



SARACENS
FOUNDATION



FIVE YEAR STRATEGY



INTRODUCTION

We are proud and excited to introduce the Saracens Foundation's new five-year strategy; an ambitious plan that will guide our work from 2025 to 2030. This strategy reflects our commitment to our communities, our drive for continuous improvement, and our determination to excel.

The Saracens Foundation was founded in 2000 and is the charitable arm of Saracens Rugby Club. Over the last 25 years, we have invested millions of pounds on delivering a variety of social impact projects to our local community using sport and physical activity as the tools for positive engagement.

We will achieve our strategic goals by being innovative, building strong and lasting partnerships, ensuring every pound we raise is invested wisely to maximise long term impact.

At the heart of everything we do remains our community. We will continue to listen, adapt, and grow in response to their needs, ensuring our programmes are inclusive and empowering. Our focus on excellence in delivery will be more important than ever, and we are committed to learning and developing our work to ensure that we strive for the highest standards in all that we offer.



OUR PURPOSE

WE WILL DELIVER **INNOVATIVE** AND **LEADING** PROJECTS, DEVELOP **SUSTAINABLE** PARTNERSHIPS, AND PROVIDE VITAL SUPPORT THAT WILL BUILD **STRONGER, HEALTHIER** AND MORE **CONNECTED** COMMUNITIES. OUR **LEGACY** WILL BE MAKING OUR COMMUNITY A MORE POSITIVE PLACE TO LIVE, WORK AND PLAY.



