



RUN KIDS RUN

2022 IMPACT REPORT



OUR FIRST IMPACT REPORT

Run Kids Run was born in 2020 in Islington during the Covid crisis when communities across the UK sprung into action to support those in need.

The school closures not only had a detrimental effect on the children's learning, they also affected their physical and mental wellbeing. The lockdown exacerbated existing disparities within school communities prompting the organisers at Thornhill primary school to expand their fundraising running initiative by inviting neighbouring schools to join.

The first socially distanced run on Highbury Fields included five primary schools and raised £40k. The following year, eight schools signed up and the run raised £70k. It was clear from that point on that the blueprint for this event was scalable and could be taken to other London boroughs.

In 2022, after acquiring charitable status, Run Kids Run held its first events outside Islington; in Camden and Newham.

Run Kids Run selects the schools with the most disadvantaged pupil community (measured by the percentage of children eligible for Pupil Premium), and we mobilise the whole community to fundraise for their schools and improve the education provision for all.

Across the three events in 2022, Run Kids Run helped raise over £137k for the 21 participating schools. This at a time of great economic uncertainty with spiralling inflationary pressures causing great stress on school budgets and millions of households.

This report summarises how the funds were re-invested by the schools to benefit the learning of all pupils.



THE BENEFITS OF RUN KIDS RUN



**HEALTH &
FITNESS**

01. Promotes fitness and wellbeing

- **Addresses a major problem with fitness in young people** - Many children do not get the exercise they need and childhood obesity rates are at their highest levels compared to pre-pandemic years.
- **Obesity affects deprived areas most** - it is over twice as high (at 13.6%) than in the least deprived areas (at 6.2%).
- **Running has countless well-proven benefits** - it supports good mental and physical health, teaches children resilience, improves their focus, develops their confidence and their competitive spirit.



**COMMUNITY
SPIRIT**

02. Brings communities together

- **Inclusive and accessible** - Running is a low-cost sport with very few barriers to joining in - you just need runners and off you go! Anyone can run, walk or skip the course.
- **Unites people over a common bond** - it tightens the connection and sense of belonging. All stakeholders mobilise to improve the education of local children because they know good schools make good communities.
- **Empowers children to make a difference** - they take ownership of their fundraising by seeking sponsorship from friends and family for their run.



EDUCATION

03. Raises vital funds for schools

- **Schools are facing significant funding gaps** - These were exacerbated by rising staff costs and energy bills, forcing them to cut provisions which directly impact the children's learning opportunities.
- **Provides access to new sources of funding** and an opportunity for each school to kick-start a substantial fundraising campaign that delivers on their improvement vision.



2022 HIGHLIGHTS



1,530
runners



21 schools



40%
pupil participation
rate



£96K
sponsorship
secured



124
volunteers



£41K
raised by the
schools



2022 EVENTS

In 2022, Run Kids Run expanded outside Islington to hold two new events in Camden and Newham. Argent LLP backed the initiative and offered to host the first Camden event in the King's Cross Development. It's success spurred Run Kids Run to take the run to the Olympic Park in the East end, although the event was delayed by the arctic spell that swept through the UK in December.

EVENT	DATE	SCHOOLS	SPONSORSHIP SECURED	FUNDRAISING
KING'S CROSS	22 MAY 2022	5	£25,000	£12,588
ISLINGTON	3 JUL 2022	13	£56,000	£27,340
STRATFORD	11 DEC 2022 POSTPONED TO 22 JAN 2023	3	£15,000	£1,305

FINANCES

2022 BUDGET

	NOTES & CALCULATIONS	2022 BUDGET
INCOME		
TRUSTS & FOUNDATIONS	Portrack Charitable Trust - £39,000	£39,000
SPONSORSHIP PARTNERS	Argent LLP - £15,000 Google - £5,000 Crosstree RE Partners - £5,000 Cain International - £24,000 Third Space - £2,500 Arrow Capital Partners - £5,000 Get Living - £3,000	£59,500
TOTAL INCOME		£98,500
EXPENDITURE		
SCHOOL FUNDING	Disbursements to 21 schools	£96,000
TOTAL EXPENDITURE		£96,000
SURPLUS	Funding carried over for 2023 events	£2,500
COSTS		
EVENT COSTS	Equipment hire, venue, medals	£6,627
MARKETING COSTS	Branded collateral	£3,140
TOTAL COSTS		£9,767
OPERATING PARTNER CONTRIBUTION	Bohill Partners - £7,106 Argent LLP - £1,661 Waitrose - £1,000	£9,767

RUN KING'S CROSS RUN!

