



2025/26

IMPACT REPORT



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WELCOME

Five years ago, Guardian Ballers started with a transformational mission. Today, we've reached thousands of young people across Coventry, Warwickshire and now Wales. We've learned a lot along the way, and we are proud to share our first Impact Report with you.



Young people are experiencing increasing mental and emotional health challenges, often without accessible, relatable, or preventative support. In the UK, **1 in 5 children** aged 5-16 are likely to have a mental health disorder, with most life-long conditions emerging before the age of 25¹. This means **1 in 5 families** or communities are journeying with a young person who is in need; we have an emerging young mental health crisis on our hands.

At the same time, society is evolving as young people explore their identity and purpose in life. Traditional services can feel clinical, reactive, or difficult to access—especially for those facing social, cultural, or economic barriers; so we are bridging the gap. We are mental and emotional wellbeing services that are empowering young people (ages 10-25) through education, sport and leadership journeys towards peace and purpose.

In 2021, 'Guardian Ballers' went from concept to a reality, led by Kieran Joseph with a vision for transformation. Today, Guardian Ballers is becoming an integral, nationally recognised and essential service provider in the pursuit of peace and purpose for young people. Whilst we believe we are bringing a solution, we acknowledge that there is a far greater unified effort required across local, regional and national organisations to overcome the challenges that young people are facing today.

As you turn this page, we invite you to pause and reflect on how much has been achieved since this journey began. What you are about to read is more than a report. It is a glimpse into real lives being changed, young people finding direction, and communities being transformed in ways that truly matter.

We want to say a heartfelt thank you to Lorenna Bommé, Head of Marketing and Communications, for capturing these beautiful stories with such care and helping bring this impact to life. Above all, we hope this stirs something in you and leaves you with a sense that you can be part of this story too.

Because when young people are given the right support, everything begins to change.

Yet, we are just getting started.

The Executive Board

¹ NHS England (2023), Mental Health of Children and Young People in England, 2023 – wave 4 follow up to the 2017 survey.

MEET

THE TEAM

Guardian Ballers wouldn't exist without our sacrificial, gifted and diverse team. We can't fit every Guardian Ballers Leader on one page; but we celebrate them all. Overall, our team comprises 6 executive board members, 10 weekly staff team members, and more than 25 active volunteers.



Kieran Joseph
Founder & CEO, Director



Oliver Bagg
Chair of the Executive Board,
Director



Tiana Osakwe
Director



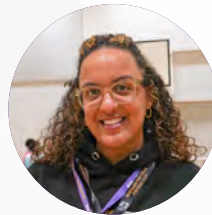
Dr Mikeda Jess
Director



Tunde Ayanleke
Strategic Advisor



Isaac Oladipupo
Strategic Advisor



Chloe Burdett
Operations & Programmes
Manager



Dr Helen Joseph
HR, Compliance and Alternative
Provision Coordinator



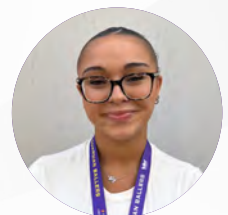
Grace Bailey-Brown
Wellbeing Practitioner



Awa Touray
Wellbeing Practitioner



Helena Seraphin
Wellbeing Practitioner (Intern)



Tilly Schumacher
Operations & Delivery
Assistant (Intern)



Lorena Bommé
Head of Marketing &
Communications (Intern)



Paris Senesie
Communications Assistant

OUR

STORY

Guardian Ballers was birthed 5 years ago after Kieran's faith-inspired dream compelled him to step away from a teaching career into the unknown. Through family experiences, he realised how important mental health empowerment was for young people and those who support others. This is when Guardian Ballers started transforming lives.

22ND MARCH 2021

Our first school session was delivered, in partnership with Coventry & Warwickshire Mind, at Meadow Park School in Coventry.



NOVEMBER 2023

We raised £21,725 through our crowdfunding 'Bridge project' campaign, supported by Sport England match-funding and enabled through generous givers!



MARCH 2025

We were crowned 'Not for Profit Champion' at the inaugural Coventry and Warwickshire Chamber of Commerce Business and Community Awards.



JUNE 2025

We established hosted interventions and Alternative Provision at 'Guardian Ballers HQ' (Bethel Church in Coventry), propelled by our first multi-year National Lottery bid.





OUR MISSION

We are mental and emotional wellbeing services that are empowering young people (ages 10-25) through education, sport and leadership journeys towards peace and purpose.

