



CASHBACK FOR
COMMUNITIES
ANNUAL REPORT

CELTIC FC FOUNDATION



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SUMMARY

CELTIC FC FOUNDATION ARE VERY PROUD TO HAVE SUCCESSFULLY COMPLETED CASHBACK GATEWAY TO EMPLOYMENT PHASE FOUR YEAR TWO, ENGAGING WITH 77 YOUNG PEOPLE WITHIN GLASGOW AND BEYOND, SUPPORTING THEM TO MAKE POSITIVE CHANGES TO THEIR LIVES DAILY USING A VARIETY OF DELIVERY IN A SUPPORTIVE AND ENCOURAGING ENVIRONMENT WITHIN CELTIC PARK.

PHASE FOUR, YEAR TWO GATEWAY TO EMPLOYMENT PROJECT HAS 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, YOUNG PEOPLE, WHO MAY NOT HAVE PREVIOUSLY SUSTAINED IN TRAINING HAVE ENGAGED VIA WORD OF MOUTH AND THROUGH EXTERNAL REFERRAL SOURCES. THE PROJECT HAS BECOME INCREASINGLY MORE POPULAR THROUGH ITS SUCCESS, WHICH WILL PROVIDE A STRONG FOUNDATION FOR CASHBACK FOR COMMUNITIES PHASE FOUR, YEAR THREE. 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 6 COHORTS OVER THE LAST YEAR WITHIN CELTIC PARK FOCUSING ON ENGAGING WITH YOUNG PEOPLE AT RISK OF (RE)OFFENDING OR THOSE LIVING IN THE MOST DEPRIVED AREAS IN NEED OF ADVICE AND GUIDANCE TO PROGRESS INTO POSITIVE DESTINATIONS. DELIVERING A WIDE RANGE OF LIFE SKILLS, PERSONAL DEVELOPMENT, EMPLOYABILITY AND PHYSICAL ACTIVITY CELTIC FC FOUNDATIONS AIM IS TO ASSIST THOSE MOST IN NEED OF SUPPORT IN ORDER TO HAVE AN OPPORTUNITY TO CHANGE THEIR LIVES AND PROGRESS INTO POSITIVE DESTINATIONS SUCH AS VOLUNTEERING, TRAINING, EDUCATION OR EMPLOYMENT. IN ADDITION TO THIS, A KEY FOCUS FOR YOUNG PEOPLE ENGAGING WITH CASHBACK GTE IS TO ENCOURAGE YOUNG PEOPLE 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 YEAR.

DELIVERING CASHBACK GTE 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 FOR FITNESS CLASSES AND BARROWFIELD TRAINING GROUND FOR A RANGE OF SPORTS.

 Celtic Park Events



#celticselfie

 CelticParkEvents  CelticParkEvent  Celtic



PROJECT AIMS & STAFF DELIVERY

BASED ON THE SUPPORT YOUNG PEOPLE REQUIRE TO ASSIST THEM IN MOVING FORWARD WITH THEIR LIVES WE FOCUSED 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



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 INCLUDING AFTERCARE SUPPORT
- CELTIC FC FOUNDATION COMMUNITY COACHES DELIVERED PHYSICAL ACTIVITY AND HEALTH AND WELLBEING
- GUEST SPEAKERS HAVE INCLUDED BERTIE AULD, TOM BOYD, 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 YEAR OUR REFERRAL SOURCES HAVE INCREASED BY CONSISTENTLY NETWORKING AND ENSURING THAT OUR PROJECT INFORMATION IS CIRCULATED TO PROVIDERS AND CASE MANAGERS. PLEASE SEE BELOW EXAMPLES OF CELTIC FC FOUNDATION'S REFERRAL AGENCIES:

- THROUGH CARE SUPPORT OFFICERS (POLMONT YOUNG OFFENDERS AND SCOTTISH PRISON SERVICES)
- THE WISE GROUP - NEW ROUTES AND SHINE WOMAN'S MENTORING PROJECT
- COMMUNITY SAFETY SERVICES
- SKILLS DEVELOPMENT SCOTLAND
- JOB CENTRE PLUS DWP
- GEMAP
- JOBS & BUSINESS GLASGOW
- VENTURE TRUST
- PRINCES TRUST
- BARNARDO'S
- QUARRIERS
- TOMORROW'S PEOPLE
- NHS OCCUPATIONAL THERAPISTS, GP'S AND COMMUNITY PSYCHIATRIC NURSING TEAM
- LOCAL HOUSING ASSOCIATIONS
- GLASGOW CITY COUNCIL, NORTH LANARKSHIRE COUNCIL, SOUTH LANARKSHIRE COUNCIL AND RENFREWSHIRE COUNCIL SOCIAL WORK SERVICES
- GLASGOW CITY COUNCIL, NORTH LANARKSHIRE COUNCIL, SOUTH LANARKSHIRE COUNCIL AND RENFREWSHIRE COUNCIL EDUCATIONAL SERVICES/CARE LEAVERS EDUCATION SERVICES



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. PHASE FOUR, YEAR TWO CELTIC FC FOUNDATION HAS SEEN THE IMPACT OF CONTINUOUS PROMOTION OF CASHBACK GTE PROJECT WITH IN THE LOCAL AND SURROUNDING AREAS.

THROUGH THE CONTINUOUS NETWORKING CELTIC FC FOUNDATION HAVE BEEN ABLE TO FURTHER DEVELOP THE DELIVERY OF THE TIMETABLE ALLOWING FOR VASTER AMOUNT SESSIONS WITH VARIED TOPICS TO BE DELIVERED WHICH ALLOWS THE PROJECT TO BETTER SUITE A LARGER SCALE OF YOUNG PEOPLE IMPROVING ATTRACTABILITY RESULTING IN MORE YOUNG PEOPLE WANTING TO ENGAGE WITH THE CASHBACK GTE PROJECT. FOR CELTIC FC FOUNDATION IT IS FUNDAMENTAL TO THE DELIVERY OF OUR PROJECTS THAT WE SOURCE THE MOST APPROPRIATE DELIVERY FOR OUR YOUNG PEOPLE FOR THEM TO ACCESS THE CORRECT SUPPORT WHICH IS BEST SUITED TO THEIR NEEDS. BELOW THERE ARE ORGANISATIONS CELTIC FC FOUNDATION HAVE WORKED ALONGSIDE:

- 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
- SAMH- LET'S TALK
- FREE WHEEL NORTH- CYCLING SESSIONS
- QUARRIERS- OH YELLOW MUSIC PROJECT AND DRUG/ALCOHOL WORKSHOP
- SIBBILD- TRAINING PROVIDER
- YOUTH SCOTLAND- MONEY 4 LIFE
- CITIZENS ADVICE BUREAU
- SCVO - COMMUNITY JOBS SCOTLAND
- POLICE SCOTLAND - EQUALITY & DIVERSITY, SOCIAL MEDIA AWARENESS, HATE CRIME AND A FOOTBALL MATCH VS CASHBACK PARTICIPANT
- 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



DEVELOPMENT OF SERVICE DELIVERY

YEAR TWO OF PHASE FOUR HAS SEEN THE INTRODUCTION OF 3 CASHBACK GTE OPEN DAYS BEING HELD AT CELTIC PARK, THIS WAS A NEW WAY OF ENGAGING WITH LARGER GROUPS PROVIDING YOUNG PEOPLE AS WELL AS SERVICE PROVIDERS THE OPPORTUNITY TO COME TO CELTIC PARK, MEET WITH STAFF AND FIND OUT MORE INFORMATION REGARDING THE CASHBACK GTE PROJECT WHILST HAVING THE OPPORTUNITY TO TRY OUT TASTER SESSIONS IN ORDER TO GIVE PEOPLE A REAL UNDERSTANDING OF WHAT THE PROJECT IS ABOUT. THE OPEN DAYS HAVE BEEN A GREAT SUCCESS WELCOMING GROUPS OF 40+ PEOPLE EACH OPEN DAY. AS A DIRECT RESULT OF THIS THERE HAS BEEN AN INCREASE IN REFERRAL REGIONS (GLASGOW, RENFREW, DUMBARTON, NORTH AND SOUTH LANARKSHIRE).

