



IMPACT REPORT 2025/2026



SAMWORTH
BROTHERS

Food & Family since 1896

INTRODUCTION	2
ABOUT THE CHARITY	3
THE 2025/2026 NUMBERS	5
CASE STUDIES AND QUOTES	7
OUR TRUSTEES	9



INTRODUCTION - CHAIR OF TRUSTEES

2025 was a difficult year for many small organisations and charities. In this challenging environment the Samworth Brothers Community Opportunity Fund is immensely proud of the number of young people we were able to support. Through our grant funding to organisations and clubs, we have helped deliver excellent opportunities for young people, particularly those from disadvantaged or hard to reach communities, as well as young people with disabilities.

The Fund has adapted how we support local charities and organisations to meet the changing needs around safeguarding, governance, and infrastructure and we ensure all the organisations we fund have robust safeguarding policies and are members of a National Governing Body, where appropriate.

The expansion of our activities to cover food and nutrition knowledge has enabled new projects to form and be supported, focusing on using inner-city green spaces to teach young people to grow, harvest and cook nutritional food.

The board of Trustees meet every month to consider new applications and in addition make visits to truly understand the activities of our applicants.

We look carefully at the geographic location of each application to ensure funding is provided to those who are active in areas where Samworth Brothers plays an integral role in the community.

I am extremely proud of our 2025 impact which saw over £577,000 awarded to 60 organisations benefiting thousands of participants and volunteers. This is the highest annual amount we have ever awarded and comfortably gets us back above pre-pandemic levels. We continue to see an increase in deserving applications.

I would like to thank everyone involved in making this possible. In the main, Samworth Brothers who generously provide the funding for all the grants we make and to all the Trustees who provide expertise and guidance, looking carefully at all requests and maintaining robust financial processes.

Most importantly, thank you to all the organisations we have supported who work tirelessly to provide opportunities for those who most need the activities and programmes.



Richard Marris
Chair of Trustees

ABOUT THE CHARITY

The charity is funded by Samworth Brothers, bringing their purpose of “doing GOOD things with GREAT food” to life, supporting communities in the areas where Samworth Brothers are based.

The Samworth Brothers Community Opportunity Fund was originally established as the Sports Opportunity Fund in 2013 following the success of the 2012 Olympic and Paralympic Games to fulfil a desire to support our communities to thrive through the legacy of the Games. We have now expanded our activities and renamed the Fund to reflect that, in addition to supporting sporting activities, we support organisations that improve young people’s experience of engaging in growing food, good nutrition and cooking skills.

Our focus is young people aged under 18, primarily supporting clubs, organisations and projects that are working with young people in hard to reach and disadvantaged groups, including those with disabilities.

We also have a long-term relationship with Loughborough based charity Move Against Cancer as our current charity partner who deliver activities to support young people living with cancer.

The projects we fund are in areas where a Samworth Brothers business is an integral and important part of the local community and we encourage our employees to submit applications for clubs and organisations they are involved in through our Colleague Sponsored Award which provides grants up to £1,000 to organisations meeting the criteria.



Our aim is to make it easy for organisations to apply. Our criteria are set out clearly on the Samworth Brothers website:

