



*Improve Health  
Promote Equality  
Encourage Learning  
Tackle Poverty*

*“A football club will be formed for the maintenance of dinner tables for the children and the unemployed”  
Brother Walfrid, November 6<sup>th</sup>, 1887*

“Celtic FC Foundation, Football for Good”

Celtic FC Foundation is a registered Scottish Incorporate Charitable Organisation (number SC024648) with its registered office at Celtic Park, Glasgow, G40 3RE

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### **CashBack Phase Three Summary:**

Celtic FC Foundation are very proud to have successfully completed CashBack Gateway to Employment Phase Three engaging with 118 young people in Glasgow and beyond, supporting them to make positive changes to their lives on a daily basis using a variety of delivery in a supportive and encouraging environment within Celtic Park.

This three year Project gained a great reputation for supporting young people in our communities to change their lives by attending training at Celtic Park, using the Club's brand as an engagement tool, where young people may not have sustained training before and through word of mouth/referral sources the Project has become increasingly more popular, based on its success, which is great news for progressing into CashBack for Communities Phase Four and we are delighted to be involved in this amazing process to tackle inequalities and make a difference using criminal activity proceedings in a way that will support our communities and make a positive impact on young lives.

CashBack Gateway to Employment has delivered 9 Cohorts over three years within Celtic Park focussing on engaging with young people at risk of offending or re-offending and/or those living in the most deprived areas and in need of advice and guidance to progress into positive destinations. Delivering a wide range of life skills, personal development, employability and physical activity our aim was to assist those most in need of support and second chances to change their lives and progress into positive destinations such as Volunteering, Training, Education and/or Employment. In addition to this the main focus for young people is to encourage them to maintain a good structure in their lives, give them the experience of being in a positive and supportive environment, set goals to work towards and achieve and ultimately make positive steps towards a better future for themselves - this has been proven in numerous case studies and projects throughout the last three years.

Delivering here at Celtic Park allows young people to benefit from Celtic FC Foundation's ethos to HELP: Improve Health, Promote Equality, Encourage Learning and Tackle Poverty. Present and past first team players have supported our projects immensely with some giving up their time to meet the group, share their stories, giving perfect examples of persevering in life, and be part of their Celebration Events to encourage them to continue progressing in the right direction. Participants also benefited from having access to the Player's Club Gym for their physical activity, the stadium concourse for fitness classes and Barrowfield Training ground for a range of sports.

### **Project Aims**

Based on the support young people require to assist them in moving forward with their lives we focussed on the following to deliver a bespoke, unique and exciting programme of delivery which included:

- Increasing self esteem, confidence and motivation
- Increasing physical fitness through fitness tests and physical activity
- Personal development
- Action Planning & Goal Setting
- Nutrition and Health & Wellbeing, promoting good mental health
- Engagement with external agencies to maximise opportunities and learning experiences
- Delivery on life skills to assist making better life choices (preventing re-offending)
- Volunteering opportunities to learn new skills in a work environment
- Employability Skills (CV, Applications, Interview Prep, Job Searching etc)
- Increased knowledge of career interests and entry routes to progress into positive destinations: Volunteering, Education, Training and/or Employment

## Staff/Delivery

Participants benefited from working alongside various people with a wide range of knowledge and experience to enhance their learning experience here at Celtic Park:

- Celtic FC Foundation Employability staff delivered training and provided one to one advice and guidance/aftercare support
- Celtic FC Foundation Community Coaches delivered physical activity and health and wellbeing
- Guest speakers have included Bertie Auld, Danny McGrain, Tony Roper, Tony Hamilton and numerous members of staff to inspire young people in their journey at Celtic Park
- External Agencies present opportunities to the participants to maximise their chances of progressing into positive destinations
- Liaising with local provision, they deliver educational topics to the projects to increase learning and experience

## Referral Agencies

Throughout the last three years our referral sources have increased by consistently networking and ensuring that our Project information is circulated to providers and case managers.