FURTHER TO THIS THROUGHOUT YEAR TWO CELTIC FC FOUNDATION HAVE CONTINUED TO ENGAGE WITH CURRENT AND NEW PARTNERS IN ORDER TO KEEP DELIVERY CURRENT AND MOST SUITED FOR THE CLIENT GROUP SUCH AS SAMH, QUARRIERS, CITIZENS ADVICE BUREAU AND FREEWHEEL NORTH. THIS HAS HAD A DIRECT IMPACT ON YOUNG PEOPLE'S INCREASED ENGAGEMENT WITH THE PROJECT AS THE VARIETY OF DELIVERY TO ENGAGE WITH APPEALS TO A LARGER AMOUNT OF YOUNG PEOPLE PROVIDING THEM WITH NEW LEARNING EXPERIENCES, OPPORTUNITY TO DEVELOP NEW SKILLS AND KNOWLEDGE. EXAMPLES OF NEW DELIVERY CAN BE SEEN BELOW:

- Ø PARTICIPANTS VS POLICE SCOTLAND IN A FOOTBALL MATCH
- Ø MUSIC WORKSHOPS INCLUDING SONG WRITING, PRODUCING, RECORDING AND PERFORMING
- Ø DRUG AND ALCOHOL PEER EDUCATION TRAINING
- Ø MENTAL HEALTH DISCUSSION SESSIONS LEAD BY SAMH LETS TALK CAMPAIGN
- Ø PARTICIPANT LED COMMUNITY EVENTS FUNDED BY MONEY FOR LIFE, YOUTH SCOTLAND
- Ø MORE WIDE-RANGING PHYSICAL ACTIVITY SESSIONS

PHASE FOUR YEAR TWO CELTIC FC FOUNDATION PILOTED A BESPOKE FEMALE ONLY CASHBACK GATEWAY TO EMPLOYMENT PROJECT. THE AIM AND OBJECTIVE OF THIS PROJECT WAS TO EMPOWER FEMALE PARTICIPANTS GIVING THEM AN OPPORTUNITY TO ENGAGE IN PERSONAL DEVELOPMENT BY WAY OF TAKING PART IN A COMBINATION OF SESSIONS THAT INVOLVED INSPIRATIONAL SPEAKING, RELAXATION, GOAL SETTING, TEAMBUILDING, AND PHYSICAL ACTIVITY SESSIONS AMONGST MANY MORE. THE DELIVERY OF THESE SESSIONS WAS PROVIDED BY FEMALE STAFF AT CELTIC FC FOUNDATION ALONG WITH ORGANISATIONS THAT HAVE EXPERTISE WITHIN THE FIELD OF WORK. THESE SESSIONS PROVIDED THE FEMALE PARTICIPANTS WITH A SAFE SPACE TO IDENTIFY AND EXPLORE ISSUES WHILST LEARNING AND GAINING NEW SKILLS WHILST MAXIMISING PARTICIPANT'S CHANCES OF PROGRESSING INTO POSITIVE DESTINATIONS. THIS PROJECT WAS A GREAT SUCCESS SEEING XXXX YOUNG FEMALES ENGAGE AND RESULTING IN XXXX PROGRESSING ONTO POSITIVE DESTINATIONS.

CASE STUDY OF PARTNERSHIP WORKING

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 POLICE SCOTLAND WHICH HAS BEEN A GREAT SUCCESS FOR OUR PARTICIPANTS.

POLICE SCOTLAND HAVE DELIVERED A VARIETY OF WORKSHOPS TO CASHBACK GATEWAY TO EMPLOYMENT PROJECTS THROUGHOUT PHASE FOUR, YEAR TWO. THESE INFORMATION SESSIONS HAVE INCLUDED TOPICS SUCH AS EQUALITY AND DIVERSITY, SOCIAL MEDIA AWARENESS, A DAY IN THE LIFE OF A POLICE OFFICER AND HATE CRIME.

THE INFORMATION SESSIONS THAT POLICE SCOTLAND DELIVER HAVE A NUMBER OF AIMS, FIRSTLY TO UPSKILL YOUNG PEOPLE AND GIVE YOUNG PEOPLE THE OPPORTUNITY TO GAIN KNOWLEDGE IN A VARIETY OF TOPICS THAT ARE CURRENT AND RELEVANT TO THE YOUNG PEOPLE'S LIVES THAT CELTIC FC FOUNDATION ARE ENGAGING WITH ON CASHBACK GATEWAY TO EMPLOYMENT PROJECTS .



SECONDLY THE AIM OF THESE INFORMATION SESSIONS IS TO ALLOW YOUNG PEOPLE THE OPPORTUNITY TO ENGAGE WITH POLICE SCOTLAND IN ORDER TO BREAKDOWN ANY BARRIERS YOUNG PEOPLE MAY HAVE IN REGARD TO POLICE SCOTLAND. YOUNG PEOPLE OFTEN REPORT NEGATIVE VIEWS IN RESPECTS TO POLICE SCOTLAND, THIS OFTEN HAS BEEN CREATED THROUGH PVIOUS EXPERIENCES, HEARSAY OR VIA SOCIAL MEDIA INFLUENCES.

THESE INFORMATION SESSIONS MAKE AVAILABLE HONEST INTERACTIONS PROVIDING YOUNG PEOPLE WITH THE CHANCE TO EXPRESS THEIR VIEWS OPENLY AND FAIRLY THROUGH DISCUSSION. IT ALSO PROVIDES PARTICIPANTS WITH THE CHANCE OF CREATING A POSITIVE RELATIONSHIP WITH POLICE SCOTLAND. BY ALLOWING YOUNG PEOPLE ATTENDING THE PROJECTS TO HAVE A MORE POSITIVE VIEW OF POLICE SCOTLAND, WHILST EMPOWERING YOUNG PEOPLE TO USE THE INFORMATION GATHERED TO MAKE POSITIVE CHANGES, NOT ONLY TO THEIR OWN LIVES, BUT THOSE OF THEIR FAMILIES AND LOCAL COMMUNITY.