We believe people thrive when they are at peace and flourish when they walk in purpose. In the UK, **1 in 5 children** aged 5-16 are likely to have a mental health disorder¹, with most life-long conditions emerging before the age of 25. While COVID-19 exposed national challenges, a deeper youth mental health crisis continues to grow.

Using sport as a magnet to meet young people where they are, we provide basketball-led wellbeing and identity education. This is preventative 'medicine' - accessible support delivered outside the confines of a clinical setting.

Our BALL, BE and BETTER journeys engage young people through sport and basketball [BALL], educate through wellbeing and identity sessions [BE], and empower them to make their communities better through practical volunteering experiences [BETTER].



AUGUST 2026

We will launch our first multi-year mental health services commissioned by the public sector, delivered as part of a collaborative led by Coventry, Warwickshire & Worcestershire Mind.

Coming together for young people across Warwickshire!



OCTOBER 2025



We launched our Welsh provision in partnership with Basketball Wales through the 'Genesis Project'.

OUR

SERVICES

From school-based delivery and community hubs to alternative provision and targeted interventions, our services are designed to meet young people where they are and walk with them towards peace and purpose.

Guardian Ballers deliver a range of mental and emotional wellbeing services that support young people ages 10–25 across different settings and stages of need. We work in primary and secondary schools, community spaces and through targeted interventions, in partnership with schools, local authorities and community organisations. All sessions are delivered by trained staff with safeguarding and youth work experience, ensuring a safe and supportive environment.

Our programmes combine sport and mental health support through wellbeing sessions and mentoring. Basketball often acts as the entry point – breaking down barriers, building trust and creating a sense of belonging. From there, we guide young people through conversations and experiences that strengthen their self-confidence, emotional awareness and identity. What makes our approach unique is the combination of sport, wellbeing conversations and safe spaces, enabling young people to engage in ways traditional settings often cannot.

Alongside our school delivery and community hubs, we provide more targeted support through Alternative Provision for young people facing more complex challenges. We particularly support young people at risk of exclusion, experiencing emotional or behavioural challenges, or lacking access to positive role models. Through smaller group settings and individual mentoring, we provide structure, consistent support and guidance to help them re-engage with education and find peace and purpose.

Through our programmes, young people develop greater self-confidence, improve emotional communication and strengthen their overall wellbeing—equipping them to navigate life with resilience, clarity, peace and purpose.

98%

of young people felt their wellbeing improved
Assessed through WEMWBS



It's so important to have a variety of services to engage young people – as everyone is different. The spaces we provide are holistic, as we understand that there isn't a one size fits all approach to working with young people – by having options such as 1:1 Activate sessions, school settings, Alternative Provision and Her Space we aim to reach as many young people as we can with a service that suits them best.



Chloe Burdett
Operations & Programmes Manager

ALTERNATIVE PROVISION

We offer Alternative Provision, through education programmes or wellbeing interventions designed to help young people facing more complex mental health challenges such as isolation, grief, anxiety, school avoidance, involvement with the criminal justice system, and other barriers to wellbeing.

Referrals come from schools, local authorities, or carers, with each placement tailored to the young person's needs. Every participant begins with an assessment to identify their goals, challenges, and support requirements, shaping a personalised plan.

Young people take part in one-to-one or small group sessions combining sports, education, and guided mental health discussions to support their wellbeing. Progress and impact are regularly reviewed in collaboration with referrers and support networks.

Sessions are delivered at Guardian Ballers HQ near Coventry city centre and other locations. Wellbeing sessions typically last one hour, while Alternative Education Provision runs for half or full school days. Meals are provided where possible. Where funding allows, experiences are enriched through educational and aspirational trips.

Our Alternative Provision supports young people to:

- Re-engage with education and community spaces
- Discover new passions, such as basketball
- Build trusted relationships for emotional support
- Find space to rest and reset
- Develop a sense of belonging



“ School hasn't always been an easy or positive experience for him, which is why the difference you have made means so much. By taking the time to really get to know him you've been able to see and nurture his strengths in a way that has truly helped him to grow in confidence. For the first time in a long time, he has had positive experiences during his school week. Seeing him happy about attending his provision and talking about you all and what he has done during his sessions has meant more than I could try and put into words. ”

Mother of an Alternative Provision student

The ACTIVATE Project

We offer six free one-hour weekly sessions through our ACTIVATE project, funded by the Players of the National Lottery (initially until 2028). Young people can self-refer or be referred by any responsible adult (such as, family members, carers, friends or teachers).