- Throughcare Support Officers (Polmont Young Offenders and Scottish Prison Services)
- The Wise Group – New Routes
- Community Safety Services
- Skills Development Scotland
- Job Centre Plus DWP
- Jobs & Business Glasgow
- Venture Trust
- Tomorrow's People
- NHS Occupational Therapists
- Local Housing Associations
- Glasgow City Council Social Work Services
- Glasgow City Council Educational Services/Care Leavers Education Services
- Quarriers

## External Agencies

We understand how important it is to network, work with and liaise with external agencies and provision to maximise our participant's chances of progressing, learning and building a better future for themselves and by doing so it gives our young people knowledge on a wide range of subjects.

- Scottish Sport Futures – Conflict Resolution ETC (CashBack family)
- Princes Trust – Personal Development Awards (Cashback Family)
- SFA – Coach Education (Cashback Family)
- Scottish Fire & Rescue Services – Fireskills Employability Programme
- Glasgow North East Food Bank – Volunteering for Food Bank/Work Experience
- Glasgow Council on Alcohol – Drug & Alcohol Awareness
- NHS – Smoking Cessations
- SCVO – Community Jobs Scotland
- Police Scotland – Equality & Diversity
- Emirates Arena – Tour of Velodrome and free pass to experience fitness centre
- Colleges, Training Providers and employers keen to engage with the group to present potential opportunities for participants

## Partnership Work at its Best:

A perfect example of partnership working between organisations to maximise our young people's experience has been that of Celtic FC Foundation's Gateway to Employment Project and Scottish Fire & Rescue Service's Fireskills Employability Programme which has been a great success for our participants.

The Fireskills Employability Programme with SFRS allows our participants to complete 4 days training within Fire Stations across the city of Glasgow with their final passing out day at Cambuslang National Training Centre which is a £65million purpose built village.

During the 4 days training young people work towards modules in Health & Safety, Communication, Listening and Team Building etc to build on their knowledge and learn transferable skills for the world of work. The physical side of this fantastic programme allows them to be fully kitted out in Fire Fighter suits and to go through a range of activities and training that the Fire Fighters themselves go through such as the crawling galleries, running hoses, sewers, search and rescue using BAE equipment and also watching videos identifying hazards etc. As well as the group being challenged and it being a great learning experience, the difference in the group after this week is clear to see in terms of their energy, motivation and great team spirit, all of which can be transferred into their next journey beyond CashBack Gateway to Employment.

Tony Gow, Scottish Fire & Rescue Services Firefighter has been delivering the Programme alongside his colleagues and has shown immense support to our young people going the extra mile to ensure a great experience for all.

Tony said "As a serving Firefighter who has worked with Celtic FC Foundation on CashBack Gateway to Employment for the past three years, I have nothing but positive things to say about the project. I work with the young people at the early stages, providing Fireskills Employability training, and consider it an essential tool for community engagement. The support and opportunities provided by the Foundation are nothing short of life changing and this is evident when I can see the development in the young people at the Celebration Event at the end of each course. I am exceptionally proud of the work that we do with Celtic FC Foundation and look forward to continuing our partnership".



### **Great working relationships with referral sources:**

Throughout the past three years we have built up excellent working relationships with referrers across the city of Glasgow and beyond with organisations working with vulnerable young people in need of support and guidance aged 16-24 years.

As well as networking and arranging meetings with case managers and organisations, we have attended numerous Events to highlight the work we do, promote the project and to encourage case managers to refer to our projects should it suits their client's needs.

In addition to many others, we have built up a great working relationship with the throughcare support officers working within HMYOI Polmont and we also visited the Prison to inspire and encourage the young people to start thinking about interventions they can consider on leave and the possibility of progressing into our CashBack Gateway to Employment Project.

