



A YEAR IN REVIEW 2021



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3PILLARS PROJECT: WHO WE ARE



A man with short brown hair, smiling, stands on a green grassy field. He is wearing a dark blue t-shirt with a white logo consisting of three vertical bars of increasing height. In the background, there is a white goalpost and a line of green trees under a blue sky with some clouds.

3PILLARS

2020-2021

“There is now a real risk of psychological decline among prisoners, which needs to be addressed urgently, so that prisoners, children and detainees do not suffer longterm damage to their mental health and well-being, and prisons can fulfil their rehabilitative goals.”

HM CHIEF INSPECTOR OF PRISONS, JULY 2020

The UK’s criminal justice system is under huge strain and struggles to be effective amidst the aftermath of the pandemic.

Whilst our core work in prisons has been curtailed we have doubled-down on our post-release support and it's been a lesson in itself. Expanding our resettlement support during this time has proven the third-sector is essential to creating a safe and dynamic platform for young men to build their lives back together.

Mike Crofts, Founder & CEO

OUR SQUAD



Mike
CEO and Founder



Jen
Development Lead



Peter
Operations Lead



Grace
Project Coordinator



Darren
Mentor and Coach



Audrey
Marketing Assistant



Tom
Development Intern



Milka
Mentor

MEET OUR WORKFORCE

INTERNS



VOLUNTEERS

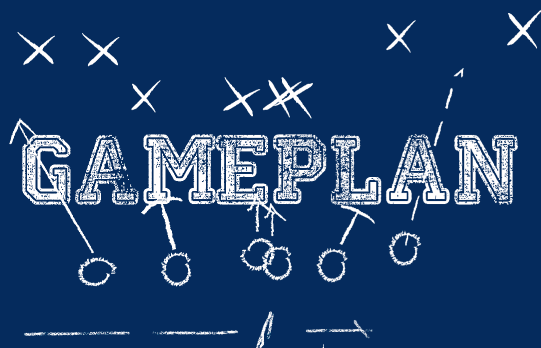


APRENTICES



3PILLARS PROJECT: WHAT WE DO





Over the past 12 months we have consulted with our apprentices, partners, and sector specialists to develop GAMEPLAN;

"A sport-based mentoring programme utilising a community ecosystem to empower young men to reach the top of their game"

The main development of the programme is the longevity of support on offer to the apprentices. This can span from 8-weeks to 6 years as we commit to supporting sustained behaviour change.



THE GAMEPLAN PATHWAY

EXERCISE | EDUCATION | ETHOS

A sport-based mentoring programme utilising a community ecosystem to empower young men to reach the top of their game



Rugby Academy

Engaging young people and adults in custody through our 8-week rugby programme providing coaching, a qualification, personal development and mentoring relationships.



Fitness Academy

A post release community programme, offering mentoring, fitness sessions, advanced qualifications, training and work experience opportunities. We support participants holistically to resettlement back into their community.



Leadership Academy

Graduates of our fitness academy go on to support our community fitness sessions, we place a strong emphasis on developing their ability to become leaders in the community. We provide employment opportunities and connections to partner organisations.

TEN PRINCIPLES OF GAMEPLAN

1

COMMUNITY
OUTREACH & ENGAGEMENT



2

WELLBEING
PHYSICAL & MENTAL



3

MENTORING
LONG-TERM & TRAUMA-INFORMED



4

PERSONAL DEVELOPMENT
LIFE SKILLS



5

LEADERSHIP
EMBRACING LEADERS WITH LIVED EXPERIENCE



6

SUSTAINABLE
VOLUNTEER NETWORK



7

DATA INFORMED
ACADEMIC INDEPENDENT EVALUATIONS



8

USER-LED
DEVELOPMENT ADVISORY BOARD



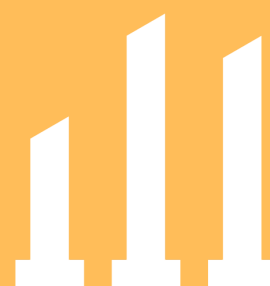
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COLLABORATION
MULTI-AGENCY WORKING



10

OPPORTUNITY
EMPLOYMENT, TRAINING AND EDUCATION



OUR ACHIEVEMENTS



● **Partner Prison Referral System**

We have created a referral pathway to ensure young people leaving prison can receive support in their resettlement. Previously they would have been on our Rugby Academy, however during Covid we are working more closely with the prison staff to engage through other means through the gate

● **Community Gym Sessions in Lambeth**

Run every Tuesday by coaches with lived experience for or on behalf of young people in Lambeth

● **Delivered a Community Sports Leaders Award Course**

Delivered to 48 Oasis School students - allowing an apprentice to get experience in delivering qualifications whilst released on temporary license from prison