MAY 2022

5 schools

King's Cross Academy (KCA)
Blessed Sacrament
Abacus Belsize
Edith Neville
Eleanor Palmer

428 runners

38% participation rate

46 volunteers

£38K raised

"It was a really brilliant event, which inspired 100 of our pupils to run for wellbeing provision at our school. We definitely want to be involved again."

Natalie Stevenson, Co-Headteacher Eleanor Palmer Primary School

SPONSORS & PARTNERS



INVESTING THE FUNDS

King's Cross Academy (KCA) raised an additional £2,552 to provide more physical activity at school. They delivered nine free breakfast and afterschool clubs, six lunchtime PE and sports clubs - which resulted in **15 extra hours of physical activity**. Free Football, basketball, dodgeball, rugby and hockey clubs started in the Autumn term 2022 with spaces for **140 children each term**. Each club offered 20 spaces of which 5 were reserved for SEN and PP children.

The funds also enabled the hiring of a sports coach to support with lunchtime activities, organise clubs, offer a wider range of sports, enter teams into competitions and identify potential skills in children with natural ability.

KCA was voted the **"Most Improved School"** in Camden for its sports provision. Teachers observed improved behaviour at lunchtimes. More children took on regular sports and all sports teams at KCA won tournaments in 2022.



King's Cross Academy

Total number of pupils: 413
Pupil Premium: 39%

Event performance

Total runners: 175
Participation rate: 42%
Volunteers: 12 school staff & parents

Funds raised: £2,552
Sponsorship received: £5,000
Total funds available: £7,552



Abacus Belsize

Total number of pupils: 163
Pupil Premium: 17%

Event performance

Total runners: 32
Participation rate: 20%
Volunteers: 4 school staff

Funds raised: £750
Sponsorship received: £5,000
Total funds available: £5,750

Abacus Belsize raised an additional £750 and invested the funds into IT and art equipment to enrich learning and start new projects. The school wants to encourage its pupils to become more digitally literate. Its obsolete ipads, which did not work with the computing curriculum, were in urgent need of upgrading. In June, the school purchased **30x new ipads** and **1x Mac** to manage the system. All children from Reception to Year 6 will be using them in lessons and SEN children will use them for learning support.

INVESTING THE FUNDS

Eleanor Palmer raised an impressive £7,500 to go towards its wellbeing programme. After observing a notable increase in personal, social and emotional difficulties amongst pupils post pandemic, the school believes wellbeing should be core to the National Curriculum. Negative emotions are a barrier to learning, therefore teaching and understanding emotional literacy improves access to education.

The school identified that its PSHE (Personal Social Health Education) scheme of work could be better at systematically teaching children emotional literacy, which would lead to life-long wellbeing. With the support of the funds raised, the school was able to invest in a comprehensive wellbeing programme which included:



1. **Teaching all 237 children a Wellbeing Curriculum** (1 lesson each week) to supplement their PHSE curriculum, including work booklets for each pupil, plans for teachers and animations to support lessons.
2. **Training 30 staff** in Trauma Informed practice.
3. **Specialist training for 2 staff** to become ELSAs - Emotional Literacy Support Assistants to work 1:1 and in small groups of children.
4. **Weekly counselling sessions for 15 pupils** who need this additional support.

The school saw a reduction in pupils becoming seriously dysregulated. Pupils say they 'know we care' about their wellbeing because of this focus, and the staff team is much more skilful at regulating pupils and teaching emotional wellbeing.



Eleanor Palmer

Total number of pupils: 236
Pupil Premium: 16%

Event performance

Total runners: 115
Participation rate: 49%
Volunteers: 14 school staff & parents (incl 2 headteachers)

Funds raised: £7,500
Sponsorship received: £5,000
Total funds available: £12,500



Edith Neville

Total number of pupils: 192
Pupil Premium: 52%

Event performance

Total runners: 43
Participation rate: 22%
Volunteers: 6 school staff (incl the deputy head)

Funds raised: £440
Sponsorship received: £5,000
Total funds available: £5,440

Edith Neville raised an additional £440 despite having a very disadvantaged pupil community - 52% of its pupils qualify for Pupil Premium. The funds will go towards creating an **outdoor community library** for the benefit of the families who use the family centre. As English is not the first language for the majority of families, part of the funds were earmarked for the purchase books in different languages which all members of the community could enjoy.