Thomas Carrigan, who works for Access to Industries Passport Programme said "For the past 2 years Passport has worked in partnership with Celtic FC Foundation, this has been a great support for young people leaving HMYOI Polmont as liberation can be a daunting time. However, we are able to ease these concerns by informing the young person about the opportunities that can be provided by the foundation and this gives them something positive to focus on.

While working in partnership the foundation has held information sessions within HMYOI Polmont which inspired all young people in attendance, we are hopeful to have more of these in the future.

The foundation has been a great support for all young people we have referred over the past two years as it helps give structure and routine to their typically chaotic life and acts as an escape providing them with an environment which allows them to excel and achieve their future goals".

Thomas' support to the Project has been fantastic and his knowledge of what we provide for the young people has made the transition period from Prison to Project easier for the young people, knowing there is a positive progression to lead into.

We pride ourselves in constructive client conferencing between ourselves and agencies/referrers when a young person has committed to CashBack Gateway to Employment to ensure case managers/social workers/throughcare support officers etc are up to date with their client's progress. This approach has often proved to maximise the young person's progress working with multiple agencies and getting an all-round support network resulting in better results for the individual.

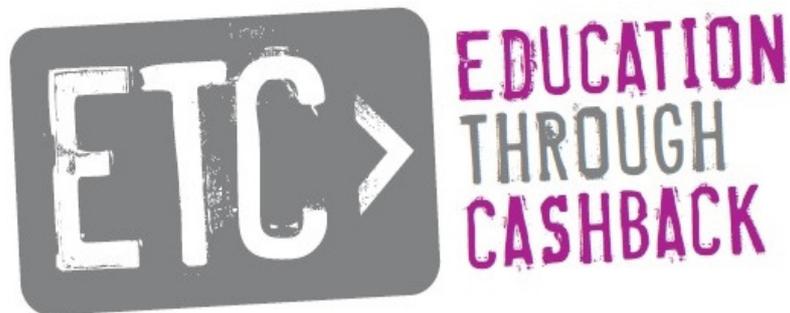
Other examples of why working closely with our referrers has helped our participants is when other professionals have to be involved to support that young person's needs i.e: Drug & Alcohol Support Workers, Social Workers, Occupational Therapists, Housing Officers etc. The projects flexibility in terms of being delivered two days per week allows them to build up a good structure on the project meanwhile having the flexibility to attend other appointments/arrangements etc.

Cashback Gateway to Employment's reputation for supporting young offenders/those at risk of offending was recently confirmed by invite to the recent multi-agency event we attended in Jackton, One Glasgow, delivered by Police Scotland. This event was attended by numerous agencies working towards a single outcome agreement for young people and proved that positive interventions for our young people is beginning to reduce statistics in crime within Glasgow. Karyn McCluskey, Chief Executive for Community Justice Scotland delivered a talk on partnership working and the importance of early intervention moving forward.

### CashBack Family Working Together:

Working together with fellow CashBack for Communities projects has been to the great advantage of our participants who have benefitted from this delivery in various ways. It gave many young people the opportunity to build on their skills, personal development and experience.

From taking part in Scottish Sports Future's Conflict Resolution Training (ETC), arranging a football match between projects to sourcing funding through Development Awards with Princes Trust allowing participants to gain a qualification maximising their chances of securing employment:



