



RANGERS CHARITY FOUNDATION



CASHBACK TOWARDS NEW FUTURES ANNUAL REPORT

TOWARDS NEW FUTURES

INTRODUCTION

The Rangers Charity Foundation is proud to participate in CashBack for Communities for the first time and to work alongside other CashBack partners in making a positive difference for some of Scotland's most vulnerable young people.

Our programme, CashBack For Communities – Towards New Futures, aims to re-engage young people with current or past convictions or who have experience of the criminal justice system, and help them move towards a more positive future including working, volunteering or further education.

The project is delivered within our Ibrox Community Hub at Ibrox Stadium and works in partnership with four Scottish prisons and Govan Thriving Place as well as with a range of other referral partners to target and support young people aged 16 – 24 from the local area and beyond.



KEY CASHBACK PROJECT DELIVERY STAFF

The Rangers Charity Foundation has a core staff of 19 who are supported by up to 20 part-time community coaching staff to deliver our life-enhancing work.

KEY PROJECT STAFF



Senior Community Executive, Jamie Duncanson

Jamie joined the Foundation in May 2017 having previously worked within Glasgow City Council's Education Services for 14 years. He leads our secondary education and employability programme development and delivery, an area which has enjoyed significant growth and impact over recent years. Jamie was instrumental in establishing the Foundation as an SQA accredited centre, which hundreds of young people and adults have now been able to benefit from. Jamie manages our CashBack – Towards New Futures programme, working alongside and supporting staff on a daily basis.



CashBack Coordinator, Derek Rhoddan

Derek joined the Foundation in October 2020 and has made a fantastic impact with his professional expertise and commitment for the young people on our CashBack programmes. An Army veteran who spent 14 years in the British Army, Derek worked in high school education working as a vocational qualification tutor after leaving the forces in 2009. Derek leads our programme delivery and participant support.



Community Executive, Andy Gordon

Andy has been a staff member for the Foundation for a four-year period delivering numerous programmes. Andy is an integral and highly valued part of the CashBack – Towards New Futures delivery team.



Trauma Counsellor, Jane McLean

Jane joined the Foundation in September 2021 and has already proved to be an invaluable asset, offering one-to-one counselling and further enhancing our person-centred support for young people who attend our CashBack programmes.

PROGRAMME CONTENT

The Foundation provides expert employability support for prisoners on release from Polmont, Addiewell, Greenock and Barlinnie prisons as well as young people with experience of the criminal justice system locally and beyond, including secure facilities such as St Mary's and the Kibble. Our recruitment referral process has grown significantly with additional partner links created with – Social Work, Community Justice Glasgow, Department for Work and Pensions (Ibrox Youth Hub), Action for Children and various school establishments. Our focus is to support candidates' integration back into the community, rehabilitation and improve their opportunities of progressing into employment.

During Phase Five of CashBack, we have delivered six programmes to date with a further two scheduled to be delivered by the end of March 2023. This will see the Foundation delivering eight CashBack – Towards New Futures courses in total, each lasting eight weeks (four full days per week) and long-term tailored aftercare to ensure that opportunities for progression and one-to-one support continue beyond course delivery, creating a lasting relationship which supports each candidate towards a new future.

The course content is designed to not only enhance candidates' pathways towards the world of work, but to better prepare them for reintegration back into society by providing the necessary support and nurture to improve confidence, resilience, self-esteem and general health and wellbeing. The programme offers numerous accredited awards such as SQA, First Aid, Mental Health First Aid, Pitchin' in programme (in partnership with Police Scotland) and bespoke course attainment through a new partnership with The Open University. Candidates can enhance their knowledge, participate in regular work experience (this has been

curtailed due to the Covid pandemic) and expand leadership skills, thus building up self-esteem, confidence and resilience to deal with unfamiliar situations.