<https://www.samworthbrothers.co.uk/community-opportunity-fund/>

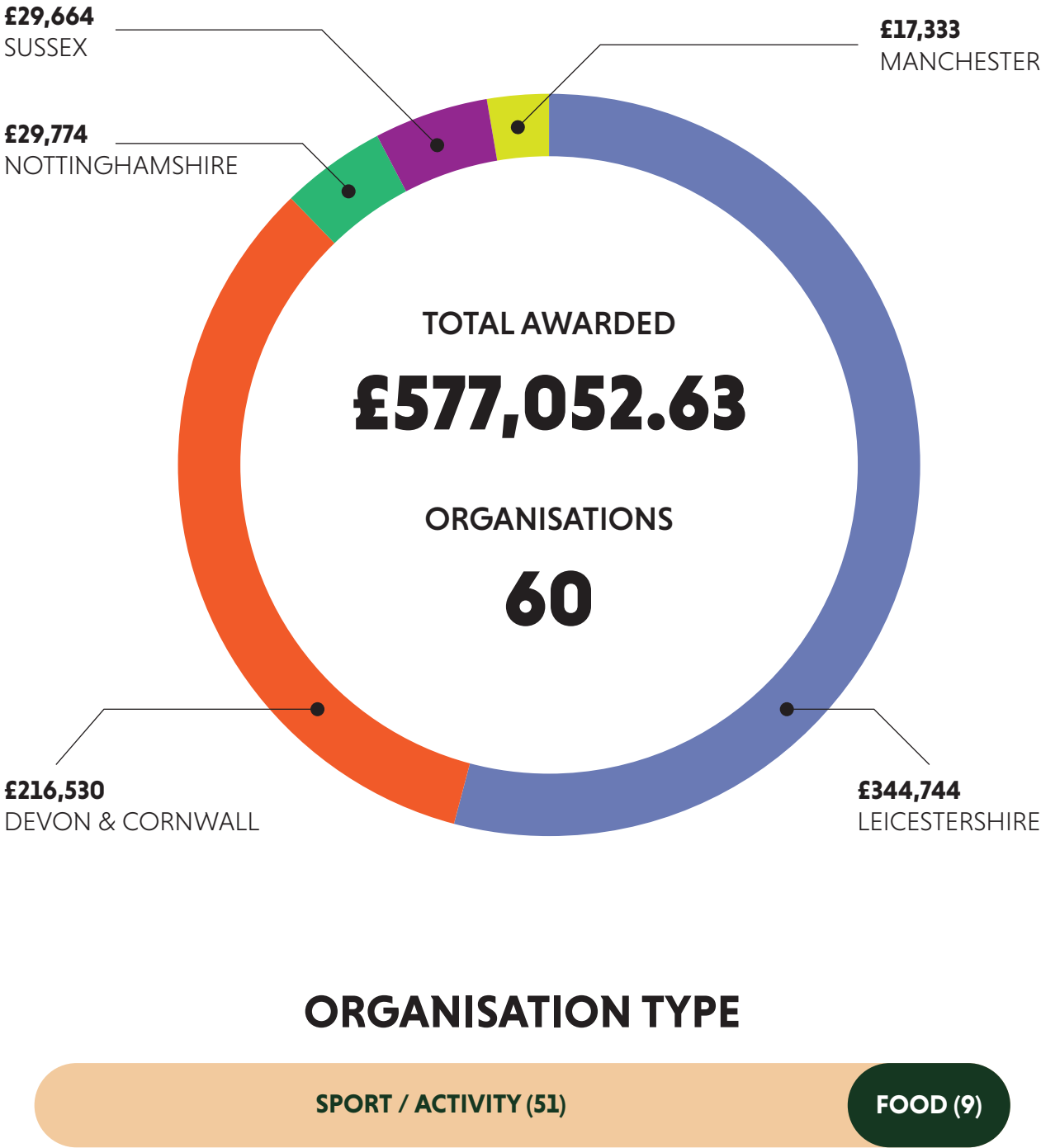
Organisations seeking funding are invited to submit a simple application form. These are reviewed by the Trustees at the first meeting after submission. If additional information is required, the Trustees follow up with phone calls and visits. Once agreed, a simple process is in place to accept the funding along with a request to provide updates on the project. We visit live funded projects to present a commemorative plaque and discuss how the project is going.

During the year, Trustees and Fund representatives undertook around 19 pre-award visits to prospective organisations, providing valuable insight into delivery, governance and community need. A further 17 follow-up visits were carried out with funded projects, allowing us to see first-hand the impact of our support and strengthen our relationships with delivery partners. This level of engagement is central to our approach, ensuring that funding decisions are both well-informed and accountable, and that the Fund remains closely connected to the communities it serves.

This report covers our financial year 1st April 2025 to 31st March 2026. However, it is worth noting that since its inception, the fund has made awards exceeding £3.1 million, benefitting over 357 clubs and organisations.



THE 2025/2026 NUMBERS



This is our first impact report, and we are fine tuning the data we collect and how we collect it. We are very aware that many organisations we support are small and very much volunteer led. We do not intend to overburden them with complex reporting requirements, but we do want to capture the value and essence of our awards to ensure value for money.

Measuring impact by the value of awards and number of participants is essential but only part of the story. We seek to improve the lives of the participants and support volunteers in many ways, and the case study section shows this clearly. Many of our recipients are from disadvantaged backgrounds and our funding provides opportunities the participants would not normally enjoy, The social value of our funding is immense and this year we undertook a small survey to understand the soft benefits to the participants and were delighted with the outcomes. It is especially pleasing to see that participants showed increased confidence and wellbeing alongside an increase in engagement.