**Prince's Trust**

## Case Study 1:

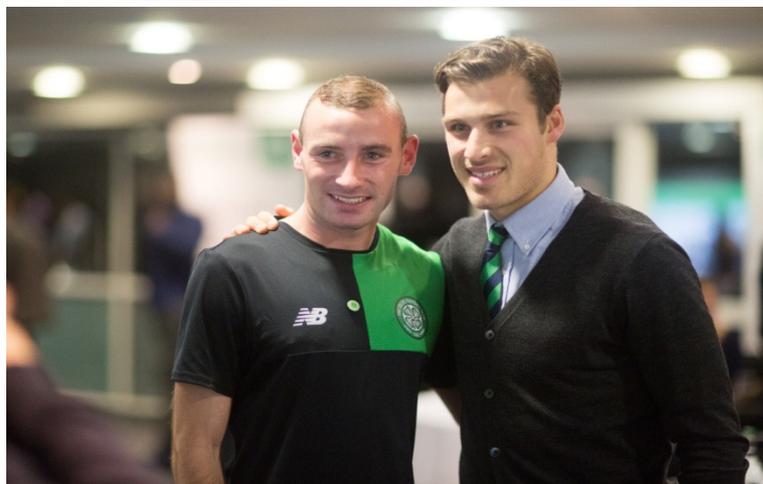
Patrick O’Sullivan is one of many participants who proved that CashBack Gateway to Employment can help change lives. Patrick completely changed his life around after starting the project, successfully completing and securing a Community Coach role with Celtic FC Foundation. He has went from strength to strength demonstrating determination, perseverance and how utilising the support around him can ensure positive changes. Having now completed a 1 year contract with Celtic FC Foundation through Community Jobs Scotland funding he is now employed here working on a range of projects and progressing personally and professionally. Patrick wanted to tell his story to encourage other young people to make better choices in life and leave a life of crime behind them:

“Tonight, I want to talk to you about second chances...

My name is Patrick O’Sullivan, I’m 23 years old and I was born in Limerick, Ireland. At three years old, my parents split up and my mum and I moved to Glasgow, to be closer to my Nana. I’ve stayed in Maryhill most of my life, often moving from house to house but always around that area. At 12 years old, I attended Cleveden High School. I got through first year without any bother as I was still finding my way. A year later, I started to go off the rails. I was hanging around with an older crowd who were a bad influence and I gradually stopped attending class. By the time I was 14, I was taking drugs and drinking heavily. This led to serious charges like assaults and street robberies which brought me to court for the first time. At court, as it was my first offence, I was bailed with a conditional seven to seven curfew. Despite this, I was always getting arrested, I was simply out of control. All in all, I think I broke curfew about seven times and for the courts, enough was enough – I was about to be locked up. My solicitor told me that I could expect a two year sentence. At the sentencing, the Procurator Fiscal read out my list of crimes and said: “Mr O’Sullivan, I have no alternative but to give you a custodial sentence of two years which you will serve in St. Phillips’ secure unit”. I was in shock. I turned around to see my mum in tears. She told me she loved me and to stay strong as I was led away in handcuffs – that moment will stay with me forever. For anyone who has never been in court, it’s an intimidating place and it was at this point that I realised I’d brought this upon myself. I had my mum there for support but her being there only made me realise that I had let her down through the choices I had made. I was released from St Phillips’ at 17 and went to college to do a tiling course. I completed the six month course and everything was going well. I felt as though I had made a positive difference to my life and turned my fortunes around. But soon after I’d returned home, my mum broke the news that my Nana was seriously ill with cancer and didn’t have long left. I was at the hospital every day for three weeks until we said our final goodbyes. I was devastated. My Nana was such an inspirational character within my family and this felt like a huge part of my life was being taken away from me. A few weeks after the funeral I’d fallen back into my old habits - drinking, taking drugs and picking up stupid charges. After being charged with assault and robbery, I knew that I was going away for a good while. I was given a three year sentence in Polmont, I was absolutely gutted but realised that I deserved it. I really didn’t know how I was going to get through it but I had no choice. Prison is a lonely place and being away from my family was really difficult. When I got out, I had no prospects or self-esteem and with nothing to do, I began drinking out of sheer boredom. This led me to getting into more bother as I was sentenced to eight months in Barlinnie prison for a police assault. Barlinnie was hell. It was filthy and full of people I didn’t want to associate with or be around. It made me realise that I had to make a change for the sake of myself and my family - I was determined to break the miserable cycle of alcohol, drugs and violence. When I was released I was speaking to my friend who told me about a course he was doing with Celtic FC Foundation. Every time he came home, he would tell me all about it and I realised this could be a good opportunity for me to turn my life around. As a lifelong Celtic fan, I was desperate for the chance to come to Celtic Park and give it my all. I asked about the course and managed to secure myself a place.