INVESTING THE FUNDS

Blessed Sacrament school raised £1,346 to fund its much needed Place 2Be services. Despite having the most deprived pupil and parent community, (PP of 55%) the school had the highest pupil participation rate of all schools at 54%.

The school funds an **annual Place2Be service** for pupils, staff and parents that runs from Autumn term at a cost of £15k.

The £6,346 raised from the run, was used to partly fund onsite counselling services and mental health support including:

- one-to-one counselling
- drop-in self referral for children
- child assessments (6 completed)
- therapeutic group work with children
- 1:1 teacher consultation with educational psychologist
- parent partnership sessions and psychoeducation training.



Blessed Sacrament

Total number of pupils: 116
Pupil Premium: 55%

Event performance

Total runners: 63
Participation rate: 54%
Volunteers: 10 school staff (incl head teacher)

Funds raised: £1,346
Sponsorship received: £5,000
Total funds available: £6,346

"I feel lighter in my chest now I have told you."
Year 4 boy in SPM's office.



Improving children's mental health

Place 2Talk

96 sessions
47 group ; 49 individual
18 boys / 26 girls
Topics: friendships, anger, sadness, relationships with staff

Place 2Think

18 sessions for staff
Themes: feelings of being overwhelmed by the role and personal issues.
Thinking about a particular child and helpful strategies

1:1 Counselling

9 children
4 boys / 5 girls
55 sessions
Emerging themes: self-worth, anxiety, family relationships

Place 2Be

7 parent sessions
Informal chats, 1;1 confidential appointments, space to explore and think.
Phone follow-up.



Blessed Sacrament pupils ran with their Place2Be t-shirts.

RUN ISLINGTON RUN!

JULY 2022

13 schools

Thornhill Primary School
Canonbury
Laycock Primary
St Mary Magdalene Academy
St John's Highbury Vale
William Tyndale
Drayton Park
Montem
Hanover
Copenhagen
Vittoria
St Andrews
Rotherfield

841 runners

21 % participation rate

59 volunteers

£83K raised

SPONSORS & PARTNERS



INVESTING THE FUNDS

Thornhill Primary fundraises each year for its **enrichment programme**, designed to benefit both the children and the staff. The school raised an impressive £5,850 through sponsorship, ticket and t-shirt sales. The funds were used to organise enrichment Fridays for all the pupils from nursery to year 6, allowing them to have new experiences, put their curriculum knowledge into practice and develop valuable life skills.

The programme spreads across 25 weeks. On Friday afternoons normal lessons ceased and the children took part in a range of classes taught by specialists, which fell broadly into five categories:

- **STEM:** lego/construction, robotics, carpentry, cooking, space exploration
- **Community:** volunteering, environment, vulnerable adults, food banks
- **Thinking** - chess, escape rooms, debating, problem solving
- **Creative** - poetry, drama, clay, puppetry, photography
- **Physical** - kayaking, climbing, fitness, quidditch



Thornhill Primary

Total number of pupils: 460
Pupil Premium: 37%

Event performance

Total runners: 130
Participation rate: 28%
Volunteers: 14 school staff (incl head and deputy head) & parents

Funds raised: £5,850
Sponsorship received: £5,000
Total funds available: £10,850

The numerous benefits of the enrichment programme include:

1. Helping support children in their emotional and developmental wellbeing.
2. Allowing children to use curriculum learning in real-life situations.
3. Offering opportunities for discovery and for children to try new things.
4. Linking with the wider community enables pupils to develop awareness of the area in which they live. E.g. older pupils regularly visit a local solicitor's office and take part in a mock courtroom trial. They learn how to debate complex issues and build sound arguments.
5. Freeing teachers' time to develop the curriculum. The scheme supports recruitment and retention of teachers.