CASE STUDY OF PARTNERSHIP WORKING

YEAR TWO OF CASHBACK GTE HAS SEEN SOME DEVELOPMENTS IN DELIVERY PROVIDED BY POLICE SCOTLAND. ONE OF THE AIMS OF CASHBACK GTE PROJECT GOING INTO YEAR TWO WAS TO LOOK AT GETTING OUT INTO THE LOCAL COMMUNITY AND SUPPORTING YOUNG PEOPLE TO ENGAGE WITH A VARIETY OF SERVICES WITHIN THE LOCAL COMMUNITY SUCH AS POLICE SCOTLAND. ALONG WITH THE HATE CRIME SESSION DELIVERED TO YOUNG PEOPLE AT CELTIC PARK, CELTIC FC FOUNDATION IN THE PAST YEAR HAVE ALSO WENT ALONG TO VISIT COMMUNITY SAFETY DEPARTMENT OFFICES AT EAST GATE. WHEN AT EAST GATE YOUNG PEOPLE TAKE PART IN A WORKSHOP DELIVERED BY POLICE SCOTLAND AIMING AT PROVIDING YOUNG PEOPLE WITH A BETTER INSIGHT AS TO WHAT A DAY IN THE LIFE OF A POLICE OFFICER MAY CONSIST OF. YOUNG PEOPLE ARE ASKED TO VIEW VIDEO CLIPS AND THEN WORK AS A TEAM TO DECIDE WHAT STEPS THEY WOULD TAKE IN ORDER TO DEFUSE THE SITUATION, GET THE CORRECT SUPPORT ON SITE AND WHAT OUTCOME THEY HOPE TO ACHIEVE BY THESE ACTIONS. YOUNG PEOPLE ENGAGE EXCEPTIONALLY WELL WITH THIS WORKSHOP AND IT ALLOWS THEM TO GAIN AN INSIGHT INTO DECISION MAKING, RESPONSIBILITY AND TEAMWORK. THE AIM OF THIS WORKSHOP IS TO ALLOW YOUNG PEOPLE TO GAIN A BETTER UNDERSTANDING OF THE WORK POLICE SCOTLAND DOES AS WELL AS SHOW THAT EVERYONE IS HUMAN, AND WE NEED TO HAVE RESPECT FOR ONE ANOTHER.

AS WELL AS THE VISIT TO COMMUNITY SAFETY OFFICES YEAR TWO HAS ALSO SEEN CASHBACK PARTICIPANTS TAKE ON POLICE SCOTLAND IN A FOOTBALL MATCH AT BARROWFIELD TRAINING GROUND. THIS HAS BEEN A GREAT DEVELOPMENT FOR YOUNG PEOPLE AS WELL AS STAFF BOTH AT CELTIC FC FOUNDATION AND POLICE SCOTLAND.



CASE STUDY OF PARTNERSHIP WORKING

BY WORKING IN PARTNERSHIP WITH POLICE SCOTLAND ON CELTIC FC FOUNDATIONS' CASHBACK GATEWAY TO EMPLOYMENT PROJECTS, STRONGER CONNECTIONS WITHIN THE LOCAL COMMUNITY BETWEEN YOUNG PEOPLE AND POLICE SCOTLAND HAVE BEEN GENERATED. AS WELL AS THE GROUP BEING CHALLENGED AND IT BEING A GREAT LEARNING EXPERIENCE, THE DIFFERENCE IN THE GROUPS BEFORE AND AFTER THESE INFORMATION SESSIONS IS CLEAR TO SEE IN TERMS OF ENERGY, MOTIVATION AND GREAT TEAM SPIRIT. THESE TRAITS CAN ALL BE TRANSFERRED INTO THEIR JOURNEY BEYOND CASHBACK GATEWAY TO EMPLOYMENT. WITH THIS PARTNERSHIP WORKING IT IS EVIDENT TO SEE THE SUPPORT CONSTABLE STEPHEN CANALE, AND HIS COLLEAGUES AT POLICE SCOTLAND HAVE FOR CELTIC FC FOUNDATIONS' CASHBACK GATEWAY TO EMPLOYMENT PROJECTS.



OFFICERS FROM GREATER GLASGOW SAFER COMMUNITIES DEPARTMENT ENGAGE WITH A NUMBER OF PARTNER AGENCIES INCLUDING THE CELTIC FOUNDATION. THROUGH THE PARTNERSHIP WITH THE CELTIC FOUNDATION AND IN PARTICULAR THE CASHBACK PROGRAMME OFFICERS ARE PROVIDED WITH AN OPPORTUNITY TO ENGAGE WITH OFTEN HARD TO REACH GROUPS AND WE ARE ABLE TO DELIVER ON A NUMBER OF KEY ISSUES WHICH CAN AFFECT YOUNG PEOPLE, INCLUDING HATE CRIME AND INTERNET SAFETY.

"THIS PROGRAMME ALLOWS FOR OFFICERS TO BREAK DOWN BARRIERS AND ATTITUDES AND PROVIDE THOSE IN ATTENDANCE WITH A POSITIVE ENGAGEMENT WITH THE POLICE. AN EXAMPLE OF THIS IS THE FOOTBALL MATCH WHICH TAKES PLACE BETWEEN THE CELTIC FOUNDATION PARTICIPANTS AND THE POLICE. THE MATCH TAKES PLACE AT THE END OF THE PROGRAMME AND IT IS A PERFECT WAY SHOW THE PARTICIPANTS AND THE POLICE THAT WE HAVE LOTS IN COMMON. IT IS ALSO A FANTASTIC WAY TO BREAK DOWN BARRIERS AND STEREOTYPES."

CONSTABLE STEPHEN CANALE- POLICE SCOTLAND

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. WORKING TOGETHER HAS ALLOWED FOR REFERRAL PATHWAYS TO BE MORE STRUCTURED FOR YOUNG PEOPLE ALLOWING EASIER ACCESSIBILITY TO OPPORTUNITIES WHICH ARE MOST BENEFICIAL FOR THE YOUNG PERSON. YOUNG PEOPLE ARE OFTEN REFERRED TO CELTIC FC FOUNDATION VIA OTHER CASHBACK FUNDED ORGANISATIONS SUCH AS WISE GROUP, ACTION FOR CHILDREN AND BARNARDO'S ALLOWING YOUNG PEOPLE TO CONTINUE THEIR SUCCESS OF THE JOURNEY THEY HAVE TAKEN THUS FAR.

FOR YOUNG PEOPLE ENGAGING WITH CELTIC FC FOUNDATION CASHBACK GTE THIS WAY OF WORKING HAS ALLOWED YOUNG PEOPLE TO DEVELOP AND GAIN MORE SKILLS AND EXPERIENCE TO A MUCH MORE ADVANCED LEVEL ALLOWING YOUNG PEOPLE TO ACHIEVE FAR BEYOND THEIR INITIAL GOALS AND ASPIRATIONS.



AN EXAMPLE OF THIS CAN BE SEEN BY THE SUPPORT OF THE PRINCESS TRUST BY MEANS OF THE DEVELOPMENT AWARD. THIS DEVELOPMENT AWARD HAS OPENED OPPORTUNITIES FOR YOUNG PEOPLE AS WELL AS BROKEN DOWN BARRIERS PERMITTING YOUNG PEOPLE TO GAIN QUALIFICATIONS, ACCESS EQUIPMENT, FINANCIAL SUPPORT FOR STARTING WORK AND SUCH LIKE IN ORDER TO MAXIMISING THEIR CHANCES OF SECURING AND SUCCEEDING A SUSTAINABLE OUTCOME THAT WILL IMPROVE THEIR FUTURE GREATLY.