This is where I got my second chance. The course gave me a lot of confidence as I learned how to build my CV, fill in application forms and experience mock interviews. Around week eight of the project I was lucky enough to be offered an interview for the role of a community coach with Celtic FC Foundation. I couldn't believe it! This was a huge chance to do something worthwhile and really turn a corner. I immediately got to work preparing for the interview. I had been working hard to improve my reputation and this was the best opportunity to prove to everyone and to myself that I could make a permanent, positive change to my life. Soon after, I got a phone call telling me I'd been successful. For the first time in my life I was proud of myself and more importantly, I had made my family proud of me. I had put them through so much pain and heartache. It meant so much to me to finally see my mum happy. My coaching role gives me the opportunity to work with some really inspirational people from different backgrounds. On the employability courses, I'm able to share my experience with new participants and offer myself as an example of how someone can turn their situation around if they are willing to change. I've learned a lot in my 6 months as a coach and I was recently told that I'd be kept on for another six months. I am so grateful, all I want to do is to continue the good work I'm doing – I have a real sense of purpose and absolutely no desire to go back to my old ways, this is the happiest I've ever been in my entire life. The opportunities have not stopped for me either, and one day a few weeks back, I found myself sitting across from the manager, Brendan Rodgers, telling him about my life and how my journey had brought me here. I had to pinch myself a few times as I couldn't believe what was happening. I was so nervous beforehand but Brendan was so friendly and immediately made me feel at ease. He also told me to go and see him if I was ever struggling or feeling down. The whole day felt like a dream and I am so grateful to Celtic FC Foundation for giving me the opportunity to experience something I will never, ever forget for as long as I live. For the first time in my life, I am not afraid of the future – I hope the best is yet to come. Thank you for giving me a second chance"





## Case Study 2



**Callum Campbell GTE 7  
Participant**

**Estate Maintenance Operative  
NG Homes**

Callum Campbell, 16 years old from Glasgow was referred to Celtic FC Foundation after hearing about our Project on his Pre-Vocational Construction Course at College which Callum attended through 4<sup>th</sup> year as part of his School studies. Callum left School in May 2016 and needed additional support to help him make better choices in life and started GTE 7 on 7<sup>th</sup> June 2016.

Callum, like the other participants, faced many challenges and barriers and hoped the project would help him create a better future - for Callum his priority was to find employment. He felt having a job would give him a far better structure to his life and give him something positive to do and prevent re-offending behaviour. Callum asked questions about everything on the project and we encouraged him to do the same if he secured a job as it's the best way of learning and we were confident Callum would do well with how well he was progressing on the project.

On 4<sup>th</sup> August 2016 Callum secured an interview with NG Homes at our Jobsfair in partnership with SCVO and did himself proud on the day, using the previous weeks experience on the project to give it his all. Callum successfully secured the role of Estate Maintenance Operative with NG Homes and he was delighted and very excited! Callum stated that he was very proud of himself for sticking in and doing his best to get a job that will help him make a good life for himself.

"I thought the project was great and enjoyable. I gained confidence and met a lot of new people. I would just like to say a big thanks to Celtic FC Foundation for getting me my first job and moving me on in life. I think my new job is brilliant and I get on with everyone. It's a great job! I can't thank you enough". Says Callum.

Margaret Fraser, Callum's Manager at NG Homes says "Callum started work with ng2 through the Community Jobs Scotland Fund. He is working alongside the Painting Division and has proven to be a very enthusiastic person with a great attitude for working. He is very keen to learn the painting trade and has made very good progress in learning. Callum has built a good working relationship with his colleagues. He has been involved in a variety of operations and is proving to be a valuable team member".