INNOVATIVE

CREATIVELY SOLVING PROBLEMS
AND BEING AGILE TO CHANGING
NEEDS OF THE COMMUNITY



LEADING

BEING SEEN AS BEST PRACTICE AND
GIVING GUIDANCE TO OTHER
ORGANISATIONS



SUSTAINABLE

HAVING A LONG LASTING IMPACT IN THE
COMMUNITY, AND BEING A STEADY
INFLUENCE IN OUR PARTICIPANTS' LIVES



STRONGER & HEALTHIER

IMPROVING THE PHYSICAL AND SOCIAL
HEALTH OF OUR COMMUNITIES



CONNECTED

BUILDING SOCIAL CONNECTIONS AND
BREAKING DOWN BARRIERS TO THE
MORE DISCONNECTED IN THE
COMMUNITY

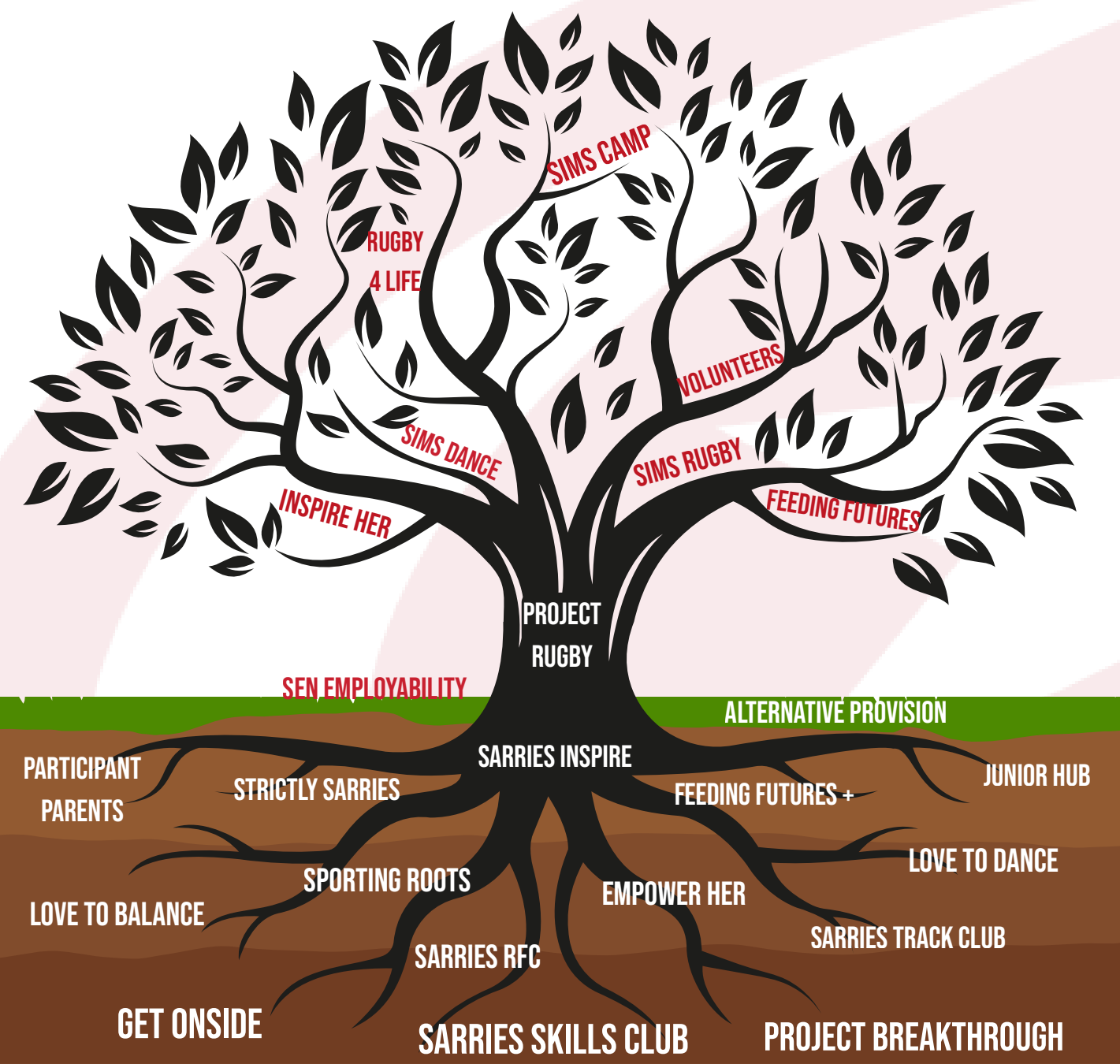


LEGACY

LONGEVITY OF IMPACT AND LEAVING A
POSITIVE MARK ON THE COMMUNITY,
EVEN WHEN THE FOUNDATION ARE NOT
THERE ANYMORE

THE **SARACENS**
FOUNDATION IS DEEPLY
ROOTED IN THE
COMMUNITY.

EVERY PROJECT THE
FOUNDATION DELIVERS
HAS A POSITIVE
IMPACT.



STRATEGIC AIMS

Be a pioneer of change at the forefront of sport and community development.

Give beneficiaries, especially the hard to reach, the platform to change their own lives - to become the best they can be, regardless of the challenges they face.

We are committed to addressing the needs of the breadth of our community, putting people first, being agile to the changing environment, and creating sustainable impacts through our projects.





52%

OF DISABLED PEOPLE IN
THE UK ARE CLASSED
AS 'INACTIVE'



60%

OF CARE HOME
RESIDENTS GET NO
VISITORS

PROJECT OUTCOMES

75%

OF STUDENTS AT PUPIL
REFERRAL UNITS CARRY A
KNIFE TO SCHOOL



53%

OF CHILDREN ARE DOING
LESS THAN 60 MINUTES OF
SPORT OF PHYSICAL
ACTIVITY EVERYDAY



15,000

REFUGEES CURRENTLY
HOUSED IN LONDON



49%

OF FAMILIES ON FREE SCHOOL
MEALS WORRY ABOUT
FEEDING THEIR CHILDREN
DURING THE HOLIDAYS

17%

OF PRISON LEAVERS FIND
EMPLOYMENT WITHIN A
YEAR OF RELEASE



1%

OF WOMEN WORKING IN
THE SPORT INDUSTRY
BELIEVE IT'S GENDER
EQUAL



**The Saracens Foundation is
committed to making a meaningful
difference to the
HEALTH, EDUCATION
and
EMPLOYABILITY
of the beneficiaries within our local
community.**

2025-2030 IMPACT

UNIQUE IMPACT TARGET

HEALTH



EDUCATION



EMPLOYABILITY



PROJECT OUTCOMES

We have a workforce of highly qualified and committed staff that will pioneer our work and continue to address critical social challenges through the power of

**SPORT, MOVEMENT
AND
MENTORSHIP.**

WE RECOGNISE THAT AS A CHARITY,
WE DO MORE THAN JUST DELIVER
SPORT SESSIONS. MENTORSHIP AND
MOVEMENT ARE ALSO KEY
ELEMENTS OF OUR PROJECT
DELIVERY AND IMPACT



PROJECT OUTCOMES

We will build on our flexible approach to achieving outcomes, constantly challenging our impact to ensure we are agile to change.