The Foundation's Youth Hub in partnership with the Jobcentre Plus based at the stadium provides an excellent inclusive learning centre that allows for all course participants to flourish within a safe and welcoming environment.

The course content is designed to re-engage the participants and has a major focus on supporting pathways towards employment which will enhance the contribution they make within their communities. There is also a personal wellbeing element that allows the participants to increase their levels of physical activity and build their confidence as well as leadership skills under the appropriate supervision. The Foundation has employed a full-time Trauma Counsellor (Jane McLean) who has been an integral part of the mental health and wellbeing support mechanism.

The course focus is on the individual and supporting integration back into community life after serving a custodial sentence. With this in mind, there is a personal bespoke element that incorporates and respects individual needs.



JOB SUCCESS FOR ANDRE AFTER CASHBACK COURSE

CASE STUDY 1



Andre Chuengwe landed his dream job with the NHS after gaining new qualifications with the Rangers Charity Foundation's CashBack for Communities – Towards New Futures programme.

Originally from Cameroon, Andre was struggling to secure employment due to a limited network, living alone and was feeling stuck and unsure how to move forward.

However, his Jobcentre work coach told him about the CashBack for Communities course at Ibrox and he applied. The course offers tailored support to young people with experience of the criminal justice system looking for their next opportunity.

At the eight-week course, Andre gained three formal qualifications; SQA Steps to Work Award (SCQF Level 4), First Aid Award (SCQF Level 6) and a Mental Health Award (SCQF Level 5) to add to his CV. He was then assisted in securing a successful interview with the NHS via the KickStart scheme (UK Government funded work placement to assist 16 to 24 year-olds on Universal Credit who are at risk of long-term unemployment).

He said: *"The course helped me with my CV and my confidence. The work coach at Ibrox helped me to prepare for the interview and assisted with the online tests. This meant I was able to secure a new role with the NHS. If it wasn't for the course, I wouldn't have secured a new role."*

Andre has now started training as a porter for the NHS which will involve moving patients, getting medications and helping in the ward.

He continued: "The course and the role has made a massive difference to my life, I feel that I'm making a difference to people's lives in the role. I can also save money now to go and visit my family in Cameroon."

Asked what his advice would be for others in a similar situation, Andre said:

"I would advise people to speak to their social worker or work coach and get themselves onto this course. The people at the Charity go the extra mile to help you get to where you want to be."

At the end of the course, the candidates were invited to take part in a football match against Police Scotland, a key partner of the Foundation. There, they received course completion certificates and celebrated a win on the pitch together.

Andre said: "I really enjoyed the football match and I felt like part of the team. The support and help Rangers Charity has given me has helped me so much."



CASHBACK COURSE AFTERCARE HELPS SAM SECURE EMPLOYMENT

CASE STUDY 2



Sam Harper has embarked on a new career as an apprentice chef after getting his life back on track with the Rangers Charity Foundation.

After a challenging period in his life, the 22 year-old attended the first eight-week CashBack for Communities - Towards New Futures course run by the Foundation.

The course is aimed at giving 16-24 year-olds with criminal convictions the tools and support they need to gain employment and move towards a more positive future.

By his own admission, Sam was not in a good place prior to starting on the course.

He said: *"I had just received a court order to complete community service. I was trying to get help taking back control of my future. I have been struggling with my mental health for a few years now and was finding it hard to motivate myself."*

Introduced to the course by his work coach at the Jobcentre, Sam was initially attracted by the fact the course was based at Ibrox. However, as he learned more, he became excited by the qualifications and training opportunities offered, such as First Aid and First Aid for Mental Health.

Sam continued: *"I also met so many great new people and felt like I developed a sense of responsibility as well as being motivated to attend the course each day. The staff and guests who came into the course were very supportive and helpful in helping me*

discover different ways to overcome the barriers I faced and how to plan for changes in my future."

