



Ambition Aspire Achieve

Newsletter – Winter/Spring 2022

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Welcome to the latest edition of the **Ambition Aspire Achieve** newsletter. With Spring now around the corner, we are gearing up for a busy Easter full of activity. In this edition, you can find out more about some of our upcoming projects, along with highlights of our work since the Autumn.

But first, a very big thank you to the supporters and friends of AAA who gave so generously last year. Not least, the amazing support from so many helping us to deliver a successful Christmas Toy Appeal, reaching nearly 3,000 vulnerable children and renamed as the Kevin Jenkins OBE Newham Christmas Toy Appeal, in honour of our founder whose life we celebrated during a truly memorable day at the Arc last Autumn.

Looking ahead to the Spring and Summer, we have much planned. Along with usual activities at our delivery hubs, growing in demand since the easing of Covid-19 restrictions, this includes the return of our outward-bound camping trips for young people over the Easter school holidays, our sixth annual Easter Appeal which is now underway and a Summer-programme which is expected to be one of our busiest ever.

All this is set against the backdrop of challenging times, which are sadly set to continue, with the rising cost of living expected to create increased hardship for many of the children and young people we work. Focusing all our efforts to provide the best possible opportunities and activities for them will be vital. Please do get in touch if you'd like to find out more about our work, how you can help and become more involved in 2022.

Jonny Boux

Chief Executive - Ambition Aspire Achieve



AAA Tribute and Fifth Year Celebration

Towards the end of last September, we marked our fifth-year anniversary and paid tribute to the remarkable life of AAA founder Kevin Jenkins OBE. The day, held at the Terence Brown Arc in the Park on Saturday 25th September, was truly memorable, with hundreds of friends, supporters, staff and trustees coming together to celebrate, pay tribute and share many fond memories.

The event, which will live long in the memory, included a whole host of fun activities for local families and was centered around a special tribute hour in honour of Kevin, which included speakers, a tree planting ceremony led by his family, culminating in rousing performances from our very own Abbey Hub Choir and All Stars performance group, made up of young people with Special Educational Needs or Disabilities attending our youth projects at the Arc.

Hundreds of local children, young people and their families enjoyed many workshops and activities delivered as part of the celebrations, from Lego building, arts and crafts workshops, team sports, bouncy castles, boxing coaching sessions, puppet shows and giant board games, there was something on offer for everyone. Awards and certificates were presented to AAA children and young people during the day and a formal opening of the Arc's edible gardens area was led by AAA Chair of Trustees Christine Bowden, along with young people who benefit from the space.

We would like to thank all friends, supporters and colleagues who joined us, to celebrate AAA's journey so far and to pay such a fitting and memorable tribute to Kevin.



Kevin Jenkins OBE Annual Christmas Toy Appeal 2021

The lead up to Christmas tends to be one of the busiest times of the year at Ambition Aspire Achieve and Christmas 2021 proved to be no exception. The 44th Christmas Toy Appeal, supported by the **Newham Recorder**, was renamed on its launch back in November as the '**Kevin Jenkins OBE Newham Christmas Toy Appeal**' in memory of its founder, and was needed more than ever this year, given all the surrounding challenges experienced by vulnerable children and their families so heavily impacted by the Covid-19 pandemic.

The 2021 Appeal had many highlights. Supported by 42 business supporters, 6 schools and 5 surrounding charities/charitable trusts, along with local churches, faith groups and many more generous individuals, who donated thousands of toys. This year we exceeded our target, providing a stocking full of gifts for over 2,900 vulnerable children, to open on Christmas morning - a fitting tribute for the Appeal's founder.

Despite Covid-19 restrictions rising, volunteers kindly gave time in the toy warehouse provided by appeal partner **Quattro Plant Hire**, with many businesses, including **Mace Construction**, **Lego**, **Axis**, **All Funds** and **Gallions Reach** providing teams of volunteers to help pack toys. There was even a visit from a BBC news team, who featured the Appeal on a piece that was broadcasted on BBC lunchtime news on Christmas Eve! And thanks to further donations, over 150 seasonal food hampers were delivered to vulnerable local families during the last week of the Appeal, with delivery supported by local distribution firm **Menzies Distribution**. A huge thank you to all involved, helping to make a real difference to local children this Christmas. To find out more about the **Kevin Jenkins OBE Toy Appeal** which will be running once again in 2022, please contact Appeal Coordinator **Paula Blake** paula@theaaazone.com



Christmas Highlights 2021



Christmas is a special time at Ambition Aspire Achieve and following all the challenges of recent times, we were determined to open-up our Christmas themed parties and pantomimes once again, with funding support for Christmas activities kindly provided by AAA patron **Glyn Hopkin**.

