a huge leap forwards in what they had achieved personally. All of this was possible because of the intervention and hard work of the charity.

We have also this football season (2023/24) provided over £500 worth of sporting equipment and nutritional support (hitting our 'Believing' strategic objective) to Amethyst 6th Form's Football Academy - which has allowed them to achieve high levels of performance and ultimately win their league!

"The Whistle Foundation funded the visit to Molineux Stadium for our students and made it an amazing experience... The Sensory Room was full of visuals, sensory toys and symbols which really helped our students to understand and prepare them for the game. It was a brilliant experience and it was all thanks to The Whistle Foundation. Our students can't wait to go to another game and relive their experience".

Adam Millichip - Tettenhall Wood School

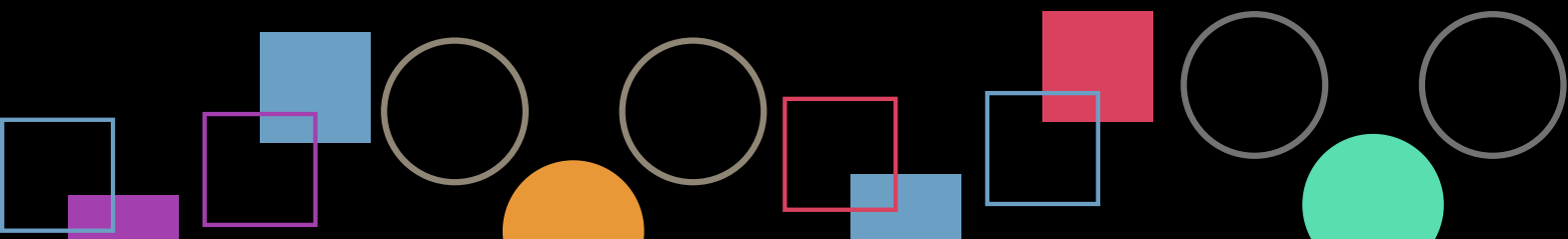


Tettenhall Wood SCHOOL

The above image shows 2 children from Tettenhall Wood School at Molineux stadium courtesy of the charity, we also work alongside Amethyst Trust to facilitate more opportunities for children from the schools within their trust.

Our aim is to ensure that all children who need access to sensory provision are able to access it so that they too can experience and enjoy sport.

SEEING - BELIEVING - ACHIEVING



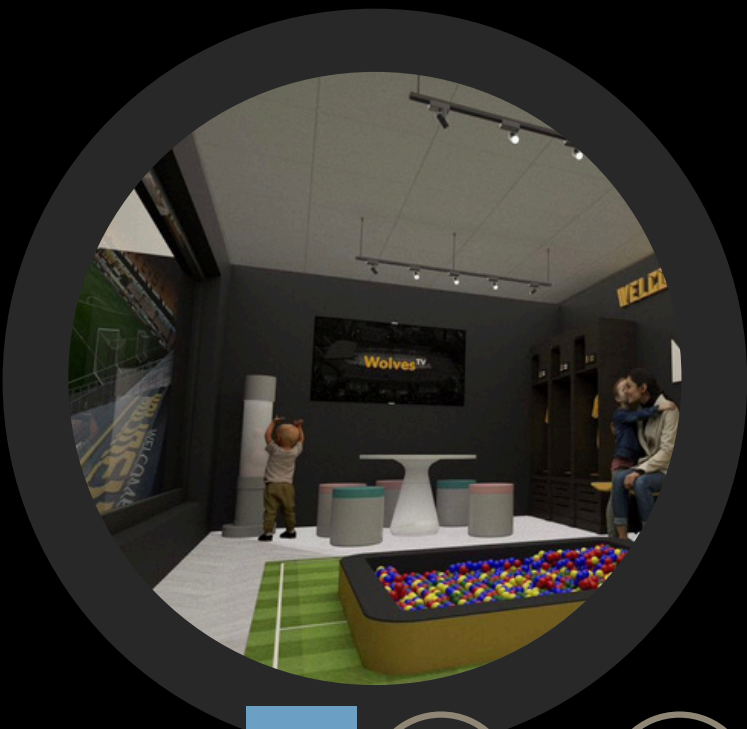
THE WORK WE DO

We at The Whistle Foundation are working tirelessly with various stakeholders within sport and government, with the aim to deliver sensory provision in all stadiums (hitting our 'Seeing' strategic objective). We are aiming to provide all 92 EFL football clubs and all 18 First-class cricket clubs (without one) with a sensory room, or failing that a mobile sensory provision that allows children and young people with disabilities the chance to experience sport.