Like many others, Sam's work search had become more difficult since receiving a criminal record, but through his work coach, he was informed of an apprenticeship chef programme. The Scotsman Hospitality Group are an industry partner of the Rangers Charity Foundation and Laura Campbell, Learning and Development Business Partner, often comes to speak to course candidates about opportunities in this sector.

Sam thought it sounded like something he would enjoy and had potential to be a career rather than just a job. He was soon accepted on to the programme where he has been enjoying working in this sector of the hospitality industry.

A key aspect of the CashBack for Communities - Towards New Futures course is the aftercare offered to each candidate. Young people receive follow up support after they have finished the course to check in on progress and keep them informed of any suitable opportunities.

Sam commented: *"The treatment I have received has been excellent. I have been notified of any positions and opportunities that have come up by Derek at the Rangers Charity Foundation and have had consistent contact to make sure I am doing well during my journey finding employment. I feel that I have been well looked after."*

Since starting his new career, Sam is feeling much more optimistic about the future and is pleased to have a job which involves getting trained in a global profession and gaining industry certificates.

He said: *"Furthermore, being back out in a new working environment has improved my mental health, as I have been learning new skills, meeting new people on top of earning a consistent wage which will allow me to plan for the future."*

Asked what his advice would be for someone in a similar situation, Sam said: *"The CashBack course is a great opportunity that teaches you essential real-life skills and helps you to discover the pathway to a career by helping you find solutions to your own barriers and a more positive direction. The wide range of contacts and help on offer is such a benefit as the staff can help you get into many different industries so that you find a career that excites you and not just a job you will dislike."*

CASHBACK COURSE FIRST AID INSPIRES TEEN'S ARMY MEDIC DREAM

CASE STUDY 3



A teenager has been inspired to help people as an Army medical technician thanks to the first aid skills she gained with the Rangers Charity Foundation.

Abbey Prior, 18, found herself in regular "trouble" with the law and reported for antisocial behaviour.

The candidate from Partick, Glasgow, was referred by Police Scotland to join the Foundation's CashBack for Communities – Towards New Futures programme.

And thanks to the CashBack course content, which included opportunities to gain first aid qualifications, Abbey is now pursuing a career in the The Royal Army Medical Corps.

She said: "When I did the first aid with the CashBack course, I didn't know what to do (with my life) but that made me realise that I wanted to do something along those lines and that's why I have signed up to the Army as a medic."

"The skills I have gained are first aid and skills to help with mental health. I've also developed communication skills and I'm now better at talking to people and timekeeping."

"I've decided to be a medic because, when I did the first aid, I realised I liked helping people."

Rangers is the first Football Club / Foundation in the UK to have an in-house Youth Hub which means there is the added benefit of a full-time work coach available to assist employability course participants.

The course helped improve their physical and mental health by taking part in accredited fitness and coaching sessions and a mental health first aid course.

The initiative includes a variety of formal and industry-recognised awards, vocational work experience and the development of core skills which will greatly enhance their employment prospects and CVs.

Abbey has benefitted from utilising the Foundation's SQA Centre status to gain qualifications and skills that employers can recognise.

She continued: "I would recommend it because (before I joined the programme) I didn't know how to look for a job or how to apply but this course has helped me with my CV and how to apply."

"(Without the CashBack course) I'd probably still be getting into trouble or doing nothing. The impact it has had has probably kept me out of trouble and made me realise what job I want to do."

During the CashBack programme, Abbey attended Open University courses including; English, Exercise and Sport and Inclusion. She further gained a number of formal qualifications, including:

- **First Aid At Work Award (SCQF Level 6)**
- **First Aid For Mental Health Award (SCQF Level 5)**
- **SQA Steps To Work Award (SCQF Level 4)**

Abbey also went on to captain a football team consisting of CashBack course candidates who were invited to take part in a football match against Police Scotland, a key partner of the Foundation in supporting young people looking for employment.

After winning the match and lifting the trophy for her team, Abbey received a course completion certificate.