Children and young people across our clubs at Arc in the Park and Abbey Hub enjoyed many fun Christmas themed parties, pantomimes and thanks to additional funding provided by the DfE **Holiday Activities Fund**, we delivered new activities for large numbers of children with Special Educational Needs or Disabilities at Abbey Hub during the Christmas school holiday break. Children attending had the chance to enjoy Christmas themed trips organised as part of our programme, including an ice-skating trip to North Greenwich and a visit to the Wetlands Centre to enjoy Xmas lights and illuminations.



Our **Community Christmas Trees** enterprise ran once again in the lead up to Christmas, to raise important funding for our work. During December we sold and delivered over 200 real Christmas trees, raising over £8k to support key areas in 2022, boosting funding for our Mersea Island summer camps and annual sailing trip for young people next year.

Our Nordman Firs and Norway Spruces were purchased by individual supporters, schools and corporate sponsors with Chancellor Rishi Sunak once again purchasing trees for the No.11 lobby and flat, delivered to Downing Street during the first week of December! Thank you to all our customers this year, your Xmas tree purchases were greatly appreciated helping to make a difference.



Arc Updates

As we gear up for the spring and busy summer months, our regular projects and activities at the **Terence Brown Arc in the Park** continue to be ever popular, with hundreds of local children and young people accessing our clubs and after-school activities delivered throughout the week and weekends.

A regular fixture at the Arc is our **Saturday Cycling Club**. The club welcomes on average 15 young people every week, ranging from children who want to learn how to ride a bike, to young people working towards completing Bikeability courses, giving them the confidence and knowledge to ride safely on the streets and roads in the future.

We are extremely fortunate to benefit from a dedicated volunteer team, who help to deliver the club every week. Arnold and his colleagues from **Newham Cyclists** have recently supported the club to provide fun ride outs around the local area and bike maintenance sessions, providing the opportunity for children to learn new skills on how to maintain their own bikes. The Newham Cyclists also recently organised a cycle ride to the Olympic Park for 12 young people, supported by two AAA staff and 4 volunteers. The young people really enjoyed the activity, with one child marking the trip by saying "*this was the best time ever!*".

We would like to take an opportunity to say a huge thank you to Arnold and all the volunteers from Newham Cyclists for their continued support and dedication, which is truly appreciated by everyone at AAA, our young people and their parents.

Other popular weekend fixtures at the Arc include our **Sunday Explorers Club** and **Saturday Multi-Sports** clubs, providing opportunities for children and young people, including those with Special Educational Needs or Disabilities to try new sports and activities, learn new skills and develop new interests, all whilst having lots of fun!

If you would like to find out more about our projects, clubs and activities at the **Terence Brown Arc in the Park**, please contact Operations Manager **Paula Blake** – paula@theaaazone.com 0207 511 4253.



Abbey Hub Updates



Our regular activities, after-school clubs, weekend clubs and family days at the **Glyn Hopkin Abbey Hub** received a boost this year thanks to funding awarded by corporate partner **BAIN Capital**. With their support, we can continue to grow and develop our offer at the Hub during 2022, providing much needed opportunities for local children and young people residing in the area. Our offer for SEND young people accessing the hub is also growing, with funding secured to deliver school holiday provision for groups this year. Along with our after-school clubs and groups, our **Abbey Cycles** weekend cycling club has also been in high demand, with more children joining up recently. Those attending have been learning cycling skills and enjoying regular trips out in and around the Stratford area.

In March, the staff team at the Hub marked International Women's Day, inviting girls who regularly attend sessions along with their mothers to enjoy a pamper session, with candles, flowers, biscuits and mocktails all on offer! Our young people enjoyed pampering their mums who also thoroughly enjoyed the experience with one quoting *"it's nice for me to spend some quality time with my daughter and feel appreciated!"*.

And there are exciting times ahead this year, with the development of the main building at Abbey Hub about to begin, following grant funding secured from the **LLDC** last year. We are also very excited about the prospect of developing a new outdoor learning facility, in the woodland space adjacent to Abbey Hub, kindly gifted to AAA by **Thames Water** recently. With a number of partners already on-board pledging support for the project, we look forward to sharing further updates on this fantastic development in future newsletters!

To find out more about our plans and all the activities on offer at the **Glyn Hopkin Abbey Hub**, please contact Hub Manager **Marie Painsamy** at marie@theaaazone.com or call 0208 555 8333. You can also visit the What's On page on our website at www.theaaazone.com/whats-on.html where you can view the Abbey Hub timetable.

Project Spotlight – Moving On & Up

In 2021 we established a new employability and personal development project, **'Moving On & Up'**, for young people aged 14-19, with sessions delivered to support their transition from school into ongoing progression opportunities including further learning, apprenticeships and paid employment. With funding generously provided by the **Newham Rotary Club**, we provided targeted support to twelve young people with the group demonstrating excellent progress

As a result of the sessions attendees showed improved communication and problem-solving skills through their completion of a series of games and workshops. Young people attending also worked towards Bronze Arts Awards, developing their knowledge and experience of music production and the arts by utilising our fantastic recording studio at the Arc. Thanks to a new grant awarded recently via the **Lyle Community Fund**, we hope to expand this project during 2022, including introducing new elements of personal and professional mentoring, to enable young people to reach their full potential.