CASE STUDY: MARLEY BURNS

MARLEY IS AN AVID CELTIC FC SUPPORTER AND WHEN A FAMILY MEMBER TOLD MARLEY THAT CELTIC FC FOUNDATION WAS HOSTING AN EMPLOYABILITY PROJECT CASHBACK GATEWAY TO EMPLOYMENT MARLEY WANTED TO SIGN UP STRAIGHT AWAY.

SINCE LEAVING SCHOOL MARLEY HAS ALWAYS STRUGGLED TO FIND SOMETHING THAT SHE ENJOYS AND THAT SHE FEELS SHE IS ABLE TO DO. MARLEY ATTENDED COLLEGE FOR A SHORT PERIOD HOWEVER MARLEY DID NOT FEEL THAT SHE FITTED IN AND SOON LOST INTEREST AND DISENGAGED COMPLETELY WITH FURTHER EDUCATION. AS MARLEY HAD NO QUALIFICATIONS AND NO WORK EXPERIENCE, SHE FELT THAT SHE WOULD NOT BE EMPLOYABLE AND SOON SETTLED WITH THE IDEA THAT SHE WOULD BE CLAIMING BENEFITS WITH NO OPPORTUNITIES IN THE FORESEEABLE FUTURE.

WHEN MARLEY FOUND OUT ABOUT THE CASHBACK GATEWAY TO EMPLOYMENT PROJECT MARLEY THOUGHT THIS WOULD BE A GREAT OPPORTUNITY TO SEE INSIDE CELTIC PARK AND HAVE A NOSEY ABOUT THE STADIUM. EMPLOYMENT, TRAINING OR EDUCATION COULD NOT HAVE BEEN FURTHER FROM MARLEY'S MIND WHEN SHE INITIALLY STARTED THE 10-WEEK PROJECT. FROM THE GET-GO MARLEY WAS KEEN ENTHUSIASTIC HOWEVER LACKED IN CONFIDENCE ABOUT HER OWN ABILITIES. MARLEY WOULD OFTEN BEEN SEEN TO BE SUPPORTING OTHER YOUNG PEOPLE ON THE PROJECT, MOTIVATING THEM TO BE ENGAGED AND HAVE GREAT SELF-BELIEF TO ACHIEVE THEIR GOALS AND ASPIRATIONS.

FOLLOWING ON FROM CASHBACK GATEWAY TO EMPLOYMENT MARLEY WAS MOTIVATED TO ENSURE THAT SHE CONTINUED ENGAGING IN SOMETHING POSITIVE THAT COULD HELP HER DEVELOP HER CONFIDENCE FURTHER. WHILE ON THE CASHBACK PROJECT MARLEY MET WITH AN ORGANISATION PITSTOPS. PITSTOPS DELIVER AN EIGHT-WEEK PERSONAL DEVELOPMENT COURSE FOR UNEMPLOYED ADULTS WHO FEEL THEY FACE BARRIERS TO GAINING AND SUSTAINING EMPLOYMENT. THE COURSE COMBINES PHYSICAL FITNESS AND RUGBY TRAINING WITH INDIVIDUALISED PERSONAL DEVELOPMENT AND EMPLOYABILITY SUPPORT. THIS WAS A GREAT OPPORTUNITY FOR MARLEY TO GAIN FURTHER EXPERIENCE AND TRY SOMETHING NEW. MARLEY WAS DELIGHTED TO BE OFFERED A SPACE ON THE PROJECT AS SHE HAD FOUND A PASSION FOR SPORTS AND LOVED BEING PART OF A TEAM. THIS WAS SUCH A POSITIVE STEP FOR MARLEY AS SHE HAD COMPLETED CASHBACK GATEWAY TO EMPLOYMENT AND SOON FOUND HERSELF DOING YET AGAIN SOMETHING NEW.

SINCE COMPLETING THE PITSTOPS 8-WEEK PROJECT MARLEY APPLIED FOR A TRAINEE COMMUNITY COACH ROLE WITH CELTIC FC FOUNDATION AND HAS SINCE BEEN WORKING WITH CELTIC FC FOUNDATION AS A TRAINEE COMMUNITY COACH VIA SCVO, COMMUNITY JOBS. MARELY HAS DEMONSTRATED A KEENNESS TO LEARN, SHE TOOK ON NEW CHALLENGES AND IS VERY MUCH A GREAT SUPPORTER TO HER PEERS. MARLEY CANNOT BELIEVE THE SHE IS NOW AN EMPLOYEE OF A CLUB SHE IS SO VERY FOND OF.



CASE STUDY: JAKE MARSHALL

JAKE WAS REFERRED ONTO THE CASHBACK GATEWAY TO EMPLOYMENT 9. JAKE WAS REFERRED BY SAMH WHO PROVIDE EMOTIONAL AND PRACTICAL SUPPORT TO JAKE DAILY INCLUDING LIVING SKILLS IN ORDER TO HELP HIM KEEP HIS HOME. JAKE PREVIOUSLY LIVED IN AUSTRALIA HOWEVER DUE TO UNFORTUNATE CIRCUMSTANCES HE FOUND HIMSELF BACK IN GLASGOW WHERE HIS MOTHER WAS ORIGINALLY FROM. FOLLOWING A PERIOD OF HOMELESSNESS JAKES MENTAL HEALTH BEGAN TO DECLINE. THROUGH THE SUPPORT OF SAMH AND SOCIAL SERVICES JAKE WAS PLACED IN SUPPORTED ACCOMMODATION PROVIDED BY SAMH. THIS ENABLED JAKE TO ACCESS SUPPORT TO HELP IMPROVE HIS MENTAL HEALTH WHILE HAVING A SAFE PLACE TO STAY WITH SUPPORT THROUGHOUT THE DAY.

WHILE ENGAGING WITH SAMH JAKE WAS INTRODUCED TO PITSTOPS. THE PITSTOPS PROJECT IS A PERSONAL DEVELOPMENT COURSE RUN IN PARTNERSHIP BETWEEN NG HOMES AND SCHOOL OF HARD KNOCKS IN THE NORTH OF GLASGOW. THROUGH THE SPORT OF RUGBY COMBINED WITH PERSONAL DEVELOPMENT SESSIONS ENCOURAGING PARTICIPANTS TO ACHIEVE GOALS.

CELTIC FC FOUNDATION CASHBACK GATEWAY TO EMPLOYMENT HAD BEEN INVITED TO ATTEND AN OPPORTUNITIES DAY BEING HELD FOR PITSTOPS PARTICIPANTS TO HELP THEM SECURE FURTHER TRAINING, VOLUNTEERING AND JOB OPPORTUNITIES. THIS IS WHERE CELTIC FC FOUNDATION STAFF INITIALLY MET JAKE AND INVITED HIM ALONG TO AN OPEN DAY BEING HELD AT CELTIC PARK. JAKE WAS KEEN TO FIND OUT MORE ABOUT THE PROJECT, HE HAD A KEEN INTEREST IN SPORT AND A PASSION FOR WORKING WITH YOUNG PEOPLE AS A PEER EDUCATOR. JAKE FELT THAT THROUGH HIS OWN PERSONAL EXPERIENCES HE WOULD AT SOME POINT IN THE FUTURE BE ABLE TO HELP AND SUPPORT OTHER YOUNG PEOPLE THAT MAY HAVE FOUND THEMSELVES IN SIMILAR SITUATIONS.