This approach helps ensure that mental health support is accessible to all young persons who need it, removing funding barriers. Since the start of the programme in 2025, 121 young people have engaged in activities. We received 49 referrals for direct 1:1 wellbeing interventions for young people aged 10 to 20 years, and at the time of writing, 19 individuals have completed weekly programmes through the ACTIVATE project.

100% STATED THAT THEIR MENTAL HEALTH HAD IMPROVED, AND THAT THEY WERE MORE ENGAGED IN SCHOOL.



SCHOOL DELIVERY

Facilitating sessions in schools was the first method of delivery for Guardian Ballers, which continues today. By working in schools, we provide early and supported access to mental health support for young people who may otherwise struggle to access services.

Since 2021, we have delivered sessions in twenty-three secondary schools and three primary schools across Coventry and Warwickshire and two in Wales through the Genesis Project (see page 22).

In 2025, Guardian Ballers delivered hundreds of weekly sessions to over one thousand students across the 7 secondary schools we partnered with. Our school programmes typically run in three 12-week termly cycles across an academic year, allowing us to build relationships with students and effectively monitor impact.



Teachers and school staff identify small groups of students who may benefit most from Guardian Ballers interventions. These cohorts often comprise of young people experiencing low self-confidence, behavioural challenges, or low attendance.

Each one-hour session is divided into two engaging components: a wellbeing session and a basketball session. The wellbeing BE element supports students through engaging activities and mental health conversations, while the basketball BALL component improves social connectivity, increases physical activity, and helps build self-confidence. Together, these sessions improve students' wellbeing and support them as they navigate the challenges they may face at school, at home and in their community.

During these school enrichment programmes, through collaboration with the school, we offer educational BETTER experiences and aspirational trips. These opportunities allow students to take part in new activities in different environments, such as health and leisure clubs or local charities, helping broaden their life outlooks and sense of community involvement or ownership.

To provide access to wellbeing support to more students within schools we also deliver open-access after-school basketball sessions. This support is open to all students in mixed or targeted population groups, subject to school objectives. These one-hour weekly sessions typically focus on increasing participation, engagement and competency in the sport but have also been leveraged by schools to launch competitive teams. For some students these spaces can be where they first experience belonging in a school community, with sessions becoming a social and 'feel good' melting pot.

Beyond our core delivery, our enrichment offer is designed to yield benefits for every student and the wider community. We provide schools with access to inspirational assemblies and Guardian Ballers-informed training for all stakeholders. A recent success was our pilot with Myton School, Warwick. To help realise their vision of a more inclusive culture, our EDI-consultant Director (Tiana Osakwe), alongside wellbeing practitioners, delivered the 'EmBRACE' program. This initiative provided a data-informed roadmap for long-term cultural change and was supplemented by a school-wide Black and British Culture Enrichment Day.



ATTENDANCE IMPROVED BY 71% IN A COHORT OF STUDENTS AT BARR'S HILL SCHOOL AFTER THEY TOOK PART IN OUR 12-WEEK PROGRAMME

BASKETBALL SESSION

Students' barriers are broken down through fun, constructive and progressive sports coaching.



WELL-BEING SESSION

Led by trained wellbeing practitioners, interactive sessions make mental-and-emotional health relevant and bring incremental changes to lifestyle and mind habits. Underpinned by the importance of exploring how identity impacts the way we see ourselves and interact with the world around us.

AFTER SCHOOL BASKETBALL

Prioritising inclusion over competition. The sessions support young people to make new friends, develop teamwork skills, and build self-confidence through physical activity in a safe and encouraging environment.



WHOLE-SCHOOL ENRICHMENT

We deliver assemblies, workshops, support transition and exposure events, whilst covering a range of themes, including mental health and wellbeing, basketball, Black British culture, and more.

120

YOUNG PEOPLE SUPPORTED THROUGH AFTER SCHOOL SESSIONS IN 2025/2026



BETTER EXPERIENCES

Students are inspired and empowered through new experiences in community settings, including charities like Carriers of Hope and Foodbank or visiting venues such as David Lloyd Coventry, helping to broaden their perspectives.