INVESTING THE FUNDS

Canonbury School raised £2,511 and earmarked the funds for its music programme, art provision, concerts and to subsidise key school trips. As a returning school, the school was eligible for match-funding and received an additional £3,000 in sponsorship.

The **music programme** consisted of funding two annual concerts at Union Chapel for all 440 children from nursery to year 6, who either sang or played the recorders or a brass instrument. It also funded the maintenance of the instruments. Music has proven benefits on children's mental development including learning, memorisation, processing and helps special needs children with communication.

The funds also covered the cost of transport for the **year 5 residential trip** (1 week), allowing the kids to experience a week in a working farm. The trip helps enrich children's understanding of animals, farming and food and they loved the experience.

Any remaining funds were set aside to **improve the play areas** in 2023.



Canonbury

Total number of pupils: 442
Pupil Premium: 34%

Event performance

Total runners: 108
Participation rate: 24%
Volunteers: 5 parents from the foundation

Funds raised: £2,511
Sponsorship received: £3,000
Total funds available: £5,511



St John's Highbury Vale

Total number of pupils: 203
Pupil Premium: 22%

Event performance

Total runners: 78
Participation rate: 38%
Volunteers: 3 parents from FOSH

Funds raised: £1,175
Sponsorship received: £2,000
Total funds available: £3,175

St John's Highbury Vale secured a total of £3,175 from its own fundraising and the match-funding donation. The funds were earmarked for the purchase of sports equipment and materials to be available for the children at playtimes.

The school purchased:

- **new gymnastics mats** for PE lessons and after school clubs after the old mats had failed a safety check.
- an **outdoor trampoline**
- **sensory toys** for SEN pupils to use during sensory circuit and sensory breaks

The remaining funds will be used in the coming year to renovate the pitch.

INVESTING THE FUNDS

William Tyndale raised £2,781 and received an additional £3,000 in match-funding. The funds went towards the £20,000k **upgrade of the school WIFI system** during the summer break in 2022 to enable all children to access the internet at the same time.

Before the upgrade, the WIFI was very slow and only 2 or 3 classes could be logged on at any one time. i.e. 180x devices. After the upgrade, at least 450x devices can run:

- children can access resources such as Google classroom instantly.
- the effect has been transformational.
- the upgrade has enabled the school to use even more technology in lessons, assemblies, as part of extracurricular clubs as well as to deliver a high quality computing curriculum for all children.



William Tyndale

Total number of pupils: 449
Pupil Premium: 23%

Event performance

Total runners: 80
Participation rate: 18%
Volunteers: 2 parents from the FSA

Funds raised: £2,781
Sponsorship received: £3,000
Total funds available: £5,781



SMMA

Total number of pupils: 210
Pupil Premium: 32%

Event performance

Total runners: 70
Participation rate: 33%
Volunteers: 6 parents

Funds raised: £5,017
Sponsorship received: £5,000
Total funds available: £10,017

SMMA had outstanding community support with a high turnout of runners (33%) and an impressive £5,017 raised giving the school over £10,000 to invest in the pupils' enrichment initiatives:

- £7,000 was used to fund weekly **specialist Shakespeare drama lessons** for every class.
- £2,900 went to purchase fun new **decals for the playground** and allow pupils more opportunities for constructive play.
- £200 for **new chess sets** for the Chess Club and for rainy days.
- £300 towards **coach hire** for the Graduation trip for Year 6 Leavers in July 2023.



INVESTING THE FUNDS

Drayton Park focused the Run Kids Run funds for educational tools and to promote sport and fitness. With the £5,568 received from the run, the school invested:

- £1,700 in **Now Press Play**, an immersive active drama resource using wireless headphones and real-life experiences linked to curriculum learning themes.
- £1,500 for **sports competitions** - hiring an extra sports coach and buying the equipment needed to enter 10+ sports competitions during the year. Children were selected for each event based on sporting ability/ behaviour/ team spirit. The events spanned all ages for boys, girls and mixed competitions.



- £1,440 for **sports activities** such as archery, canoeing and BMX biking during the year 6 residential trip to build confidence and team spirit. This experience was incredibly memorable. some discovered hidden talents.