● **Developed a joint partnership with St Giles Trust**

With the goal to deliver a bespoke fitness academy style programme for HMP Feltham Youth Offending Institution starting November 2021

● **Bridging the Gap within the System**

Often those in prison do not serve their sentence in one prison and are transferred to different category prisons. This can lead to inconsistent support and rehabilitation, and therefore we have broadened our geographic presence to cover the Midlands

● **New Employability Partnerships**

Finding employment during a pandemic has been tough but we have partnered with some fantastic organisations such as SKANSKA, Ex-Seed, JP Dunn and GardaWorld to provide tangible opportunities

THE LAST 12 MONTHS IN NUMBERS

During 2019/2020 we have hosted day release placements, post release referral mentoring and ongoing support and community membership for people in prison. In addition we have supported prisons and partner organisations with consultancy and programme development.

We launched a pilot of the post release Fitness Academy and here are the results:

100%

- of participants have access to a weekly mentoring session

180

- hours of mentoring delivered

66%

- completed vocational training

100%

- supported with housing & gaining qualifications

100%

- of our participants 6 months after engagement with 3PP are in employment, education or training



AGE of participants

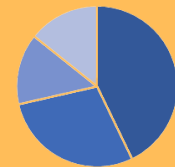
18-24 = 33%

24-30 = 33%

30+ = 34%



All participants were male



Ethnicity & Race of our participants

Black Caribbean 43%

White 29%

Mixed white and black Caribbean 14%

Black African 14%

Our programme continues to engage a diverse cross section young men.

3Pillars Project continue to nurture more diverse representation of people at every level of our organisation, including a greater contribution to our decision making by our trustees and utilising the experience of those with lived experience of the Criminal Justice System. We recognise this is an ongoing process, but have experienced initial success which we will build on in the coming year



OUR FUNDRAISERS



VIRTUAL 3PEAKS CHALLENGE

30.3.21

Due to the COVID-19 pandemic, we were unable to run our welsh 3Peaks challenge as planned so we ran a virtual 3peaks challenge

Total money raised: £1746

GAMEPLAN LAUNCH

29.7.21

We ran an event involving touch rugby, fundraising games and a bbq to launch our new GAMEPLAN programme and raise funds

Total money raised: £400



THANK YOU

PARTNERS



We continue to apply for funding schemes to support our programmes

EXPANDING OUR REACH

IN RECENT YEARS, 3PP HAS EXPANDED ITS VIRTUAL REACH BY 46%



1.4k followers



800+ followers



1000+ followers



**1800+ newsletter
subscribers**



GAINING SUPPORT



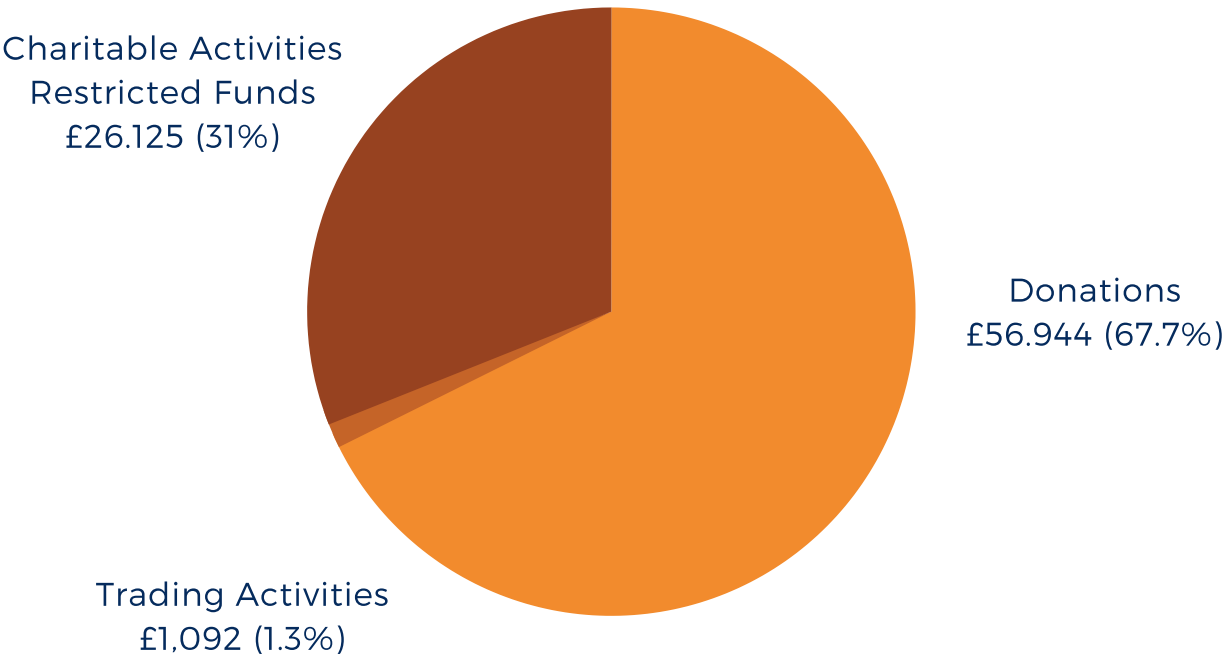
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It was a fantastic opportunity to meet 3Pillars Project, a sports based mentoring project, founded by Mike Crofts. They are a great team who care. I witnessed team and 1 2 1 support, operating in and with communities. Entry into the justice system is not inevitable.