JAKE FELT THAT EVEN THOUGH HE HAD MADE GREAT STRIDES IN IMPROVING HIS MENTAL HEALTH AND HIS OWN PERSONAL CIRCUMSTANCES HE STILL NEEDED TO INCREASE HIS CONFIDENCE AND KNOWLEDGE IN ORDER TO POSSIBLY MOVE INTO EMPLOYMENT SOME STAGE DOWN THE LINE. CASHBACK GATEWAY TO EMPLOYMENT WAS A GREAT OPPORTUNITY FOR HIM TO CONTINUE HIS PERSONAL DEVELOPMENT AND HOPEFULLY GET CLOSER TO THE END GOAL OF GAINING EMPLOYMENT.

FOLLOWING ON FROM THE OPEN DAY JAKE REGISTERED FOR THE CASHBACK 9 PROJECT AND HAD A REAL POSITIVE ATTITUDE AND WAS FOCUSED ON COMPLETING THE 10-WEEK PROJECT WHILST TAKING ADVANTAGE OF THE VARIETY OF SESSIONS ON OFFER. THROUGHOUT THE 10 WEEKS PROJECT JAKE ENGAGED WITH HIS PEERS HOWEVER THIS WAS A STRUGGLE AT TIMES. JAKE GAINED A QUALIFICATION AND DEVELOPED FURTHER HIS CURRENT SKILL BASE. JAKE ALSO TOOK ON A LEAD ROLE IN THE MONEY 4 LIFE COMMUNITY CHALLENGE, HELPING IDENTIFY MENTAL HEALTH AS A KEY TOPIC TO HELP ENGAGE YOUNG PEOPLE WITHIN THE LOCAL COMMUNITY.

CASE STUDY: JAKE MARSHALL

MONEY 4 LIFE COMMUNITY CHALLENGE GIVES YOUNG PEOPLE THE CHANCE TO DESIGN, DEVELOP AND DELIVER THEIR VERY OWN COMMUNITY PROJECT TO TACKLE AN ISSUE WITHIN THE COMMUNITY. THIS CHALLENGE IN PARTICULAR HELPED JAKE SHOW OFF HIS SKILL SET AND PROVIDED JAKE WITH VITAL EXPERIENCE THAT WOULD HELP HIM IMPROVE HIS CV AND GIVE HIM PRACTICAL EXPERIENCE THAT HE COULD USE TO EVIDENCE TO FUTURE POTENTIAL EMPLOYERS OF HOW HE COULD BE A GREAT POTENTIAL EMPLOYEE.

DURING THE 10-WEEK PROJECT SCVO HELD A JOBS FAIR AT CELTIC PARK AND JAKE HAD BEEN SUCCESSFUL IN SECURING HIMSELF AN INTERVIEW WITH VENTURE TRUST AS A TRAINEE YOUTH WORKER. VENTURE TRUST ARE A REGISTERED CHARITY SUPPORTING THOSE WITH CHAOTIC LIFESTYLES AND EXPERIENCING DIFFICULTIES IN THEIR LIVES. VENTURE TRUST ARE PASSIONATE ABOUT ENABLING PEOPLE WHO WANT TO MAKE CHANGES IN THEIR LIVES FOR A BETTER FUTURE. JAKE SEEN THIS AS AN IDEAL OPPORTUNITY TO GAIN EMPLOYMENT DOING SOMETHING THAT HE FELT PASSIONATE ABOUT THAT HE WOULD BE SUPPORTED THROUGH WHILST GETTING ON THE JOB TRAINING.



THIS OPPORTUNITY IS LIFE CHANGING FOR JAKE AND WILL ALLOW HIM TO BECOME MORE INDEPENDENT WHILST STILL BEING IN A SUPPORTIVE ENVIRONMENT. JAKE WAS OFFERED THE JOB WITH VENTURE TRUST AND HAS NEVER LOOKED BACK. AS A DIRECT RESULT OF JAKE ENGAGING WITH CELTIC FC FOUNDATIONS CASHBACK GATEWAY TO EMPLOYMENT PROJECT, HE WAS ABLE TO DEVELOP FURTHER RESULTING IN HIM GAINING SUSTAINABLE EMPLOYMENT WHICH IN TIME COULD PROVIDE JAKE WITH THE FUNDS TO HELP HIM MOVE INTO HIS OWN PROPERTY AND BECOME EVEN MORE INDEPENDENT.



CASHBACK GATEWAY TO EMPLOYMENT GIVING BACK

GIVING BACK TO THE COMMUNITY IS A PRIORITY FOR CELTIC FC FOUNDATION AS IT PROVIDES ASSISTANCE TO THOSE WHO FACE DAILY CHALLENGES WITHIN OUR KEY PRIORITY AREAS; HEALTH, EQUALITY, LEARNING AND POVERTY (HELP). THIS CAN BE SEEN IN THIS QUOTE BY BROTHER WALFRID, NOVEMBER 6TH, 1887:

“A FOOTBALL CLUB WILL BE FORMED FOR THE MAINTENANCE OF DINNER TABLES FOR THE CHILDREN AND THE UNEMPLOYED”

WITH BROTHER WALFRID’S QUOTE IN MIND ALONGSIDE THE DRIVE FROM CELTIC FC FOUNDATION TO SUPPORT OTHERS THERE IS BE NO BETTER WAY THAN GETTING YOUNG PEOPLE VALUABLE EXPERIENCE WHILST HAVING THE CHANCE TO HELP OTHERS WORKING IN PARTNERSHIP WITH THE GLASGOW NORTH EAST FOODBANK.

THROUGHOUT EACH 10-WEEK CASHBACK GATEWAY TO EMPLOYMENT PROJECT YOUNG PEOPLE ARE GIVEN THE OPPORTUNITY TO VOLUNTEER WITH THE GLASGOW NORTH EAST FOODBANK. AT CELTIC FC FOUNDATION WE BELIEVE THAT YOUNG PEOPLE CAN LEARN A GREAT DEAL FROM AN OPPORTUNITY SUCH AS THIS. NOT ONLY DOES IT PROVIDE YOUNG PEOPLE WITH A PROSPECT TO DEVELOP NEW SKILLS AND BUILD ON EXISTING EXPERIENCE AND KNOWLEDGE IT ALSO ALLOWS YOUNG PEOPLE TO HAVE THE CHANCE TO GIVE SOMETHING BACK TO THE COMMUNITY AND MAKE A DIFFERENCE TO THE PEOPLE AROUND THEM. YOUNG PEOPLE FIND VOLUNTEERING AT GLASGOW NORTH EAST FOODBANK BOTH CHALLENGING AND REWARDING WHICH OFTEN RESULTS IN YOUNG PEOPLE FEELING MORE MOTIVATED. THIS IS AN EXPERIENCE THAT IS OFTEN INVALUABLE TO CASHBACK GATEWAY TO EMPLOYMENT PARTICIPANTS AS IT CAN PROVIDE EXPERIENCE OF A WORKING ENVIRONMENT WHILST GIVING THE YOUNG PEOPLE THE OPPORTUNITY TO WORK AS PART OF A TEAM LEARNING AND GAINING KNOWLEDGE. THIS KNOWLEDGE CAN NOT ONLY GO ON TO HELP BENEFIT THE PARTICIPANTS DIRECT BUT CAN ALSO HAVE A POSITIVE IMPACT ON THE WIDER COMMUNITY INCLUDING FAMILY AND FRIENDS.