IMPACT

Social Value Lab, the evaluation partner for Rangers Charity Foundation for the CashBack – Towards New Futures project, is the national hub for social impact research, strategy, and evaluation. Its mission is to produce the evidence and ideas that support stronger, more effective projects, programmes and communities in Scotland.

In addition to regular informal feedback, consultation took the form of an online survey that was completed by 66 participants and 16 key stakeholders (e.g. representatives from participating prisons or referring organisations). Results gathered by Social Lab for 2021/22 can be found below.

Outcome	Indicator	Actual(%)	End of ProgrammeTarget
Outcome 1: Young people build their confidence and resilience, benefit from strengthened support networks and reduce risk taking behaviour	Young people report their confidence increasing	100%	80%
	Young people feel able to do new things	100%	80%
	Young people feel more resilient	100%	80%
	Other stakeholders report perceived increases of confidence and resilience	97%	80%
	Young people report positive, supportive networks – including improved relationships with family and friends/ increased access to appropriate services	100%	69%
	Young people report positive changes in their behaviour	91%	80%
	Other stakeholders report perceived positive changes in the behaviour of young participants	97%	69%
Outcome 1: Young people build their confidence and resilience, benefit from strengthened support networks and reduce risk taking behaviour	Young people report their skills are increasing	100%	80%
	Other stakeholders report skills are increasing	94%	69%
Outcome 3: Young people's health and well-being improves	Young people report increases in feelings against SHANARRI indicators	100%	80%
	Other stakeholders report perceived increases in SHANARRI indicators among young people	90%	69%
Outcome 4: Young people participate in activity which improves their learning, employability and employment options (positive destinations)	Young people will achieve a positive destination	100%	55%
Outcome 5: Young people contribute positively to their communities	Participants' perception of their neighbourhood improves	97%	38%
	Participants have a heightened sense of belonging to a community	91%	38%
	Participants have increased motivation to positively influence what happens in their community	85%	38%
	Young people feel their contribution, links with communities and social interaction are improving	100%	38%
	Other stakeholders perceive improvement in YP contribution, links and social interaction	77%	38%
Outcome 6: Young people are diverted from criminal behaviour or involvement with the criminal justice system	Young people report that their own participation in antisocial and/or criminal behaviour has reduced	100%	80%
	Young people feel less inclined to participate in anti-social and/or criminal behaviour.	100%	80%

Additional questions	
Improved issues with alcohol/substance misuse or addiction (excluding those who said it wasn't an issue before)	65%
Experience of or threatened with homelessness	64%
Care experienced	36%

OTHER SOFT OUTCOMES

The Foundation's Towards New Futures programme is a support mechanism for the most challenging and vulnerable young people who come to us with numerous barriers. Many candidates have had issues such as substance and alcohol abuse and homelessness. In these cases, employment is not a realistic or suitable progression route for these young people and soft skill support is the priority. In these cases, we keep in constant dialogue with the candidate referrer and offer support through ISMS and Alcoholics Anonymous (AA) through the NHS. Our in-house Trauma Counsellor service has also played a significant role in offering these young people the required support during the course duration and continuous aftercare.



COMMUNICATIONS

The Foundation's CashBackForCommunities – Towards New Futures course really is life-changing for many young people, and the Foundation is committed to sharing the empowering messages and successes that the course has generated over the last year.

Towards New Futures has a dedicated page on the Foundation's website and our communications team regularly shares case studies and success stories from the programme across the Foundation's numerous communications channels, as well as those of Rangers FC. With over 110,000 followers across social media for the Foundation and many more following the Club, news of CashBack's success is reaching a wide audience.

The participants' end of term football game against the Police is also now a popular fixture on the calendar, with match reports and pictures being shared on the website and social channels, and a new video coming soon. The event has also been covered externally by the Evening Times.