To find out more, please contact **Jen Walton**, Youth Coordinator jen@theaaazone.com 0207 511 4253



Project Spotlight – This Is Me

Ambition Aspire Achieve

This is Me

The Lodge
Hermit Road Park, Bethell Avenue, E16 4JT
FREE for all 11 to 16 year olds
Tuesdays & Thursdays
6:30pm to 8:30pm

This is a safe and inclusive space where human rights are respected and where lesbian, gay, bisexual, trans, queer, questioning, and intersex people and their friends and allies are welcomed and supported

Workshops Activities
Games Mentoring
Discussions Support

Booking not required, just come along,
or to find out more contact Jen Walton:
Jen@theaaazone.com
or 07398 622 505

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We are delighted to announce a brand-new project, thanks to a grant secured in February as part of the **Winter Pressures Fund/Inequalities Grant** opportunities.

'This is Me' meets an identified need following a number of consultations with young people attending our weekly youth groups at Arc in the Park. The new project will deliver twice-weekly support groups over the coming year for young people who identify as LGBTQ+ or who are exploring their gender identity.

The sessions will be facilitated at the **Arc in the Park Lodge**, providing a safe stand-alone space, supporting young people to discuss issues, explore ideas around their identities, whilst delivering a range of workshops and activities focused on building confidence and wellbeing, helping to identify ongoing progression opportunities. As part of the project, selected members of the AAA team will also benefit from LGBTQ+ awareness training and mentoring training, to support delivery.

If you would like to find out more, please contact **Jen Walton**, AAA's Youth Coordinator – jen@theaaazone.com 0207 511 4253

Annual Sailing Trip 2021

Our annual sailing trip, delivered in partnership with the **Ocean Youth Trust** has become a firm fixture of the AAA calendar. Last autumn, a group of 8 young people took part in the brilliant and unique experience of a five-day sailing trip, forming part of a crew to sail from Southampton to the Isle of Wight and back again.

We received wonderful feedback on all the young people taking part. Skipper Holly said, *“A lovely way to end a successful sailing season, with a group of young people who really enjoyed being out of London and exploring new places”*.

Those taking part enjoyed lots of fun games and activities, with each successfully completing their RYA Start Yachting qualifications. There was even time for an on-board Halloween party, with food, decorations, costumes, music and games. We are looking forward to running our sailing trip again later this year. A huge thank you to the Ocean Youth Trust for providing this fantastic opportunity!



Arc Family Days



This year, thanks to funding secured via the **Aspers Good Causes Fund**, we will be organising and delivering 30 free family days, running throughout weekends and Bank Holidays at the Terence Brown Arc in the Park.

The regular family sessions will provide a mix of activities and workshops, with access provided to the range of facilities at Arc in the Park, supported by staff delivering the events. Advice will also be on hand with local councillors running surgeries and information available for families about surrounding opportunities, support and activities on offer in the local area.

To find out more and to book a place on a family day running this year, please contact Operations Manager Paula Blake via email paula@theaaazone.com or call 0207 511 4253. You can also find further details, including a flyer and timetable at the What's On page on our website www.theaaazone.com/whats-on.html



Fundraising Updates

Children in Need have been a key supporter of our work, having provided important funding for activities at Abbey Hub via their small grants programme and our **Wellbeing Groups** at the Arc, which have become firmly established over the past 3 years, supporting young people with additional needs. A growing number of children and young people have been attending the groups and have enjoyed a range of fun and exciting activities, designed to improve their overall confidence and wellbeing. Following a recent application, we are delighted to announce that funding has now been secured to grow and develop the groups over the coming 3 years, opening up even more opportunities for vulnerable children and young people. We look forward to sharing future updates on the project!

Along with other funding news covered earlier in this edition, a big thank you to several other AAA funders and supporters who have provided ongoing donations to support our appeals and work more widely in 2022 including **Lego, Mace Construction, Glyn Hopkin, Thames Water, Chelsfield, Axis, All Funds, Janus Henderson, Clark Electrical, Gallions Reach, Berkeley Homes, Burberry, Link City** and the **Ernest Cook Trust**



Brick Lane Music Hall Benefit Evening

Save the date! Vincent Hayes MBE and the **Brick Lane Music Hall** team will once again be staging our annual benefit evening on **Saturday 14th May**, with the proceeds from ticket sales kindly donated to support our work this year.

The evening promises to be full of fun, with traditional music hall entertainment and a 3-course meal on offer, all for the bargain price of £49.50 per ticket. We will also be running a silent auction in the lead up to the event and a raffle during the evening with a whole array of prizes on offer!