“My favourite was the canoeing - I’d never tried that before and they made it really fun” - Year 6 child

“I learnt to ride a bike for the first time. I taught myself!” - Year 6 child



Drayton Park

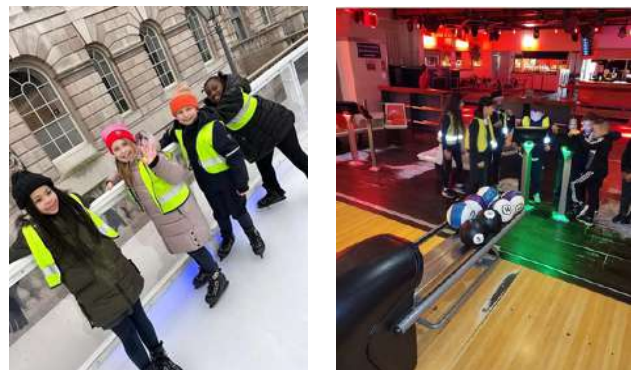
Total number of pupils: 289
Pupil Premium: 28%

Event performance

Total runners: 84
Participation rate: 29%
Volunteers: 5 parents from the PTA

Funds raised: £2,568
Sponsorship received: £3,000
Total funds available: £5,568

- £500 for **"Marble Treats"**, the school's incentive scheme for pupils in years 2-6, that rewards good behaviour through activities, e.g. ice skating, bowling, mini golfing.



- £430 to replace **PE equipment** for the two sports days.



INVESTING THE FUNDS

Laycock school serves one of the most deprived communities in Islington with 44% of Pupil Premium children. To reward the school community for its fantastic fundraising efforts (totalling an exceptional £2,563) the school was awarded the full £5,000 to go towards the **playground refurbishment**.

At the end of the 2022/23 school year, £1,000 had been used on new equipment. but the works have not yet taken place.



Laycock

Total number of pupils: 396
Pupil Premium: 44%

Event performance

Total runners: 68
Participation rate: 17%
Volunteers: 2 staff (incl. the head)

Funds raised: £2,563
Sponsorship received: £5,000
Total funds available: £7,563



Montem

Total number of pupils: 263
Pupil Premium: 58%

Event performance

Total runners: 32
Participation rate: 12%
Volunteers: 4 staff

Funds raised: £435
Sponsorship received: £5,000
Total funds available: £5,435

Montem is the most deprived school to take part in the Islington run with 58% of children qualifying for pupil premium. The parent community is not engaged and the school struggles to set-up a PTA. Drayton Park school, which is part of the same

federation, supports and includes the Montem parent community in its school events.

The school raised £450 for the purchase of outdoor equipment for **OPAL play and sports** and enhance the Early Years **outdoor environments**.

As with Laycock school, Montem was awarded the full sponsorship allowance of £5,000 to enable them to pursue their much needed improvement plans.

At the end of the 2022/23 school year, part of the funds had been used to purchase play equipment and train lunchtime staff.



INVESTING THE FUNDS

Hanover School earmarked its fundraising for the school trips fund to get kids back into the world, engaging with their community and learning from the environment around them.

- £5,000 funded 35x places for the **Yr5 residential trip to Kench Hill** in Nov 2022 for 10x Pupil Premium (PP) and 25x non-Pupil Premium children.



- £1,600 was used to partly fund 24x places for the **Year 6 camping Trip** in June 2023: 12x Pupil Premium and 22x non-Pupil Premium children were able to attend.
- £500 was used to take the Reception/Yr1 pupils to the **science museum** in May 2023. This funded the trip for 45x Pupil Premium and 90x non-Pupil Premium children.
- £350 was used for the **Yr2 Fire of London visit**.



Hanover

Total number of pupils: 323
Pupil Premium: 39%

Event performance

Total runners: 30
Participation rate: 9%
Volunteers: 5 staff

Funds raised: £2,412
Sponsorship received: £5,000
Total funds available: £7,412



St Andrew's Barnsbury

Total number of pupils: 200
Pupil Premium: 54%

Event performance

Total runners: 51
Participation rate: 26%
Volunteers: 8 staff (incl. the head teacher) and parents