BENEFIT IMPACT

ORGANISATIONS SUPPORTED

INCREASED SOCIAL /NETWORKING SKILLS	INCREASED SKILLS	INCREASED CONFIDENCE	INCREASED ENGAGEMENT	INCREASED WELLBEING
8	21	19	18	13

CASE STUDIES AND QUOTES



"We saw an example of the impact when a group of girls 10-14 years attended to help weed- they were immersed, socially interacting, safely learning about plants and above all having fun, laughter and appreciating positive features of the city."

Communities Food and Wellbeing Hub



"This funding has made a big difference by helping many young people from low-income families take part in basketball activities who might not otherwise have had the opportunity. As a result we have seen positive changes in participants' confidence, engagement, teamwork and overall wellbeing"

Young Heroes Leicester

"With the equipment purchases and qualified coaches and volunteers, we have been able to continue the high standard of training we can give to the children, many of who go onto play for teams."

Leicester Nivana FC



"Our juniors have become far more confident, and their skill level has improved due to the new equipment we have brought from the funds to enhance our coaching programme."

Menheniot Tennis Club

"Young people who were initially disengaged have developed a strong sense of ownership and pride in their work – from planting and nurturing crops to preparing healthy meals with the produce they have grown."

The Cook E-Learning Foundations (E2)



CASE STUDIES AND QUOTES

Thank you to Samworth Brothers Community Opportunity Fund for believing in our project and helping us to start something that is making a real difference in our community for many people, through supporting us to:

- Deliver an employment opportunity for someone in the area who has an amazing set of skills and in depth knowledge that can be utilised for the benefit of our community
- Enabling us to pass on knowledge to young people and their families, developing their skills and increasing their confidence and engagement to become involved in these projects. The aim is that these young people become our future mentors and ambassadors, creating a sustainable and resilient community
- Developing and increasing volunteer opportunities within our community in a natural and biodiverse setting that is beneficial to wellbeing and gives a great sense of purpose and of giving back to the community
- Through this project, open up conversations with others to work collaboratively and for the benefit of our amazing community.

The Peninsula Trust



"The children absolutely love the Rockets sessions. It has really helped build their confidence and ability both on and off the bike. They are excited every Monday afternoon to go and ride. In their words, they love learning new skills, making bike friends and riding really fast!"

"My son says it's an amazing club and he never wants to leave! He is genuinely excited to go to every session and his skills are coming along beautifully. I'm so glad we found the Rockets."

Leicester Forest Cycling Club Rockets

"The Countryside Kitchen has only been possible thanks to the generosity and belief of our funding partners.

Over the past year, their support has enabled us to transform an idea into a thriving community resource. Some funders have invested in the development of our facilities through capital improvements, including accessibility enhancements, educational equipment, outdoor learning spaces and garden improvements. Others have funded fully inclusive workshops, covering ingredients, learning materials and transport so that cost is never a barrier to participation.

Together, this investment has enabled children, families and vulnerable adults from Northamptonshire, Warwickshire and Leicestershire to access inspiring, hands-on experiences that reconnect them with food, farming and nature. We are incredibly grateful to every organisation that has chosen to invest in our vision."

The Countryside Kitchen



OUR TRUSTEES

RICHARD MARRIS
Chair of Trustees.



MORGAN BALL
Deputy Chair and
Trustee.
Group IT & Process
Optimisation Director,
Samworth Brothers.



SARAH TOPLEY
Fund Treasurer
and Trustee.
Finance Director
– Protein,
Samworth Brothers.



KAREN HOLDSWORTH
Fund Secretary
and Trustee.
Community
Engagement Lead,
Samworth Brothers.



JANE NICKERSON
Trustee.



JAYESH DAVE
Trustee.



PAULA GAGIN
Trustee.
Distribution Manager –
Ye Olde Pork Pie
Shoppe,
Samworth Brothers.



MEGAN ROBERTON
Fund Admin.
Personal Assistant,
Samworth Brothers.



SARAH PERKINS
Fund Representative.
Community
Coordinator
– The Cornwall Bakery,
Samworth Brothers.



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