OUR JOURNEY WITH CARDINAL WISEMAN

Cardinal Wiseman was part of Guardian Ballers' first week of delivery in March 2021, marking the beginning of a partnership. At a time when Guardian Ballers was still developing its model, Cardinal Wiseman showed a willingness to invest in a new and innovative approach to student wellbeing.

Cardinal Wiseman was part of Guardian Ballers' first week of delivery in March 2021, marking the beginning of a partnership built on trust and a shared commitment to young people's wellbeing. At a time when Guardian Ballers was still developing its model, Cardinal Wiseman showed a willingness to invest in a new and innovative approach to student wellbeing.

Through our community hubs and after-school basketball sessions, we created a consistent space where students could develop not only their sporting ability but also their confidence, discipline and sense of belonging. Guardian Ballers contributed to the growth of the school's basketball team, leading them to basketball finals, reflecting both increased skill and commitment.

Beyond the sport, the programme contributed to a more positive school culture, strengthening relationships, improving confidence and giving students a safe outlet to express themselves.

Over five years we have engaged over 800 young people delivering over 1,440 sessions in total, creating a trusted space for both sport and wellbeing support. This sustained engagement has helped build confidence, improve behaviour and strengthen students' sense of belonging within the school.

On average, over 100 students have engaged with Guardian Ballers community activities (e.g. camps, events) each year; with four young people also progressing to be significant contributors to the Guardian Ballers programmes as young leaders.

“The impact of Guardian Ballers on our students has been significant. We have seen noticeable improvements in their confidence, engagement, and overall wellbeing. The sessions provide a safe and supportive environment where students can express themselves, build positive relationships, and feel a sense of belonging. This partnership has been incredibly valuable to our school.”

— Laura Burtonwood, Principal, Cardinal Wiseman School, Coventry



JUNE 2021 & FEBRUARY 2023

We hosted Entrepreneurship and Fashion Design workshops with Stickz&Stonez, where students produced custom clothing.



MARCH 2022

International Students Games in Coventry



NOVEMBER 2022

BBC & ITV features for the Birmingham 2022 Commonwealth Games equipment give away.



JANUARY 2023

Jameela Jamil, actress and Cardinal Wiseman alumni visited to film an episode of snapchat series 'I want to get better with Jameela Jamil'.



JANUARY 2024

Helena (Cardinal Wiseman student) and peers feature in the Sport England National 'Uniting the Movement' campaign, completes a GB-funded 12 month Snowcamp Graduate journey (becoming a snowboarding instructor) then becomes a Guardian Ballers intern.



NOVEMBER 2025

Dom (Cardinal Wiseman Student) sharing his story during Kieran's keynote talk at the Coventry & Warwickshire Chamber of Commerce Annual Conference.

MORE SERVICES

LEARN MORE



Beyond the educational origins of our programmes, we empower communities through the power of sport and leadership journeys.

We intentionally address societal barriers by designing targeted-population projects. We have reached teenage young women through our Girls' Community Hubs and HerSpace 6–10-week programmes, reaching over 250 young women over 7 different programmes since 2021. We designed a GymBros project that we delivered in partnership with CWW Mind at David Lloyd, Coventry, where young men (aged 15–30) were buddied up with a mentor for a gym session and wellbeing conversation.

During holidays, we partner with local organisations and commissioners to provide accessible and community-rooted camps, collaborative events and services. Some of these include:

- **Holiday, Activity and Food (HAF) Camps for low-income families, particularly those eligible for free school meals.**
- **Youth-Voice camps with the Coventry 'Health Determinants Research and Collaborative (HDRC)'**
- **Park and street outreach, through annual 'Park Hang out's with CLM Church, diversionary youth work through the Violence Reduction Partnership and park activities through Positive Youth Foundation.**



HAF Spring 2025



Adult Wellbeing with Kieran Joseph



Easter Camp 2026

We are extending the influence of our peace and purpose mission to corporate and adult communities through Kieran Joseph's Adult Wellbeing Training as well as invitations to contribute through panels and keynote talks on local and national platforms. Some notable clients include Coventry & Warwickshire Chamber of Commerce, Coventry Council Early Help Team, Coventry Diocese, National Secondary Leaders Conference, Sport England and Unltd.

Spaces like HerSpace and GymBros are vital as they provide safe, identity-specific environments where young women and young men can build confidence, develop meaningful connections, and engage in wellbeing support that reflects their lived experiences. They enhance school and 1–1 interventions by offering a more relatable and engaging space combining physical activity, mentorship, and peer connection to deepen impact and support wellbeing in a way that resonates beyond the classroom.