2020

COVID PANDEMIC
#TogetherActive
Keeping active online together

2021

COVID PANDEMIC
Digital Divide

Providing 2000+ devices to local young people



2023

REFUGEE & ASYLUM SEEKER CRISIS
Sporting Roots

Creating social and sporting communities for individuals seeking Asylum



2025

WOMENS WORLD CUP 2025
InspireHer

Girls Participation from 6-12 years



2030

150,000
IMPACTS

IMPACT DEMOGRAPHIC



OUR COMMUNITY

**We define our local
community as primarily
North London and
Hertfordshire, and our home
is the StoneX Stadium in
North London.**

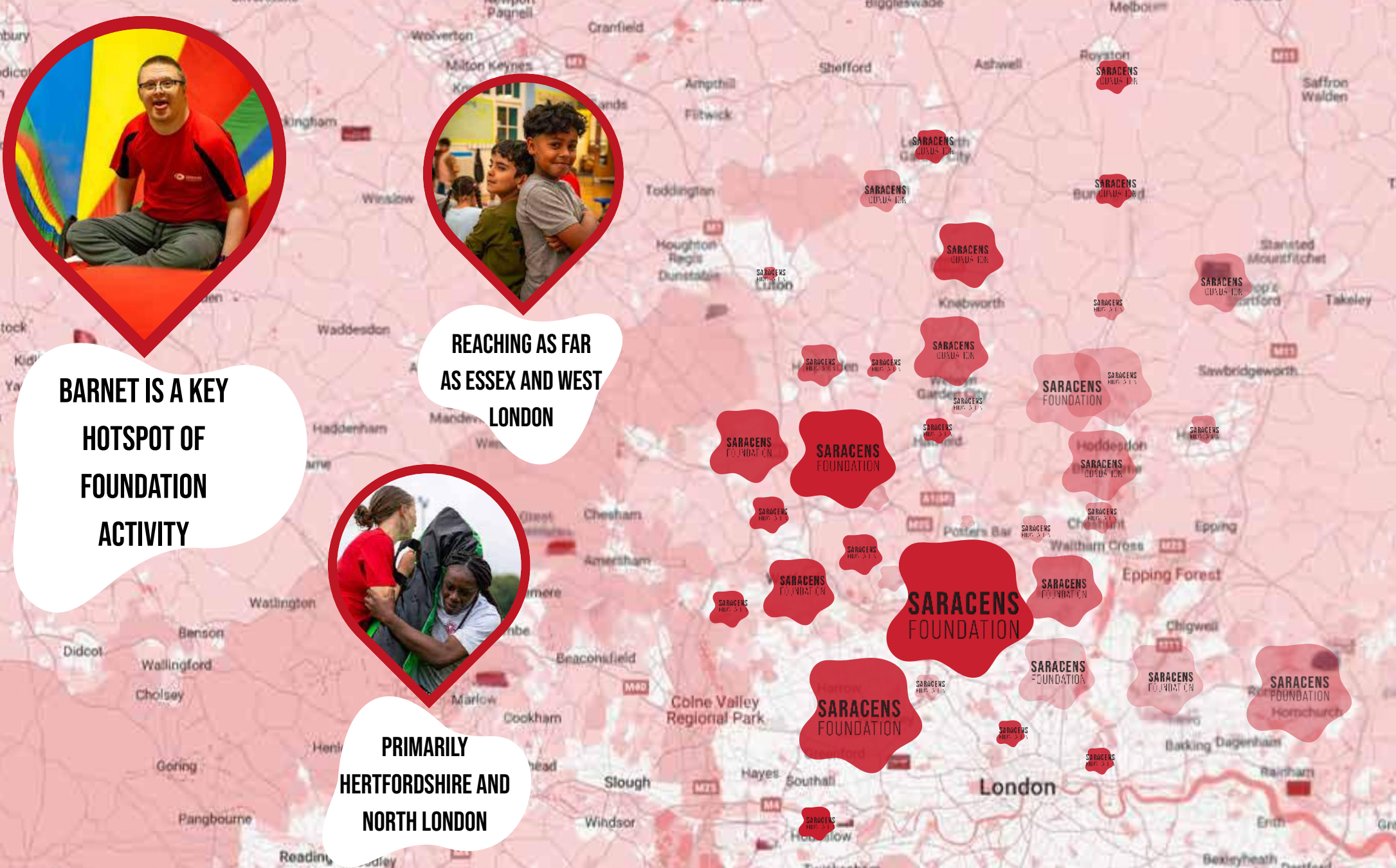




**BARNET IS A KEY
HOTSPOT OF
FOUNDATION
ACTIVITY**

**REACHING AS FAR
AS ESSEX AND WEST
LONDON**

**PRIMARILY
HERTFORDSHIRE AND
NORTH LONDON**



OUR COMMUNITY

DEMOGRAPHIC

Hard to reach individuals and those **most in need** that we can impact, regardless of age, background or ethnicity.





OUR COMMUNITY

SARACENS RUGBY CLUB

We are incredibly proud to be a part of the **Saracens Family** and greatly value our relationships with the club.

The consistent engagement from the players and fans is invaluable to our projects.

We are committed to creating a culture that preserves an environment where staff feel **empowered** and **driven** to be the best they can be.

We want to reflect the positive change we have in our projects within our team and build **positive relationships**, **make memories** and ensure this is the **best place to work.**