**CashBack GTE Creative Side:**

Alexandra Sviatchenko provided a fantastic opportunity for the participants on our Cashback GTE 8 Project encouraging them to show their creative side and take part in her Art Project to create portraits and display their talents at Celtic FC Foundation's Showcase Event. The project was a great success with the young people committing fully to the therapeutic afternoon sessions and it proved to be a winning combination.

The Artwork was displayed for all to see in the No. 7 Lounge at the Showcase Event and the young people were in attendance alongside Celtic staff, external organisations and former participants who bravely took to the stage to share their stories and experiences of their time on the Cashback projects and how second chances can change lives. This also gave the young people on Cashback 9 a chance to hear how the project has influenced them to make positive changes to their lives and where they are in life now having received the same support as them through the Foundation's work.



Interview: Paul Cuddihy

# CELTIC, CELTIC, THAT'S THE TEAM FOR ME

Alexandra Sviatchenko is delighted to be following in her brother's footsteps, making the move to Glasgow and working for Celtic FC Foundation



SINCE joining Celtic in January this year, Erik Sviatchenko has fully immersed himself in all things green and white. He helped the Hoops win their fifth league title in a row, and has played his part in the team's impressive start to the new campaign under Brendan Rodgers.

His partner, Anne Rudmose, is also a Celtic player, having signed for the women's team and she has made a few recent appearances after making her return to football following the birth of the couple's son.

Now the Sviatchenko family connection with Celtic has extended with the arrival in Glasgow of his twin sister, Alexandra. A newly-qualified primary school teacher, she will be working with Celtic FC Foundation, and she's looking forward to working for the club and also getting to know the city.

"We're from a small town called Viborg, which is about four hours from Copenhagen, so I moved to Copenhagen five years ago because I wanted to try something different and go to the Danish capital," Alexandra told the Celtic View, "but I wanted to try something completely new – a new country, a new culture."

"I just finished my studies in the summer, so I'm a newly-qualified primary school teacher. I had worked for six months before that as a teacher in a school in Denmark, which was really nice, but then I got my diploma and that was me finished, so I was thinking about what to do next – should I apply for a job at the school where I had been working?"

"But I felt that I wanted to try something new and I'm young, Erik and I are both 25, and he's travelled, so I thought, why not travel?"

Alexandra, who made one trip to Glasgow earlier this year to see her nephew, William, has moved to Glasgow

with her boyfriend, Emile, who has already started working as a baker in the city.

"It really helps having Erik and Anne here," she said, "especially letting you know how everything works here, because it can be really hard to move to another country, so they've really helped me and Emile. When we first moved over here, we stayed with them, although we're now moving into our own place in the West End of the city."

"It's one of the main reasons why I'm

here – to be around my brother, my sister-in-law and my nephew, and for me and my boyfriend to connect with them again and be close to them because Emile doesn't really know my brother that well, so it's kind of a family investment.

"Copenhagen has a reputation for being quite a hip city, and a lot of my friends were asking whether I'd be able to find the same vibe here in Glasgow but I'm already completely in love with what I've seen of the city."

"It's also a big help being able to speak

English although sometimes it can be difficult to understand when people here in Glasgow speak so quickly, and some of the slang words they use as well.

"I was asking Erik, when will it be that I'll be able to understand everything? And he said, 'Just wait and see, and it will come'. I've noticed he says some Glasgow words now, like 'wee' – a 'wee bit' – and 'Ta' for 'thank-you'."

Alexandra's work with Celtic FC Foundation will see her run a workshop with boys in their late teens and early 20s, teaching them how to create a self-portrait, giving them an introduction to art and to try something that they might not have experienced before.

"With this workshop, sometimes it's good to do something small and get good results and feel good about that," Alexandra explained, "and you can look at the portrait and say, 'I did this'."

"It's also important to show that art isn't always something that has to be in an art gallery or a museum, which can be the more typical way of seeing it."

"I'm not saying that we're going to create art with these boys, but in a way we're making something new that they've never tried before, and maybe some of them have a talent which they could develop."