Grace Bailey-Brown, Wellbeing Practitioner and HerSpace & GymBros project leader

OUR THEORY OF CHANGE

THE PROBLEM

Young people are experiencing increasing mental and emotional health challenges, often without accessible, relatable, or preventative support. Traditional services can feel clinical, reactive, or difficult to access—especially for those facing social, cultural, or economic barriers. The evolution of society is colliding the decline in youth wellbeing with their desire to explore their identity and purpose in life.

WE WILL

INPUTS

STRENGTHEN: Equipping our core team and refining our key services to deliver consistently high-quality, industry-leading work.

SOW: Growing our exceptional programmes to impact more people, while developing diverse income streams that enable sustainable growth.

SHOUT: Strengthen our communication and presence across key networks so Guardian Ballers are recognised as trusted experts.

THROUGH

ACTIVITIES

Magnetising through Basketball, Transforming through Wellbeing and Identity Education, Multiplying through Practical Volunteering Experiences

EDUCATION

Alternative provision
Referral mental health interventions
School enrichment

COMMUNITY SPORT

Target population and open access community programmes
Camps and collaborative work
Youth voice

LEADERSHIP JOURNEYS

Young leaders training programmes
Volunteers
Adult inspiration and equipping

WE HELP YOUNG PEOPLE TO

INTENDED OUTCOMES

Strengthen mental and emotional wellbeing

Improve education engagement

Increase initial and lifelong physical activity and sport enjoyment

Empower to greater aspirations, outlook and service of others

PEACE

IMPACT

Reported quantitative and qualitative improvements in **wellbeing**

Greater understanding of self and community **identity**

PURPOSE

IMPACT

Improved engagement in education and work experience

Evidence of voluntary service to others

Journeys to becoming community leaders

We are mental and emotional wellbeing services that are empowering young people (ages 10-25) through Education, Sport and Leadership journeys towards Purpose and Peace.

OUR MISSION

OUR IMPACT

IN 2025/26

Behind each number is a young person's wellbeing supported by Guardian Ballers towards peace and purpose.

We measure our impact through a combination of participation data and feedback from the young people we support, as well as schools and referrers. This includes tracking the number of sessions delivered and engagement levels, alongside collecting feedback from young people on their wellbeing and confidence.

We use the Warwick-Edinburgh Mental Wellbeing Scale (WEMWBS), a 14-item questionnaire designed to measure positive mental health and wellbeing. During the first session of a 6 or 12-week programme, each young person completes a starter form to evaluate their wellbeing. In the final session, they complete an evaluation form to assess their wellbeing after the Guardian Ballers programme, allowing us to measure changes in mental wellbeing over time.

8,923
participants
across five years





250

Average number of young people engaged in programmes every week

58%

Global majority ethnicities



551

Girls and Young Women



1,621

Quality programme involvements of young people (additional 3000+ awareness and adult participants)



82%

Reporting improved wellbeing



42

Volunteers



67%

More engaged in education/job



23

School Partnerships since 2021



32

BETTER experiences and aspirational trips



THEY SAY IT BETTER

Lara was 15 when she joined a community hub in 2022:

“ Lara had been suffering from anorexia, severe anxiety and Obsessive-Compulsive Disorder. It was so severe anyone apart from the nearest family was not able to even visit us at home. I am extremely glad for what Guardian Ballers provided for my daughter, from being scared and not really socialising and making friends with other people, all of a sudden she wanted to come back. Her mental well-being improved tremendously, her self-confidence, the whole way she was behaving all of a sudden was difficult to believe compared to where she had been a year ago. It is incredible, it has just changed my child and it has changed our lives as well. I just wish there were more other places and more sessions like that for teenagers and younger people. ”

Ania Kaiser, Lara's mum



Keaton, Layton and Lewis, 12 and 13 years old when they were referred to Alternative Provision in June 2025:

“ The boys were referred to Guardian Ballers because at the time, they were finding it challenging to engage within the mainstream classroom setting, particularly in relation to peer and staff interactions, emotional regulation, and maintaining focus. Since the sessions began, the boys have shown increased confidence and a greater ability to manage their emotions in challenging situations. Their peer relationships have improved, with fewer conflicts and more communication. Additionally, they seem to have developed a stronger sense of routine and purpose, which has positively impacted their engagement in school. Staff have also noted that they appear more motivated and responsive throughout the school day attending lessons and truanting less. The mentorship aspect has been particularly valuable, giving them positive role models and helping to build their self-esteem and confidence. ”