CASHBACK GATEWAY TO EMPLOYMENT GIVING BACK

YEAR TWO, PHASE FOUR SEEN CASHBACK GATEWAY TO EMPLOYMENT PARTICIPANTS WORK ALONGSIDE GLASGOW NORTH EAST FOODBANK WHILST DELIVERING THEIR COMMUNITY CHALLENGE, FUNDED BY YOUTH SCOTLAND MONEY 4 LIFE. MONEY FOR LIFE'S COMMUNITY CHALLENGE GIVES YOU THE CHANCE TO DESIGN, DEVELOP AND DELIVER YOUR VERY OWN COMMUNITY PROJECT TO TACKLE A MONEY ISSUE WITHIN YOUR COMMUNITY. CASHBACK PARTICIPANTS DECIDED THROUGH GREAT DISCUSSION AND BRAINSTORMING SESSIONS THAT THEY WOULD LIKE TO DESIGN A COMMUNITY EVENT THAT WOULD SUPPORT THE HOMELESS COMMUNITY.

PARTICIPANTS INVITED THE WAYSIDE CLUB TO CELTIC PARK TO TAKE PART IN THIS ONE-OFF BESPOKE EVENT. THE WAYSIDE CLUB WAS ESTABLISHED IN 1932 TO MEET THE NEEDS OF THE HOMELESS AND THOSE SUFFERING FROM HARDSHIP, ADDICTION TO ALCOHOL OR GAMBLING. THIS WAS AN IDEAL ORGANISATION TO WORK ALONGSIDE AS THIS WOULD PROVIDE THE CASHBACK PARTICIPANTS WITH READY MADE GROUP MAKING THE PROCESS MORE LIKELY TO BE SUCCESSFUL.

CASHBACK PARTICIPANTS ORGANISED A DAY AT CELTIC PARK CONSISTING OF A TOUR OF CELTIC PARK, AN OPPORTUNITY TO LEARN MORE ABOUT CELTIC FC FOUNDATION AND WHAT WAS ON OFFER THAT COULD POSSIBLY PROVIDE FURTHER SUPPORT TO PARTICIPANTS OF THE WAYSIDE CLUB. CASHBACK PARTICIPANTS ALSO PROVIDED A HOT MEAL AND A GOODY BAG FOR EVERYONE WHO ATTENDED THAT CONTAINED ITEMS SUCH AS, SOCKS, TOILETRIES, WATER, FOOD AND INFORMATION PACKS WITH CONTACT INFORMATION ABOUT RESOURCES WITHIN THE LOCAL COMMUNITY. CASHBACK PARTICIPANTS ALSO INVITED GLASGOW NORTH EAST FOODBANK TO THE COMMUNITY CHALLENGE EVENT. THE IDEA AROUND THIS WAS TO PROVIDE PEOPLE WITH INFORMATION REGARDING THE SERVICE AND HOW THIS COULD POSSIBLY BE ACCESSED IF ANYONE SHOULD REQUIRE THIS SUPPORT IN THE FUTURE. AS A DIRECT RESULT OF THIS COMMUNITY CHALLENGE EVENT PARTICIPANTS FROM THE WAYSIDE CLUB GAINED VOLUNTEERING OPPORTUNITIES WITH THE GLASGOW NORTH EAST FOODBANK. THE WAYSIDE CLUB ALSO BECAME THE NEXT BENEFICIARIES OF THE COLLECTION ON 25TH AUGUST 2018 MADE BY SUPPORTERS WHO ATTENDED THE MATCH WITH AN AIM AT ADDRESSING THE ISSUES OF POVERTY, HUNGER AND HOMELESSNESS IN OUR SOCIETY.

AN AWARD NOMINATION

THOUGH THE YOUNG PEOPLE ENGAGING WITH YOUTH SCOTLAND AND THE COMMUNITY CHALLENGE THEY HAD BEEN NOMINATED FOR AN AWARD THAT RECOGNISED THEIR GREAT ACHIEVEMENTS GAINED BY NOT ONLY THE PARTICIPANTS OF CASHBACK GTE PROJECT AND THE WAYSIDE CLUB BUT THAT OF CELTIC FOOTBALL CLUB AND THE LOCAL COMMUNITY SIMPLY BY TAKING PART. CASHBACK GTE PARTICIPANTS CAME 3RD OUT OF 360 PROJECTS ACROSS SCOTLAND. THIS WAS A GREAT ACHIEVEMENT WHICH ALLOWED YOUNG PEOPLE TO GAIN NEW SKILLS, CONFIDENCE AND DEVELOP EVEN FURTHER WITH EXCELLENT HANDS ON AND PRACTICAL EXPERIENCE THAT WILL BE INVALUABLE GOING FORWARD.



CELEBRATION EVENTS

AT THE END OF EACH OF OUR 6 CASHBACK GATEWAY TO EMPLOYMENT PROJECTS, PARTICIPANTS HAVE CELEBRATED THEIR SUCCESSES AND PROGRESSIONS BY ATTENDING THEIR CELEBRATION EVENT, HELD IN THE NUMBER 7 RESTAURANT 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 ON A NEW POSITIVE PATHWAY. BECAUSE OF THE VARIETY OF GOALS AND JOURNEYS THAT ARE TAKEN, OUR CELEBRATION EVENTS CAN BE AN ACHIEVEMENT OF DIFFERENT THINGS FOR DIFFERENT YOUNG PEOPLE. THE EVENT GIVES PARTICIPANTS A CHANCE TO TELL THEIR STORIES. WHEN OUR YOUNG PEOPLE HAVE MOVED INTO A POSITIVE DESTINATION SUCH AS TRAINING, EDUCATION OR EMPLOYMENT, EMPLOYERS, COLLEGES AND TRAINING ORGANISATIONS HAVE BEEN OVERWHELMINGLY SUPPORTIVE IN ALLOWING THE YOUNG PERSON TIME TO ATTEND THEIR EVENT, OFTEN SHOWING THEIR SUPPORT BY ATTENDING ALSO.

COMMUNICATIONS

ON THE 2ND OF MAY 2017 WE CELEBRATED THE LAUNCH OF CASHBACK FOR COMMUNITIES PHASE 4. BY USING SOCIAL MEDIA TO CELEBRATE THE SUCCESSES OF THE FANTASTIC FUNDED PROJECTS, SUPPORTING SCOTLAND'S MOST DISADVANTAGED YOUNG PEOPLE TO REACH THEIR FULL POTENTIAL IN LIFE, DEVELOP NEW SKILLS, IMPROVING CONFIDENCE AND BECOME RESPONSIBLE INDIVIDUALS.

PHASE 4 YEAR TWO HAS HAD A STRONG 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 AND FACEBOOK PROMOTING A WIDE VARIETY OF LAUNCHES, ACTIVITIES AND ACHIEVEMENTS WITH #CB4CAND #TACKLINGINEQUALITIES TO THE EXCITEMENT OF EVERYONE INVOLVED.





