



Charity Number 1196831

Jordan Sinnott Foundation Trust

Our Vision for the Future Strategic Aims and Ambitions Plan 2022- 2025



. Our mission is to provide funding and support to children and young adults so their lives may be enriched through the sport they love



This plan sets out the Strategic Direction for the Jordan Sinnott Foundation Trust for the next three years, including the overall aims for the Jordan Sinnott Foundation Trust and the programmes of work that will be delivered in order to achieve these aims.

This strategic plan will be revised and updated on an annual basis, forming, with our audited accounts our Annual Report.

This strategy will:

- Identify our purpose and principles
- Explain our actions to date
- Clearly state our aims and objectives for the next three years, how they will be achieved and how we will monitor and review them
- Identify the Risks to the Jordan Sinnott Foundation Trust and how we will mitigate these risks



Our Purpose

Professional Footballer Jordon Sinnott aged 25, died following an altercation on 25th January 2020.

Following his untimely and tragic death, Jordans family, fiancée, friends, and colleagues wanted to do something positive and keep Jordan's name and legacy alive.

Jordon was also known as Jord by his family, Sin by his friends.

He had an insatiable appetite and love of sport.

He also had an enormous heart to help those who were less fortunate.

- In September 2020 The Jordon Sinnott Foundation Trust was established.
- In November 2021 The Jordan Sinnott Foundation Trust was awarded Charity Status by the Charity Commission.

Our charitable objective is to raise funds for the relief of those who are in need, particularly children and young people, by reason of sickness or disability, financial hardship, or social and economic circumstances and to help young people, by means of sport and healthy recreation, to develop their capabilities and fulfil their potential as individuals and members of society.

Our actions to date

- We have appointed a Board of Trustees, agreed on our charitable purpose and charitable objectives, and put in place a governance structure which includes policies & procedures, risk management and delegated authority.
- We have commenced a comprehensive grant making policy and procedure programme.
- In October 2020 we appointed Ian Wright as our Patron
- We have inspired others to raise funds for our Charity
- We have donated to 'Homeless not Helpless' at the Bradford Forster Square Arches tents and essentials for those sleeping rough.
- We sourced and delivered over 250 individual items to The Welcome Centre in Huddersfield.
- From its establishment in September 2020 to January 2022, The Jordan Sinnott Foundation has
 - Raised just over £100k through various fundraising activities.
 - Awarded 33 grants to different applicants from £200 - £10k
- We name been nominated for Charity of the Year 2022 for Koi Sports CIC
- In South Africa Vumanhlamvu Primary School in rural KwaZulu-Natal in conjunction with The Bambisanani Partnership introduced two sports awards in memory of Jordan: the Jordan Sinnott Sportsman and Sportswomen of the Year Awards. This year, a third award has been added: Sports Leader of the Year. "The impact of the awards at the school is quite remarkable."
- Donations of Football shirts from 862 Football clubs which were displayed at Jordans Funeral have been sent to more than 35 countries and found homes with some of the most disadvantaged children



Our JORD Principles

Justly - we will act justly and in accordance with our moral standard as set out in our Charitable Objectives.

Opportunity - we want to provide the opportunity for individuals, clubs, groups, and team to harness the power of sport, play and physical activity.

Remove - in providing grant funding for vulnerable and under privileged children and young adults, we aim to remove the barrier to taking part in sport.

Deserve - we believe that every child and young adult deserves the right to fulfil their potential.

Our Aims and Objectives for the next 3 years

In the next three years we will

- **Be able to demonstrate the impact and added value we have made on those individuals, clubs, groups, and teams who have received a Jordan Sinnott Foundation Trust grant.**

How we will do this:

- We will demonstrate and inform through case studies from those we have supported the impact a JSFT grant has made
- We will gather and analyse all feedback from those we have supported to inform future decisions
- Be seen by local partners as the 'go to' organisation for grass root grant funding and we will share our innovation and expertise.

- **Generate and secure a sustainable income, ensuring that the Jordan Sinnott Foundation Trust is recognised as an effective, efficient, and thriving organisation worthy of future investment.**

How we will do this:

- We will establish a working relationship work with local and national Corporate Partnerships, aiming to be named as their 'Charity of the Year' through their Corporate and Social responsibility
- We will target our marketing and social media platforms to significantly raise awareness of our charity
- We will optimise data collection and undertake regular interrogation to understand and maximise income streams
- We will set Key performance Indicators (KPIs) to measure success against our objective and report on these in our Annual Report
- We will abide by The Code of Fundraising Practice and conduct our fundraising in line with their responsibilities
 - **Legal:** All fundraising must meet the requirements of the law.
 - **Open:** Fundraisers must be open with the public about their processes and must be willing to explain (where appropriate) if they are asked for more information
 - **Honest:** Fundraisers must act with integrity and must not mislead the public about the cause they are fundraising for or the way a donation will be used.

- **Respectful:** Fundraisers must demonstrate respect whenever they have contact with any member of the public
- **We will make best use of our resources.**

How we will do this:

- We will ensure that we optimise expenditure and to achieve best value for money in order to maximise funds available for direct grants
 - Produce monthly accounts to monitor and analyse performance to track the company's output, evaluating how it is performing in relation to the targets that were set
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Risks to The Jordan Sinnott Foundation Trust

We have identified 3 key risks that we believe are critical to developing our plans for the year and to drive our more strategic planning.

- **Generating Income** - That the income required to maintain our grant making services at the planned level is not secured.

Action:

- We will ensure that we have several income streams, not relying on a single source.
- We will appoint an Ambassador Group to help increase our public profile
- We will increase the activity on our social media platforms, increasing engagement within the community and maintain our public profile.
- We will actively steward our income streams to maintain engagement.
- We will abide by The Code of Fundraising Practice

- **Demand and meeting needs** - That the demand for grants far exceeds services our planned levels, and we are unable to meet the needs of the communities we serve.

Action:

- We accept that this will be an ongoing risk to the JSFT and we will closely monitor our income and donations.
- We will continue to appeal for funding so that we are able to meet the needs of those applying for grant funding.
- Whilst each grant application is assessed on its own merit, there may be occasions when the full amount of funding required cannot be given in full or at all.

- **Reputation** - That there is significant damage to the Jordan Sinnott Foundation Trusts' reputation and brand such that it negatively affects income or demand for grant making, or that significantly critical judgement is received from our regulators and/or commissioners.

Action:

- We have a robust Grant Awarding Policy, clearly setting out our priority for funding.
- There is a Grant Panel who assess each grant received weighting each application against a scoring rubrics ensuring that all applications meet the charitable purpose and charitable objectives of The Jordan Sinnott Foundation Trust.
- We will demonstrate Financial Governance through a comprehensive audit trail from donation to grant awarding.
- We have ratified our Policies and Procedures to ensure compliance.



We rely heavily on the financial support we receive from donors and the generosity of charitable trusts such as yourselves, who assists us in our work. Without this, we could not operate, so every penny is very much appreciated and made to work hard. Therefore, please accept a huge thank you again on behalf of the Horizon staff, Trustees, and volunteers, and all these deserving young people of Plymouth.

Annette Molloy

I remember the phone call with Melanie, Jordan's mum to talk about the JSFT Ball and the charity and the mission. It was very emotional; no parent should have to go through such a tragic loss, she told me all about Jordan with so much pride in her voice, what a wonderful person he was and to hear how they are honouring him with the trust is wonderful.

I'm very proud to be hosting the JSFT Ball on June 11th.

Colin Manford