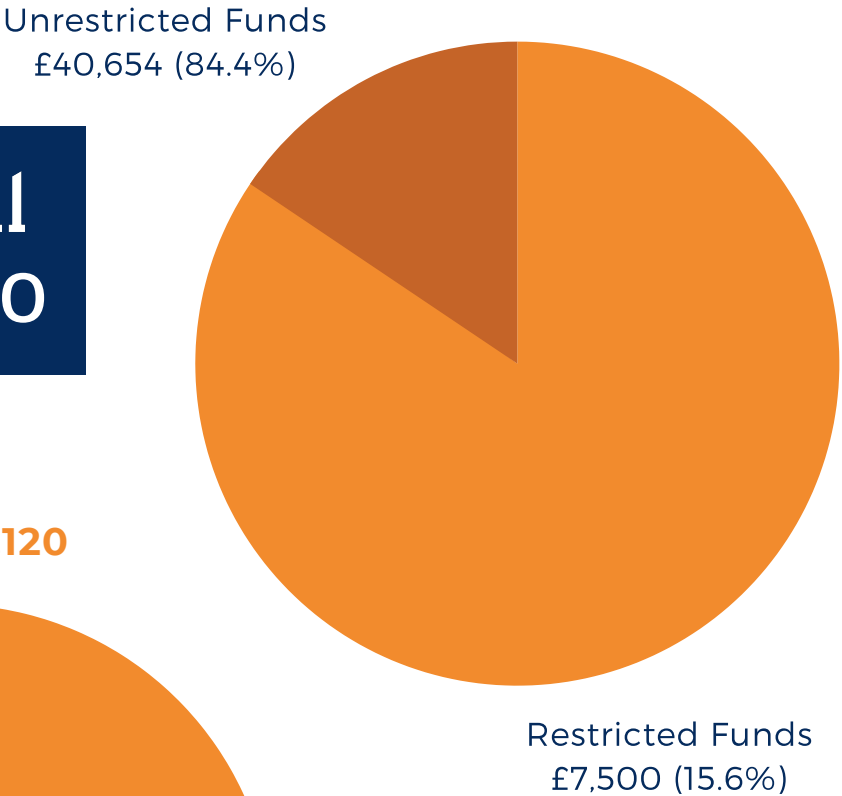
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**KEITH FRASER,
CHAIR OF THE YOUTH JUSTICE BOARD
ENGLAND AND WALES**