"I'm really keen on getting started and doing something with the young people, and it will hopefully be an amazing project, and I also have to perform well, and I want to succeed, in the way that Erik wants to perform well when he goes out on the field because there are a lot of fans depending on him."

"I can really understand why Erik loves this place – the city and the club – even after being here just a short time. People are so nice and what Celtic FC Foundation are doing is amazing, and I'm just blessed to be part of it and help in a small way."



## CREATIVITY RUNS IN THE FAMILY

WHILE Alexandra Sviatchenko's work with Celtic FC Foundation will involve working with young people on an art project, she is also a talented artist in her own right. Her father, Sergei, is a well-established and highly-regarded artist in Denmark, and it is a talent that Alexandra has evidently inherited.

She has previously held an art exhibition entitled 'Eleven' at her father's gallery, the Senko Studio, while she was also the youngest artist chosen for an exhibition in Aarhus, the second-largest city in Denmark.

"I always wanted to be an artist before I started this studying in education," she explained, "but I thought it would be nice to become a teacher and give something to other people, and hopefully get something back."

"I had an exhibition a few years ago, when I was 16, which was great. It was drawn white walls and also a big hand posted on a glass cube, with the arm stretched along it looked as though the arm was holding the glass box."

"And if you looked inside, behind the hand, you could see my drawing painted on the wall. At the arm I drew a watch – the clock said eleven o'clock, and it could be eleven in the evening or eleven in the morning, depending on what mood you had and what you were thinking about at the time."

"There were also a lot of art competitions in Denmark, where you could submit your work, and I was also picked for an exhibition in Aarhus, the second-biggest city in the country, I was the youngest person selected, so I've always been very excited and interested in that world."

"My father is a wonderful Dad, but it's very hard to buy presents for him so in our family we have this tradition where we always do something creative for each other – whether that's a collage, write some poems or take a series of photographs – and we really put our heart into the project to make it personal. You are putting a lot of thought and time into the present – and it's a nice process."

## TWIN'S BIRTHDAY BONUS

ALEXANDRA Sviatchenko might be older by 10 minutes, but she and her brother enjoy special sibling bond that is unique to twins.

And so to be able to celebrate their birthday together for first time in six years is something that both of them enjoyed when they both turned 25 earlier this month.

"My parents say that there is a secret line between Erik and I," Alexandra said, "and true, because when he feels bad, I feel bad. It's really like that."

"In primary school, my teachers would always say you don't have to defend Erik all the time, and I would say, 'I'm not defending him, he's my twin and it's just so natural for me to stand up for him and he does the same for me'."

"And when he was driving me here to Celtic Park, it's nice to know we're helping each other and it's nice to be close to him and have a new career here and be close to what doing."

"It's not always easy to understand what a footballer's day is – how does it work, what does he train, how often, how does he prepare for a big match, or what does he eat?"

It's interesting to be do him and see that.

"And it was so nice to we were able to spend birthday together."

They also have an older brother, Philip, who is and who recently start new job with Lego.

"Our parents are from Ukraine and one of the first places they visited Denmark was Legoland with Philip," Alexandra explained. "We have old pictures of him around the park, and he's working there."



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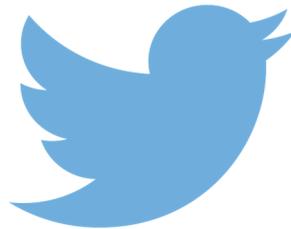
### Cashback for Communities Communications:

The 31<sup>st</sup> March 2017 saw the end of Cashback for Communities Phase Three and celebrated the beginning of Phase 4 by collectively (CashBack family) using social media to celebrate the successes of the fantastic funded Projects supporting Scotland's most disadvantaged young people by helping them to reach their full potential in life and supporting them to learn new skills, boost their confidence and become responsible individuals.