Justice Secretary Keith Brown MSP visited the programme to talk with participants about the course activities and the barriers to employment they have to overcome. Mr Brown was impressed by the range of activities and support offered by the course, including qualifications, workshops, mental health support and opportunities to engage with employers and training providers. The previous Lord Provost of Glasgow Philip Braat also enjoyed meeting CashBack candidates and hearing more about the programme.

COMMUNICATIONS IN BRIEF



36 social media posts



5 e-newsletters



6 website stories



1 external newspaper story



1 MP Visit



1 piece in Foundation's Annual Review

333,433

SOCIAL MEDIA IMPRESSIONS

8,412

SOCIAL MEDIA ENGAGEMENTS

973

CASHBACK WEB PAGE HITS

FINANCE

Salaries & Expenses	£81,295.10
Qualifications	£2,200.00
Kit	£1,882.00
Facilities	£5,850.00
Management & Marketing	£9,216.00
External Evaluation	£3,172.00
TOTAL EXPENDITURE	£103,615.10

After our full reconciliation and taking into account an underspend of £1996.60 in 2020/21, we have noted a small over spend of £340.50

Local Authority Spend	No of participants	Spend
Falkirk	7	£10,533.50
Glasgow	56	£88,783.20
Renfrewshire	1	£1,504.80
East Renfrewshire	1	£1,504.80
North Lanarkshire	1	£1,504.80
TOTAL	66	£103,831.10

PARTNERSHIPS



An integral part of the course content is our partner collaboration which enhances not only accreditation but offers extensive support with employability, further training, and further education pathways. We have increased our partnership working significantly over the last year which has provided our course participants with the opportunities they require to progress. Strong partnership working has included liaising with:

Police Scotland	Department for Work & Pensions (Ibrox Youth Hub)	Access to Industry	Timpson's	McTaggart's (construction)	
Tigers	Street League	Move On	Dumbreck Painter & Decorators	The Scotsman Hospitality	
Further Education Establishments	Lennox Project	Enable	Impact Arts	Disclosure Scotland	The Open University
Rosemount Lifelong Learning (support for young parents)	Buchannan Orthotics	Springboard	Citizens Advice Bureau	Quarriers	Apex
	ISMS (Intensive Support & Mentoring Service)		STARS (Situation Task Action Results)		

The Rangers Charity Foundation's Youth Hub partnership with the Department for Work and Pensions has continued to flourish over the last year, supporting over one hundred young people into employment including our CashBack candidates. The Job Work Coach, being based full-time within Ibrox Stadium, continues to provide an excellent support mechanism for course referrals, financial support, benefit advice and job opportunities.

PARTNER CASE STUDY



As Learning and Development Business Partner for The Scotsman Hospitality Group, part of my role includes employability and apprenticeships. I started working as an employability partner with the Rangers Charity Foundation in September 2021, and was immediately impressed with the approach of Jamie, Derek and the team to employability.

I was initially invited down to do an industry talk to their group, which had a very positive response. Interviews were arranged with me for interested candidates and I was provided with regular feedback on their journeys on the programme. I am delighted to say we have taken 17 young people on from that talk as apprentice chefs in our business who started in November. We still have 15 of them working through their professional cookery qualification, with four of them already having been promoted. I have since done several more hospitality talks at the Ibrox Community Hub and have employed more young people on full-time permanent contracts. This partnership has led to us starting a joint hospitality-specific programme with the Foundation where we will support with skills

days and interviews, with the potential to offer permanent contracts at the end of the three week programme.

We are really excited to work alongside the Foundation, and to see the young people grow and forge their own careers within the hospitality industry is so rewarding for everyone involved with the programme. We are now in our third employability cycle with the charity and are expanding our opportunities to front of house on the back of the success we have already had.

Without a doubt the support from Jamie and Derek has a massive impact on getting these young people ready for work, and their commitment to them and the aftercare provided is second to none; a true testament to their passion and commitment to the programmes and the young people involved. Working with the Foundation has really helped us find real talent as an entry point into hospitality.