Income: £84,168

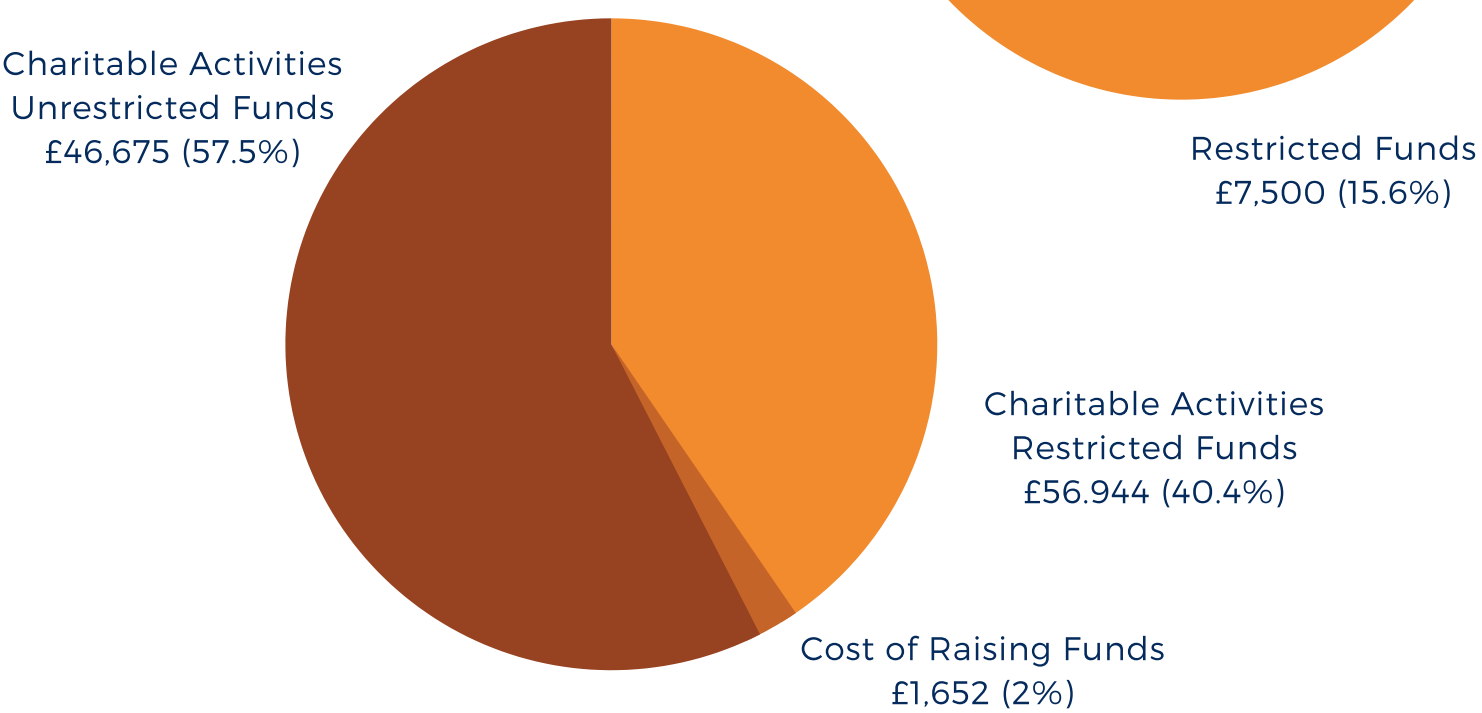


Total Funds Carried Forward: £48,154



FINANCIAL OVERVIEW 2020

Expenditure: £81,120



3PILLARS PROJECT: OUR FUTURE GOALS



DELIVERY GOALS

2021/2022

COVID-19 has had a huge impact on people within the Criminal Justice System. Most prisoners currently spend twenty-two hours a day in their cells, essentially in solitary confinement due to social distancing measures. This significantly impacts their mental health, and leads to social isolation and loneliness as they are released back into society, unprepared to navigate a world in pandemic. Our following delivery goals are essential to minimising the long-term impact on the young people severely impacted.



TARGET NUMBER OF PARTICIPANTS THROUGH THE ACADEMIES

RUGBY ACADEMY

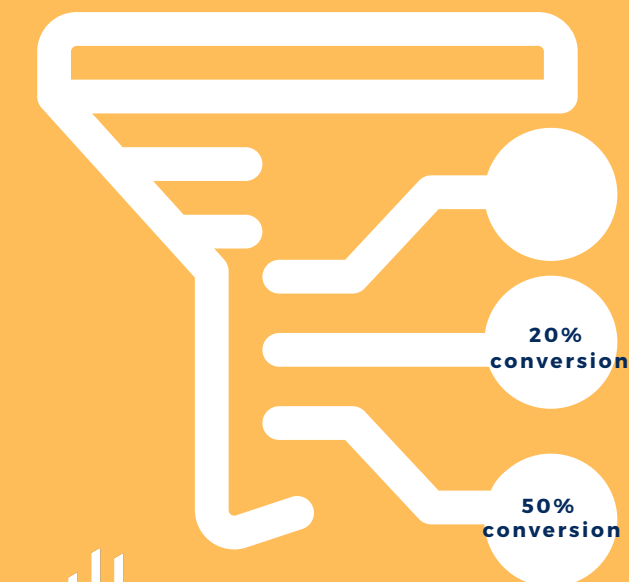
NO. OF PARTICIPANTS **110**

FITNESS ACADEMY

NO. OF PARTICIPANTS **22**

LEADERSHIP ACADEMY

NO. OF PARTICIPANTS **11**



STEPS WE ARE TAKING TO IMPROVE OUR DELIVERY



Development Advisory Board

We believe in incorporating the experience and advice of people who have participated in our programmes. To facilitate this we are developing an advisory board so they can guide us on how to improve our programmes and grow our community sustainably



Sustainable Finance

We are building our knowledge and experience in evaluating our income generation activities and conducting feasibility studies. This is to strengthen our financial processes and cash flow.



Resilient Leaders

We are investing in resiliency coaching and training to build a confident workforce that can propel the charity into its next stage of development. We also plan to increase the number of staff within the charity.

OUR UPCOMING FUNDRAISING EVENTS



TOUGH MUDDER

August 2021

WELSH 3PEAKS CHALLENGE

October 2021



THE BIG GIVE CHRISTMAS CAMPAIGN

December 2021



“

Working with 3Pillars Project has shown me what I can achieve. It gave me the support and the motivation to pursue a life-changing career after release

”

3PP PROGRAMME GRADUATE