Kiran Singh, Welfare and Referral/Intervention Lead at Foxford Community School
(who referred three students to our Alternative Education Provision programme)

Noah, 11 years old when he took part in a 12-week school programme:

“ Noah is naturally quite a quiet child, especially around people he doesn't know well. I believe he was chosen [by the school] for the programme to help him develop confidence and find his voice in a new setting. He's also very sporty, so the sessions were a good fit for his interests. He spoke very positively about the sessions. He really enjoyed both the basketball and the other activities, and he felt they helped him grow in confidence. Over the course of the programme, he became noticeably more confident around new peers. He made friends outside of his usual friendship group and even tried out for the school football team. He started to believe more in his own abilities. I feel the sessions have given him the confidence to step into new environments and trust in his own strengths. They've helped him become more self-assured and open to new opportunities. I'm truly grateful for the positive impact these classes have had on him. ”

Kelly Smith, Noah's mum

HELENA'S STORY

“ I have developed responsibility and discipline, as young people now depend on me and look up to me. **It makes me feel like a true role model.** ”

I have always been interested in sports, so when Guardian Ballers came to my school and started running after-school basketball sessions, I began attending. Then I found out about an all-girls hub at Blue Coat School and decided to join with my friends. It became a space where I could socialise and make new friends.

When I was at Guardian Ballers sessions, I didn't have to think about the issues going on in my life— I could just come, play, and have fun. Guardian Ballers introduced me to mental health, and Snow Camp deepened my understanding.

Andorra was my first time on a mountain, trying something completely new and challenging—especially snowboarding. Through this, I built confidence, self-awareness, and turned possibilities into certainty. Never in a million years did I think I'd be snowboarding or travelling to Andorra twice, especially because of stereotypes and my background.

Now, I want to support other young people just as Guardian Ballers supported me. I want to raise awareness and show young people what opportunities are available if they take them. I took one opportunity—and now they don't stop.

Through my Guardian Ballers internship, I've taken my leadership to the next level, meeting young people from different backgrounds and life stories. I have developed responsibility and discipline, as young people now depend on me and look up to me. It makes me feel like a true role model.



Watch Helena's story



39 Young Leaders U25s Developed since 2021 [safely recruited, trained and minimum 30 volunteer hours]



IN YEAR 10

Attended After School basketball session in Cardinal Wiseman for the first time.

Joined girl's hub at Blue Coat school.



AUGUST 2022

International Children's Games Girls Basketball 3x3 Selection.



JULY 2024

Became a young leader through the RE-PRESENT Leaders Development Journey.

Joined Coventry Tornados Ladies team.



APRIL 2025

Went to Andorra with Snow Camp.



SEPT 2025

Became a Wellbeing Practitioner intern.

FINANCE

As a not-for-profit, from Board to volunteers, we are driven by transformed lives, not money. Yet the Executive Board ensures financial sustainability so our mission endures—guided by our social value mantra: “income enables impact.”

In our first annual impact report, we provide a transparent view of our financial journey to date (with further detail available on Companies House), helping stakeholders understand how their investment empowers young lives.

“How can we control and increase INCOME streams to provide deeper IMPACT to those most in need?”

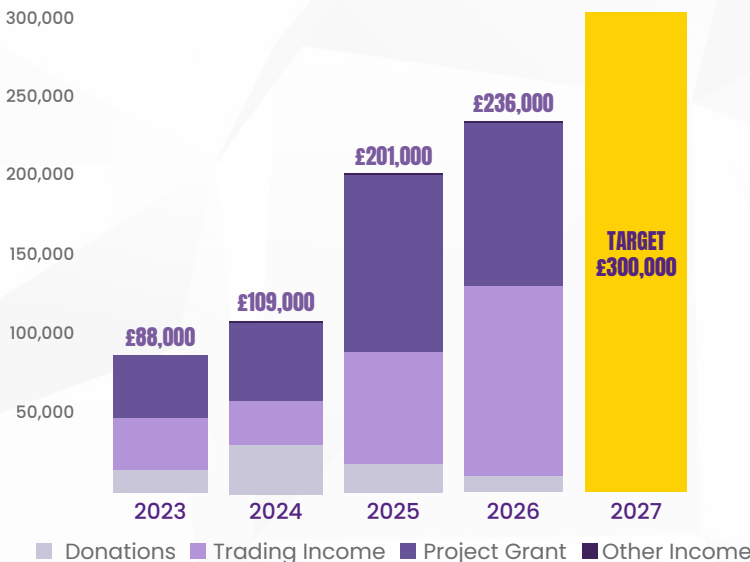


In other words:

For every £1,000 invested in Guardian Ballers = at least 7 young people are impacted.