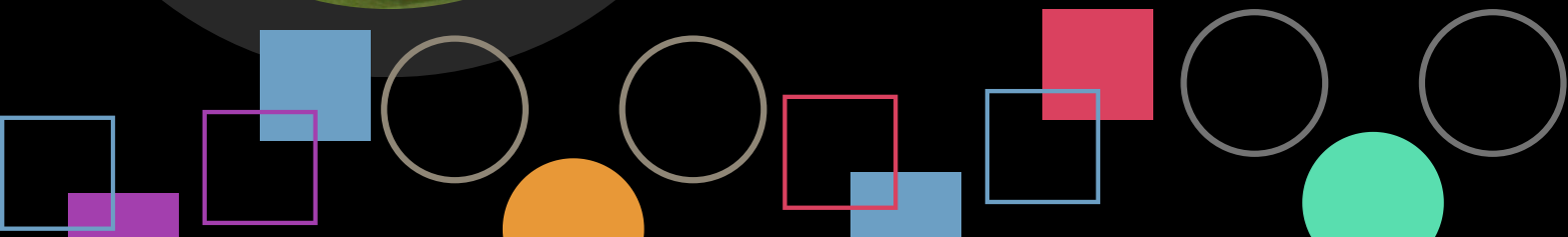
£10-15,000
PROVIDES A STATE-OF-THE-ART SENSORY ROOM

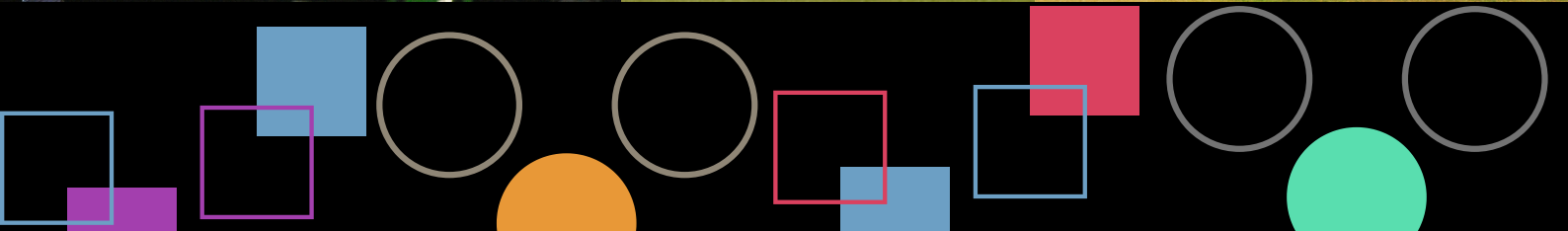
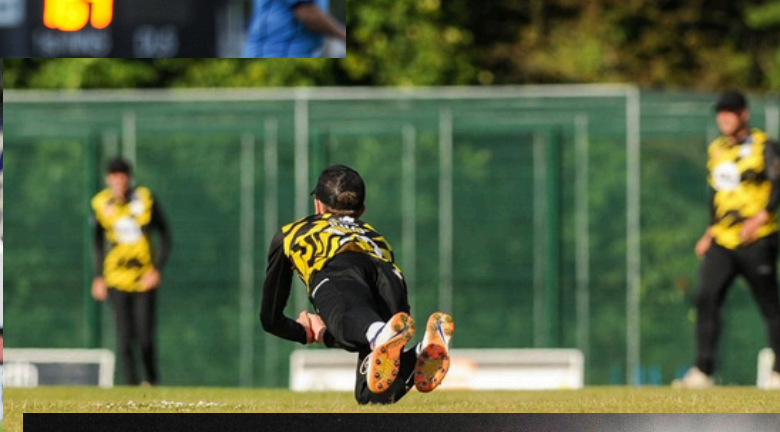
Above and below shows CGI images of an example sensory room we are looking to provide across the sporting stadiums.