Phase 4 has a stronger focus on helping to tackle Scotland's inequalities – raising the attainment, ambition and aspirations of those young people across Scotland who are disadvantaged by:

- Living in areas of deprivation
- Not in education, training and/or employment
- At risk of being involved in anti-social behaviour, offending/re-offending

The CashBack family successfully managed to trend on Twitter promoting a wide variety of Launches, activities and achievements with **#CB4C** and **#Tacklinginequalities** to the excitement of everyone involved.





#### **Future Plans: Phase 4**

We are extremely excited to be launching Phase 4 CashBack for Communities Gateway to Employment and network with new CashBack family providers.

Phase 4 will allow us to continue engaging with young people and focus on supporting them to raise their aspirations to make a better future for themselves.

Celtic FC Foundation are looking forward to engaging with new provision and creating new delivery to maximise participants chances of progressing into positive destinations.

We will continue to focus on HELP:

***Improve Health***  
***Promote Equality***  
***Encourage Learning***  
***Tackle Poverty***

We will encourage our young people to reach their full potential in life by helping them learn new skills, boost their confidence and become responsible individuals.

We aim to ensure our young people get the best learning experience and delivery will incorporate life skills, personal development, employability and physical activity.

Celtic Park will continue to be our learning base with Barrowfield Training Ground being utilised for physical activity as well as the stadium player's gym.

The next three years will be an exciting opportunity to work in partnership with other CashBack family providers to educate the participants and utilise all the amazing training and opportunities that can be provided.

Having successfully completed Phase 3 we understand our client group and what support is required, discussing individual action plans and goals for each individual to work towards and we have learned what delivery works through experience. We are really keen to build on this and continue excellent working relationships with external agencies who have been very supportive of our projects.

We are proud to be a part of the CashBack family, having the ability to give young people in our community second chances and inspire them to raise their aspirations within a world class stadium.

**Young People are our future**

## Celebration Events:

At the end of each of our 9 CashBack Gateway to Employment Projects, participants have celebrated their successes and progressions by attending their Celebration Event, held in the Jock Stein Lounge within Celtic Park, creating a warm environment and sense of achievement to all involved.

Our celebration events are an opportunity to congratulate each young person, who on commencing the Project started out on their own journey, and allow them to reflect on their progression and achievements whilst on the CashBack Gateway to Employment Project.

The successes of our CashBack funded projects have been proved time and time again and this event gives young people the opportunity to be proud of themselves, which is often a feeling some may never have experienced previously and it allows them to share their achievement with family, project staff, funders and referrers/external agencies who all play a part in encouraging them to raise their ambitions and make positive changes to their lives.

For some young people starting the project their aim may be to change their offending behaviour to prevent being imprisoned whilst for others it may be to progress into employment and start a new journey therefore our celebration events can be an achievement of different things for different young people. Our celebration events also give the participants a chance to tell their stories and in the event where the young people have moved into training, education and/or employment, their new trainers, tutors and/or employers have been supportive in allowing the young person authorised time to attend their event often showing their support by attending also.

To celebrate the end of Phase Three we were pleased to work with Street Cones, an organisation working with young people with offending backgrounds, who delivered a stage performance at the celebration event, rein acting a typical challenging scenario that our young people may face on a daily basis, battling with peer pressure and making the right choices to reduce the chance of negative consequences of actions. Scottish Actors Garry Sweeney and Paul Brannigan, Hugh Young, Neil Leiper alongside their colleague provided the audience with a fantastic performance of how young people deserve second chances and how CashBack Gateway to Employment provide that for many young people in the city and beyond, resulting in changing lives.



### Charity Match as part of a Celebration Event





**Targets & Outcomes:**

<b>Outcomes</b>	<b>Targets</b>	<b>Actual</b>
Participation	96	118
Retention (75%)	78	102
Employment (25%)	22	52
Training/Volunteering (40%)	31	22
Education (20%)	17	9
Work Taster (80%)	70	52
Gain New Skills	102	102
Increased confidence and self-esteem	102	102

**Appendices:**

Balance Scorecard  
Targets & Outcomes  
Database