TARGETS AND OUTCOMES

OUTCOME 1: YOUNG PEOPLE BUILD THEIR CAPACITY AND CONFIDENCE

	TARGET	ACTUAL	VARIANCE
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YOUNG PEOPLE REPORT THEIR CONFIDENCE INCREASING	61	70	+9
YOUNG PEOPLE FEEL ABLE TO DO NEW THINGS	61	70	+9
YOUNG PEOPLE GO ON TO DO NEW THINGS AFTER THEIR INITIAL CASHBACK INVOLVEMENT	61	70	+9

OUTCOME 2: YOUNG PEOPLE DEVELOP THEIR PHYSICAL AND PERSONAL SKILLS

	TARGET	ACTUAL	VARIANCE
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YOUNG PEOPLE GAIN ACCREDITATION FOR LEARNING AND SKILLS DEVELOPMENT	0	14	+14
YOUNG PEOPLE REPORT THEIR SKILLS ARE INCREASING	61	70	+9

OUTCOME 3: YOUNG PEOPLE'S BEHAVIOURS AND ASPIRATIONS CHANGE

	TARGET	ACTUAL	VARIANCE
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YOUNG PEOPLE REPORT INCREASED ASPIRATIONS	61	70	+9
YOUNG PEOPLE REPORT POSITIVE CHANGES IN THEIR BEHAVIOUR	61	70	+9

OUTCOME 4: YOUNG PEOPLE'S WELLBEING IMPROVES

	TARGET	ACTUAL	VARIANCE
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YOUNG PEOPLE REPORT INCREASES IN FEELINGS AGAINST SHANARRRI INDICATORS	61	70	+9
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OUTCOME 6: YOUNG PEOPLE PARTICIPATE IN ACTIVITY WHICH IMPROVES THEIR LEARNING, EMPLOYABILITY AND EMPLOYMENT OPTIONS (POSITIVE DESTINATIONS)

PROGRESSION OUTCOMES AFTER COMPLETION OF THE PROGRAMME, THE NUMBER OF PARTICIPANTS

	TARGET	ACTUAL	VARIANCE
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EMPLOYMENT	29	23	-6
TRAINING	14	14	0
LEARNING	7	9	+2
VOLUNTEERING	10	5	-5
OVERALL TOTAL POSITIVE DESTINATIONS	61	51	-10

OUTCOME 7: YOUNG PEOPLE PARTICIPATE IN POSITIVE ACTIVITY

	TARGET	ACTUAL	VARIANCE
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NEW TO THIS TYPE OF ACTIVITY	61	70	+9
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OUTCOME 8: YOUNG PEOPLE ARE DIVERTED FROM CRIMINAL BEHAVIOUR OR INVOLVEMENT WITH THE CRIMINAL JUSTICE SYSTEM

	TARGET	ACTUAL	VARIANCE
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YOUNG PERSON REPORTS THEIR OWN PARTICIPATION IN ANTISOCIAL AND/OR CRIMINAL BEHAVIOUR HAS REDUCED	61	70	+9
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TARGETS AND OUTCOMES

GENDER

MALE	56
FEMALE	20
PREFER NOT TO SAY	0

AGE

UNDER 16	2
16	12
17	7
18	3
19	7
20	6
21	4
22	9
23	6
24	10
OVER 24	9

ACCREDITED TRAINING

FIRE SKILLS	13
MANUAL HANDLING	0
HEALTH AND SAFETY IN THE WORKPLACE	0
RINCES TRUST DEVELOPMENT AWARDS	6
OTHER	4

SIMD BREAKDOWN

0 TO 20%	49
0 TO 30%	59
0 TO 40%	64
0 TO 50%	67
50 TO 100%	8

ENGAGES WITH 75 INDIVIDUALS (77 ATTENDEES)

YOUNG PEOPLE

LOCAL AUTHORITY

GLASGOW
NORTH LANARKSHIRE
RENFREWSHIRE
EAST RENFREWSHIRE
SOUTH LANARKSHIRE
WEST DUNBARTONSHIRE
EAST DUNBARTONSHIRE

CASHBACK EXPENDITURE

£79,839
£13,558
£3,013
£1,506
£12,051
£1,506
£4,519
£115,992

YOUNG PEOPLE

53
9
2
1
8
1
3
77

TOTAL

ENGAGES WITH 75 INDIVIDUALS (77 ATTENDEES)

SUCCESS TO DATE

SINCE 2017, CASHBACK GATEWAY TO EMPLOYMENT HAS MADE A DIFFERENCE TO 152 INDIVIDUALS, WITH 48 MOVING INTO EMPLOYMENT, 40 REALISING TRAINING AND VOLUNTEERING OPPORTUNITIES AND 16 PROGRESSING INTO LEARNING OPPORTUNITIES SUCH AS EDUCATION.

BREAKDOWN OF PARTICIPANT OUTCOMES FROM YEAR 1 AND 2-

OUTCOMES	ACTUAL	PERCENTAGES
PARTICIPATION	152	100%
RETAINED	134	88%
EMPLOYMENT	52	34%
TRAINING	32	21%
LEARNING	18	12%
VOLUNTEERING	5	3%
NEW SKILLS	134	88%
INCREASED CONFIDENCE AND SELF ESTEEM	134	88%
TOTAL NUMBER OF ACHIEVING POSITIVE DESTINATIONS	134	88%

IN ADDITION TO THE ABOVE OUTCOMES IT IS WORTH NOTING THAT 16% OF YOUNG PEOPLE COMPLETING THE CASHBACK PROJECT MOVED INTO OTHER POSITIVE DESTINATIONS THAT ARE NOT CAPTURED IN SCOTTISH GOVERNMENT'S OUTCOMES. THESE YOUNG PEOPLE DUE TO THE VOLATILE NATURE OF THEIR CIRCUMSTANCES E.G. MENTAL HEALTH, ADDICTION, HOUSING, FAMILY ENVIRONMENT OR CRIMINAL BEHAVIOUR NEED MORE TIME AND INTENSIVE SUPPORT AT THE EARLY STAGES OF THEIR JOURNEY AND COMPLETING A PROJECT SUCH AS CASHBACK CAN BE AN ACHIEVEMENT IN ITSELF AND THE OPPORTUNITY TO BE SIGNPOSTED TO VARIOUS SUPPORT SERVICES

FINANCIAL SUMMARY

PROJECT ACTIVITY	TARGET	ACTUAL	VARIANCE
PROJECT CO-ORDINATOR	£23,103	£23,103	£0
COACHING STAFF/DELIVERY	£36,758	£36,758	£0
WORKSHOP/TRAINING	£2,184	£2,184	£0
EQUIPMENT	£1,965	£1,965	£0
RECRUITMENT	£954	£954	£0
DESIGN/PRINT/PROMOTIONAL MATERIALS	£2,060	£2,060	£0
FACILITY HIRE	£9,090	£9,090	£0
CELEBRATION EVENT CATERING	£954	£954	£0
CATERING FOR PARTICIPANTS	£9,540	£9,540	£0
MONITORING AND EVALUATION	£7,825	£7,825	£0
TOTAL PROJECT ACTIVITY	£99,433	£99,433	£0

OTHER PROJECT COSTS	TARGET	ACTUAL	VARIANCE
MANAGEMENT AND MARKETING	£11,000	£11,000	£0
EXTERNAL EVALUATION	£5,500	£5,500	£0
TOTAL OTHER PROJECT COSTS	£16,500	£16,500	£0
TOTAL EXPENDITURE	£115,933	£115,933	£0
MATCHED FUNDING	£60,241	£60,241	£0

ONGOING LEARNING

KEY AREAS THAT BOTH CELTIC FC FOUNDATION AND OUR EXTERNAL EVALUATOR HAVE IDENTIFIED FOR ONGOING FOCUS ARE:

IMPROVEMENTS IN GATHERING EVIDENCE OF OUTCOMES

IN THE YEAR 1 REPORT, THE EVALUATOR IDENTIFIED THAT SOME OF THE DATA WAS NOT ROBUST AND RECOMMENDED A REVIEW OF THE EVALUATION MECHANISMS.