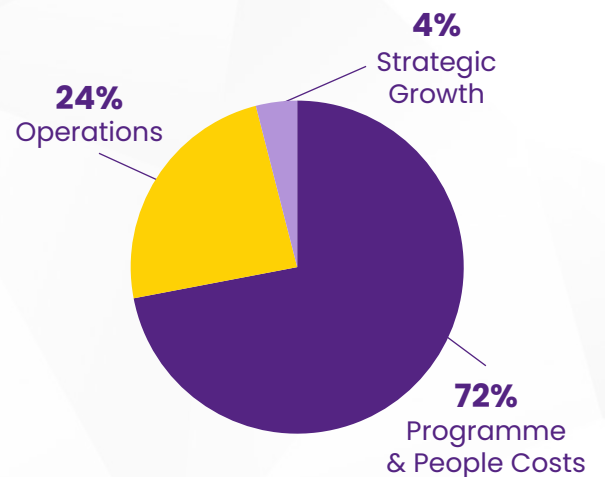


INCOME BREAKDOWN



Latest accounts as of 30th April 2026 (same date for previous years)

HOW WE INVESTED OUR RESOURCES



The majority of our expenditure is directly invested into delivering life-changing programmes for young people.

SOCIAL VALUE

Through our partnership with UnLtd, we have been able to trial an Impact Measurement Tool developed by UnLtd to track the positive impact of a social venture.

The social value is calculated taking into consideration the potential long-term savings in support from the health, social care or youth justice systems. This data describes the savings associated with 9 individuals who attended weekly sessions via the Activate Project.

OVERALL SOCIAL VALUE CREATED

£36,633.35

£3.60



SOCIAL VALUE GENERATED PER £1 INVESTED

£2,932.50

INCREASED PHYSICAL ACTIVITY



INCREASED COMMUNITY INTEGRATION



£1,690.50

£3,783.50

ENGAGING IN YOUTH ACTIVITIES



IMPROVED MENTAL HEALTH



£22,948.25

IMPROVED PHYSICAL HEALTH



£5,278.50

OUR LAUNCH IN WALES

The Genesis Project, in partnership with Basketball Wales, has begun to create opportunities for young people from global majority backgrounds and under-represented communities in Wales, to engage in basketball and gain positive mental health education.

At Guardian Ballers, we plan to expand our local and national impact in Wales with three growth priorities. First, by establishing staff members who can deliver sustained interventions for under-reached and diverse communities within their own local environments. Second, we will strengthen Guardian Ballers' financial sustainability by building a diverse portfolio of income streams, including grants and donations, trading activity, and publicly commissioned funding. Finally, we aim to multiply our knowledge and expertise, positioning ourselves as a leading authority in Wales on using the magnetism of sport to create statistically significant improvements in the wellbeing of young communities.

“Your team created a safe, supportive environment where every student felt seen, heard, and empowered. We’ve seen noticeable improvements in their attitude, resilience, and willingness to reflect.”

Gareth Janaway, PE Teacher



Butetown Pavilion Youth Hub



Pill Scrimmage with Newport Fire



Vaping prevention session at Glenwood Church

“We’re thrilled to partner with Guardian Ballers to explore the powerful connection between basketball and mental health. As a sport rooted in teamwork, communication and resilience, basketball offers a unique platform to support young people’s wellbeing both on and off the court.

This partnership will help us embed positive mental health support into our culture and create safe spaces for young players to thrive.”

–Gavin Williams, COO of Basketball Wales



Kieran with Gavin Williams and Huw Irranca-Davies

389

PARTICIPANTS

71%

FROM GLOBAL MAJORITY
ETHNICITIES

138

STAKEHOLDERS
ENGAGEMENT HOURS

63

VOLUNTEERS HOURS

88%

REPORTED IMPROVEMENT
IN THEIR MENTAL HEALTH



THE GENESIS PROJECT
IMPACT REPORT



sportwales
chwaraeoncymsu



OUR

VISION

We will become a national industry-leading wellbeing organisation in empowering Youth towards greater peace and purpose through education, sport and leadership development services.