Jamie and Derek have a great way of getting the best potential out of the young people and preparing them for employment in helping them to realise their own potential and drive to be successful. We provide real time work opportunities to not just give a flavour of work but as a stepping stone to a career and we feel that our partnership is invaluable and a great example of how charities and employers can work together for the best outcome for the community.

We are looking forward to many more programmes and successful placements of young people through the Rangers Charity Foundation.

Laura Campbell

Learning and Development Business Partner
Scotsman Hospitality Group

PLANS & PRIORITIES FOR 2022/23

Our priorities for the forthcoming coming financial year are to:

Successfully deliver our remaining two eight-week programmes

Further embed our Trauma Counselling service available to assist CashBack participants

Continue the crucial aftercare support mechanism for all previous candidates which allows us to liaise with all participants to gauge their progress and current wellbeing

Adapt and learn from our previously run courses and further enhance and expand our recruitment referral avenues

Create an updated recruitment video for use on all owned and partner channels

Continue to build more and deeper partnerships with referral agencies, potential employers and industry partners such as Police Scotland

Use all the information and expertise gained to prepare an appropriate and positive submission to be considered for CashBack 6



ORGANISATIONAL UPDATE

OUR MISSION

The Rangers Charity Foundation exists to be a force for good on behalf of the Rangers Family, showing compassion to those in need, tackling inequalities and creating opportunities for people of all ages to change their lives for the better.

OUR VALUES

- **Compassionate**
- **Open**
- **Inclusive**
- **Committed to excellence**
- **Confident custodians**

Despite the many challenges which the Covid pandemic has placed upon wider society and charities such as ours, the Rangers Charity Foundation team has remained resilient and worked tirelessly to ensure that our CashBack programmes have been delivered on schedule, and in-person at all times. More broadly, the Foundation's charitable activities have continued to develop and thrive as we begin the implementation of an ambitious new three-year strategy.

OUR CHARITABLE WORK IS DELIVERED VIA SEVEN THEMATIC PILLARS.



A FOUNDATION FOR

Potential



A FOUNDATION FOR

Healthy Lives



A FOUNDATION FOR

Everyone and Anyone



A FOUNDATION FOR

A Better World



A FOUNDATION FOR

Our Local Community



A FOUNDATION FOR

Giving



A FOUNDATION FOR

Dreams

HIGHLIGHTS FOR 2021/22

1 We continued our CashBack for Communities – Towards New Futures project and successfully completed four of our planned programmes face-to-face.

2 We were able to champion and assist a range of local, national and international charity partners, including: Glasgow Children's Hospital Charity; Glasgow City Mission; Age Scotland, Unicef UK and a range of armed forces charities.

3 An extensive range of employability programmes for young people were delivered throughout the year, with our staff working hard to support routes into positive destinations, deliver SQA awards and help over 100 young people secure jobs. We were also proud to receive the Bronze Award for our employability work in the UK Sports Business Awards Best Sports Community Scheme category.

4 Our Hub in the Community initiative is now well established across three secondary schools in Glasgow, with plans to launch in a further two secondary schools soon.

5 Thousands of primary school pupils across Glasgow have benefited from a range of tailored educational programmes focused upon health and wellbeing and diversity and inclusion delivered by our inspiring community coaches.

6 We have continued to arrange for letters of support from first team players to be sent to those affected by illness, bereavement and difficult circumstances during the pandemic and resumed in-person Dream Fund experiences.

7 We have played an active role in the Govan Thriving Place initiative, bringing local organisations together for the benefit of the people of Govan, particularly in the areas of learning and employability.

8 Alongside Rangers Football Club we continue to be proactive in celebrating and championing diversity via a range of community programmes and the Everyone Anyone campaign.

9 Across our community programme delivery alone, spanning 20 programmes, we were able to support over 8,000 people of all ages directly.