WE WORKED WITH THE EVALUATOR TO IMPROVE OUR PROCESSES. IN PARTICULAR:

- WE HAVE REVIEWED EVIDENCE THAT WE COLLECT TO DEMONSTRATE THE ACHIEVEMENT OF THE INDICATORS, AND HAVE A ROBUST SYSTEM TO COLLECT THAT DATA
- WE HAVE MORE ROBUST SYSTEMS IN PLACE AND CAN VERIFY PARTICIPANTS PROGRESS IN TO POSITIVE DESTINATIONS

WE HAVE ALSO DEVELOPED TOOLS TO WHICH YOUNG PEOPLE USE TO RECORD THEIR GOALS AND THE JOURNEY TOWARD THEIR GOALS. THE 'GOAL SETTING PLAN' IS USEFUL TOOL TO MOTIVATE THE PARTICIPANTS, BUT ALSO PROVIDES A RECORD OF THEIR YOUNG PERSON'S JOURNEY AND THEIR INTERMEDIATE OUTCOMES.

AFTERCARE AND TRACKING

THE YEAR 1 REPORT ALSO RECOMMENDED THAT WE SHOULD DEVELOP A CLEARER OFFER TO PARTICIPANTS (AND THE AGENCIES WHO REFER AND SUPPORT PARTICIPANTS) IN RELATION TO AFTER-CARE AND TRACKING. WHILE THE CAPACITY TO CARRY OUT 'TRACKING' OF ALL OF OUR PARTICIPANTS HAS BEEN HAMPERED BY STAFF CHANGES WHICH HAVE RESULTED IN REDUCED CAPACITY, THE CHANGES IN THE PROGRAMME DELIVERY PROCESSES MEAN THAT WE INVEST MORE TIME IN ONE-TO-ONE WORK WITH YOUNG PEOPLE WHICH RESULTS IN LASTING RELATIONSHIPS, AND WE NOW PROVIDE AFTERCARE TO SUPPORT YOUNG PEOPLE LONG AFTER THE END OF THE PROGRAMME. THE VALUE OF THE RELATIONSHIP- BASED APPROACH CAN BE DEMONSTRATED BY THE ON-GOING CONTACT THAT WE HAVE WITH PARTICIPANTS AFTER THE END OF THE PROGRAMME. FOR EXAMPLE, ONE YOUNG PERSON LEFT THE PROGRAMME WITHOUT A POSITIVE DESTINATION, BUT WE CONTINUED TO SUPPORT HER TO LOOK FOR WORK FOR SEVERAL MONTHS AFTER THE OFFICIAL 'END' OF THE PROGRAMME. WE SUPPORTED HER INTO A JOB, BUT AFTER FOUR MONTHS THE JOB-BROKE DOWN AND SHE WAS AGAIN UNEMPLOYED. AT THAT POINT SHE CAME BACK TO US LOOKING FOR SUPPORT TO FIND ANOTHER JOB.

FUTURE PLANS 2019-2020

WE ARE EXTREMELY EXCITED TO BE LAUNCHING PHASE FOUR YEAR THREE CASHBACK FOR COMMUNITIES GATEWAY TO EMPLOYMENT AND NETWORK WITH THE CASHBACK FAMILY PROVIDERS.

PHASE FOUR YEAR THREE WILL ALLOW US TO CONTINUE ENGAGING WITH YOUNG PEOPLE AND FOCUS ON SUPPORTING THEM TO RAISE THEIR ASPIRATIONS TO MAKE A BETTER FUTURE THEM 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.

THE REMARKABLE SUCCESS OF CASHBACK GATEWAY TO EMPLOYMENT IS SET TO CONTINUE WITH THE FINAL YEAR OF PHASE 4 AND LAUNCHING ANOTHER TWO CASHBACK PROJECTS IN MAY 2019 PROMISING MORE POSITIVE OUTCOMES AND INCREASED OPPORTUNITIES FOR THOSE IN NEED ACROSS GLASGOW AND SURROUNDING AREAS.

LOOKING AHEAD TO THE PROJECT'S FINAL YEAR OF THE FOURTH PHASE, CELTIC FC FOUNDATION WILL SERVE COMMUNITY INTERESTS AND PROMOTE THE IMPORTANCE OF SECOND CHANCES. AS DEMONSTRATED, OUR STAFF AND PRACTICES RESONATE EFFECTIVELY WITH THIS CLIENT GROUP AND OUR COLLABORATORS. BUILDING ON OUR STRONG WORKING RELATIONSHIPS WITH EXTERNAL AGENCIES, WE ARE WELL-PLACED TO DELIVER AN EXCELLENT STANDARD OF PROJECT DELIVERY AND MAXIMISE POSITIVE OUTCOMES FOR PARTICIPANTS.

CELTIC FC FOUNDATION INTEND TO SAVE SCOTTISH GOVERNMENT MONEY BY DECREASING THE NUMBER OF YOUNG PEOPLE (RE) OFFENDING AS A DIRECT RESULT OF YOUNG PEOPLE ENGAGING WITH CASHBACK GATEWAY TO EMPLOYMENT PROJECT.

WE WILL CONTINUE TO FOCUS ON HELP:

IMPROVE HEALTH
PROMOTE EQUALITY
ENCOURAGE LEARNING
TACKLE POVERTY



FUTURE PLANS 2019-2020

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 THAT WILL INCORPORATE LIFE SKILLS, PERSONAL DEVELOPMENT, EMPLOYABILITY AND PHYSICAL ACTIVITY. AS WELL AS OUR PARTICIPANTS DEVELOPING WE KNOW THE IMPORTANCE FOR OURSELVES IN LEARNING AND IMPROVING OUR DELIVERY TO BEST ENSURE WE REACH OUR KEY OBJECTIVES, ALONGSIDE THE OUTCOMES FOR THOSE WE SUPPORT. WE DEMONSTRATE THIS BY DEVELOPING NEW PARTNERSHIPS WITH EXTERNAL ORGANISATIONS, GETTING FEEDBACK FROM ALL THOSE INVOLVED IN OUR PROGRAMMES AND ANALYSING OUR STRENGTHS AND MORE IMPORTANTLY OUR AREAS FOR IMPROVEMENT THROUGH STATISTICAL ANALYSIS, BOTH OURSELVES AND THROUGH OUR EXTERNAL AUDITORS.

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 YEAR 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 FOUR YEAR TWO 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 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.