OUR PRIORITIES AS WE STEP THROUGH 2027

WE ARE STRENGTHENING

1

Prioritising the development of our core team and refining our key services to deliver consistently high-quality, industry-leading work.

[Clear, Strong and Leading]

WE ARE SOWING

2

Growing our exceptional programmes to impact more young people, while developing diverse income streams that enable sustainable growth.

[Quality Income enabling Impact]

WE WILL SHOUT

3

Communicating and being more present across strategic local, regional and national networks so we are recognised as trusted experts.

[Do you see, hear and feel us?]

VISION 2030-35

1

Replicate our Coventry HQ model across three UK locations, creating accessible hubs of wellbeing, sport and leadership.

2

Build a sustainable and high impact organisation with a flagship facility, enabled through a £1M+ turnover and meaningful, long-term partners.

3

Become recognised experts, equipping organisations nationally and internationally through our model and insight.

4

Explore diversification of our 'magnet factors' beyond basketball, using multiple entry points to engage and support more young people.

5

Remain committed to transforming one life at a time, ensuring every young person is seen, supported and empowered.

BE PART OF THE JOURNEY

VISIT US ONLINE



Our impact is made possible by a growing community of people who believe in empowering youth to greater wellbeing. At Guardian Ballers, we believe everyone has a superpower. There are many ways to get involved and be part of the Guardian Ballers journey.

JOIN THE TEAM

“If you want to go fast, go alone; if you want to go far, go together.” (African Proverb)

Individually: Become a Guardian Ballers volunteer and assist the team with programme delivery in schools during the day or help at events held in the evenings or on weekends.

Collectively: Lead your community or company to explore partnering with Guardian Ballers long-term so our impact becomes your impact too.

GIVE

Whatever your background, your skill could be valuable if you are passionate about supporting young people’s mental health.

Your Skills: Contribute by sharing what you are good at – whether that’s communicating through languages, doing a guest coaching or workshop session, or providing technical and maintenance support.

Your Funds: Sponsor one or more young people through a range of available programmes, making a direct impact on their journey towards peace and purpose.

Your Tools: Acquire resources and tools needed to provide an even more enhanced and meaningful experience for the young people we work with.

CONNECT

Connect us with your network of friends, colleagues, or community contacts. By leveraging your relationships, you can help us build valuable partnerships, engage new supporters, and expand our reach to more communities. You can act as a bridge between Guardian Ballers and your network can open doors to new opportunities.



Connect with us or explore empowering young people via hello@guardianballers.org or (+44)07311387241



THANK YOU

This has only been possible because of the power of team.

To every single person who has sown and invested privately, publicly and faithfully into every step we've taken as an organisation and community. To the leaders at Coventry, Warwickshire and Worcestershire Mind who were the first to say "yes" to the vision. You know who you are and how you've been a part of the team. We thank you from the bottom of our hearts.



At this moment of publishing our first ever Impact Report, it feels like a point of strength and sunshine for Guardian Ballers. However, we want to also express my gratitude for the hardship moments that tested our faith and conviction in our mission. During those late nights in 2023 and 2025 when we didn't know if we'd have the financial resources to continue operating until the next financial quarter, to the hard decisions where we grappled then executed hard human decisions due to our unwavering resolve to remain steadfast in our vision. It hasn't been easy, but it's been worth it - every step of the way.

To look into the eyes of another transformed young person, to hear a parent call or email to tell us that we were the lifeline for their son or daughter; such moments confirm to us that we are truly helping young people move forwards on their journey towards greater peace and purpose.

“ I'm awe struck that we've made it this far! Rolling back the clock to Autumn 2019, I handed in my resignation notice as a teacher, with no job to go to. But I had faith that God had a new purpose for me to fulfil- it was a blind step of faith. But here we are thousands of impacted young lives later. WOW, just WOW!

At significant junctures like this, others have often tried to give me 'founder acclaim' for our successes; but the growth and impact have occurred because of the power of team. ”

 **Kieran Joseph, Founder and Chief Executive Officer**

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We are mental and emotional wellbeing services that are empowering young people (ages 10-25) through Education, Sport and Leadership journeys towards Peace and Purpose.