We are currently actively working with (to achieve our sensory provision aims):

- Wolverhampton Wanderers FC
- Preston North End FC
- Wigan Athletic FC
- Shrewsbury Town FC
- Leicestershire CCC
- Derbyshire CCC
- Gloucestershire CCC
- Somerset CCC





THE WORK WE DO

MADNESS

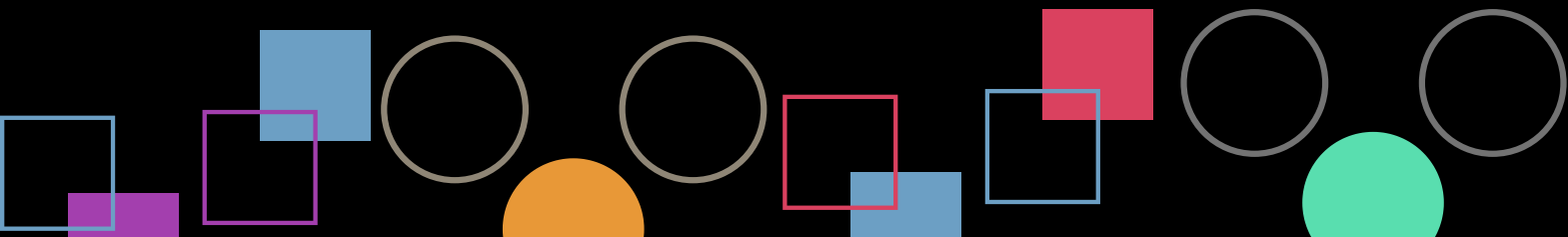
THE WHISTLE FOUNDATION

Madness is our community cricket tournament. With it we aimed to create an inclusive tournament which would allow 1st teamers to play with 5th teamers and professionals. It is aimed to bring local cricketers together by using a 'franchise' system where players are drafted into one of our six franchises. This leads to a real sense of connection throughout the whole competition.

The kits we use in the tournament are designed by children with SEND/sensory needs from Tettenhall Wood School, these designs are then brought to life by Gray Nicholls who design and provide our kit for the competition.

All money raised from the tournament goes towards achieving our strategic objectives.

If you could support us with delivering the Madness, please get in touch!



THE WORK WE DO

FLOODLIT. THEWHISTLEFOUNDATION

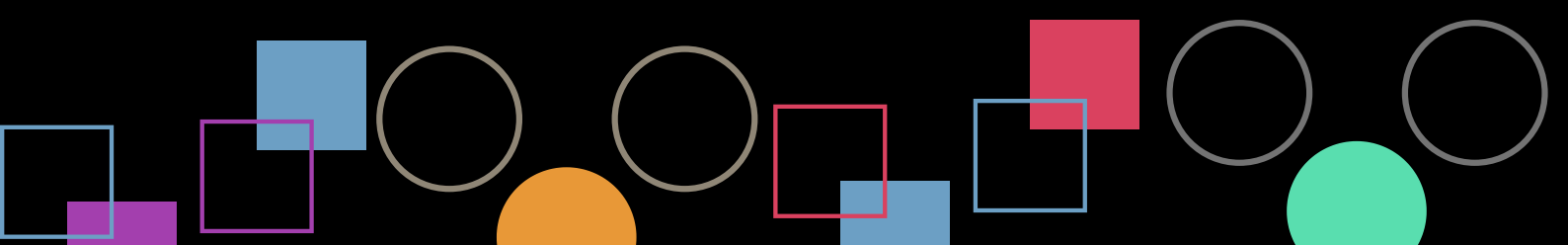
Floodlit is our premiere cricket competition, showcasing the best of Midlands cricket. It returns after a second edition, in partnership with Himley Cricket Club.

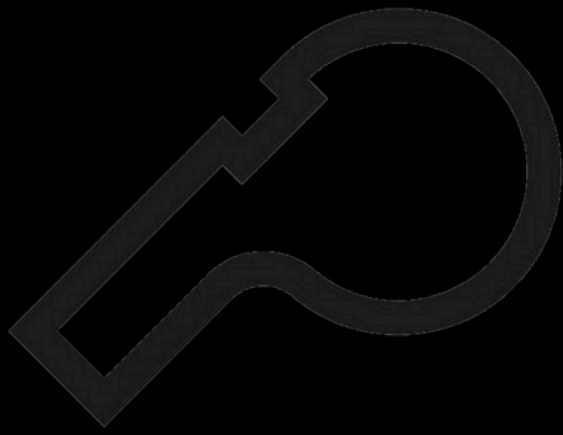
There are 6 teams participating this year; Himley, Wombourne, Quatt, Beacon & 2 teams to be decided by qualifiers.

We are aiming to bring more lights, cameras and even more razz-ma-tazz than the first edition last summer. We averaged 500-800 people attending per night, and over 1500 attended on our Finals night last year, which was outstanding support.

Strap yourself in and get ready for a feast of cricket. We can't wait to get started - it WILL be worth the wait!

If you could support us with delivering our festival of cricket, please get in touch!





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