Tickets are selling fast! If you would like to purchase a ticket or book a table (for between 2 and 8 places), please contact AAA's Chief Executive **Jonny Boux** via email jonny@theaaazone.com or call 07957 620462.

We hope to see you there!

Ambition, Aspire, Achieve
is proud to present our

5th Annual

Benefit Night



Please join us for a spectacular Music Hall show with
Master of Ceremonies, Vincent Hayes MBE

Saturday 14th May 2022 ★ Brick Lane Music Hall
443 North Woolwich Road, E16 2DA (600m from Pontoon Dock DLR)

Doors open at 6:30pm ★ Dinner at 7:30pm ★ Carriages at midnight
Three course meal with tea or coffee ★ Raffle and auction
Pay bar available throughout the evening ★ Tables for 2 up to 12 available

Contact **Jonny Boux** to pre-book tickets - £49.95 each
jonny@theaaazone.com 020 7511 4253

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Ambition Aspire Achieve

Find out about what we do and how you can help: www.theaaazone.com
Thanks to the generosity and kindness of the Brick Lane Music Hall, the entire ticket price will be donated to Ambition, Aspire, Achieve. All proceeds will be used to further our work with disadvantaged, vulnerable and at-risk children and young people.
Registered Charity number 116798

Annual Easter Appeal - 2022

Our 6th Annual Easter Appeal delivered in partnership with the **Newham Recorder**, was launched recently by AAA Patron **Ricky Grover**. This year we are aiming to raise at least 2,000 Easter eggs to distribute to vulnerable children in time for Easter Sunday on April 17th. The Appeal will be receiving referrals from a combination of Newham's child support agencies and social services to ensure it reaches those most in need. The children receiving an Easter Egg will be living in poverty, experiencing multiple challenges and difficulties, made worse by the many challenges caused by the Covid-19 pandemic. A big thank you to the many supporters who have recently donated including **All Funds, Neo Jain Naha** and **Treats for Kids, Zurich Community Trust, the Newham Chamber of Commerce, John Ratomski** and **Irons Supporting Food Banks** and an amazing donation from the **Bikers** group – over 50 motorcyclists recently arrived at the Arc with donated eggs to provide support!

You can help this year in a variety of ways – by donating Easter eggs or by donating to our Appeal giving site at www.justgiving.com/campaign/eastereggappeal2022.

To find out more about the Appeal, please contact the Appeal Coordinator **Paula Blake** paula@theaazone.com or ring 07432 024 022.



Partner Updates



We are honoured to be one of **West Ham United's** official charity partners during the 2021-2022 football season. The club has been a strong supporter of Ambition Aspire Achieve since our inception in 2016. Their recent support has been greatly appreciated, including arranging for West Ham United legend Carlton Cole to represent us at the **BGC Charity Day** as an AAA ambassador towards the end of last year and a featured game in December, where our work was promoted in the lead up to West Ham vs Chelsea fixture via WHU social media pages with first team players adorning AAA tops during training sessions. And thanks to generous donations of match day tickets, 6 young people from our youth groups enjoyed pitch side seats at the game!



We are also very fortunate to be working with a couple of fan-led supporter groups. John Ratomoski and the **Irons Supporting Foodbanks** have provided amazing support and donations including Umbro kit for young people attending our projects, clothes and food donations for our much-needed clothes and food bank and donations to support our 2021 Xmas Appeal and 2022 Easter Appeal. We would also like to thank Neil Taylor and the **Hammers for Work and Support** who have also provided kind donations recently to support our annual appeals.

Get Involved



Our work relies on the tremendous generosity of individuals and companies giving their time and support. In 2022 we need your help more than ever and there are many ways you can provide support, including donating items, food and equipment for our projects and service-users, helping us to fundraise, sponsoring our programmes and of course a whole range of group and individual volunteering opportunities. You can even raise funds for our work when shopping online by selecting AAA as your favourite charity when purchasing from Amazon!

JustGiving™

We'd love to hear from you – please contact **Jonny Boux** by email at jonny@theaaazone.com if you would like to get involved or come and visit us at one of our hubs, Arc in the Park in Canning Town or Abbey Hub in Stratford.



Fancy running the London Marathon for charity or completing a sponsored swim? This year we have a London Marathon place up for grabs along with available places in the Ride London Essex cycling event, Vitality 10k run and Swim Serpentine. If you are interested, please contact Jonny asap. to grab a place while they're still available!

amazon smile

Finally, if you would like to donate to our work, either as a one-time gift or regular contribution, - please visit our **Just Giving** page via our website: <http://www.theaaazone.com/donate.html>. Any donation, no matter what size is hugely appreciated, helping us to further our work with children and young people this year.



Ambition Aspire Achieve

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