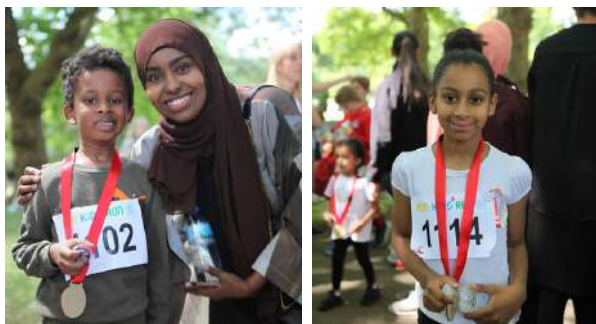
Funds raised: £810
Sponsorship received: £5,000
Total funds available: £5,810

St Andrew's Barnsbury saw a sharp increase in Pupil Premium children following the pandemic (a jump from 30% to 54%). Despite the economic struggles of its community, the school raised an impressive £810. The funds were earmarked to improve the **provision of sports** to help the children's physical and mental health.



INVESTING THE FUNDS

Copenhagen school community raised £450 to **improve the school playground** and outdoor environment; which will be carried out in the summer 2023 following the confirmation that the school is merging with its sister school Vittoria. The new school will be at the Copenhagen site on Treaty Street.



Copenhagen

Total number of pupils: 150
Pupil Premium: 58%

Event performance

Total runners: 40
Participation rate: 27%
Volunteers: 2 staff

Funds raised: £450
Sponsorship received: £5,000
Total funds available: £5,450



Rotherfield

Total number of pupils: 354
Pupil Premium: 56%

Event performance

Total runners: 25
Participation rate: 7%
Volunteers: 3 parents

Funds raised: £380
Sponsorship received: £5,000
Total funds available: £5,380

Rotherfield school was fundraising to improve its early years outdoor provision. The community raised £380 but Run Kids Run is still awaiting confirmation from the Friends of Rotherfield parent association for an update on which improvements were carried out.



Vittoria

Total number of pupils: 183
Pupil Premium: 51%

Event performance

Total runners: 45
Participation rate: 25%
Volunteers: 1 staff

Funds raised: £388
Sponsorship received: £5,000
Total funds available: £5,388

Vittoria school earmarked the funds to create a **sensory room for pupils** with special educational needs (SEN). However at the start of the 2022/23 school year, the school was made aware it was likely to be merging with Copenhagen school. The funds were kept aside and the merger was confirmed in July 2023. The sensory room will be built at the new site in late 2023.

RUN STRATFORD RUN!

DECEMBER 2022

(POSTPONED TO JAN 2023)

3 schools

Chobham Academy
Lauriston Primary
Gainsborough Primary

260 runners

20 % participation
rate

19 volunteers

£16K raised

SPONSORS & PARTNERS

Arrow
CAPITAL PARTNERS

getliving

bohillspartners

WAITROSE
& PARTNERS



INVESTING THE FUNDS

Chobham Academy was the lead school for the first Stratford run with a very engaged staff and parent community. They raised £495 through sponsorship of the runners, proceeds of the cake sale which they organised and shared with the other two schools. The school earmarked the funds for:

- **Sports day resources**
- **PE equipment**
- **Activity trips** that promote wellness
- **A sports coach** to help kids prepare for local competitions.



Chobham Academy

Total number of pupils: 630
Pupil Premium: 32%

Event performance

Total runners: 95
Participation rate: 15%
Volunteers: 6 staff & parents

Funds raised: £495
Sponsorship received: £5,000
Total funds available: £5,495



Lauriston

Total number of pupils: 398
Pupil Premium: 30%

Event performance

Total runners: 120
Participation rate: 30%
Volunteers: 8 staff (incl. the deputy head) and parents

Funds raised: n/a
Sponsorship received: £5,000
Total funds available: £5,000

Lauriston school was fundraising for its playground project spanning across various phases. The funds were used for Phase 2 - the installation of a new **climbing structure and play area** in the Early Years playground which opened in April 2023.



Gainsborough

Total number of pupils: 278
Pupil Premium: 51%

Event performance

Total runners: 45
Participation rate: 16%
Volunteers: 5 staff (incl. the headteacher)

Funds raised: £810
Sponsorship received: £5,000
Total funds available: £5,810

Gainsborough was fundraising to **resurface the playground**, and make better use of the cage area to make it more accessible, interactive and fun. The works are due to be carried out over summer 2023.

RUN KIDS RUN

www.runkidsrun.org

Registered Charity number: 1196761

