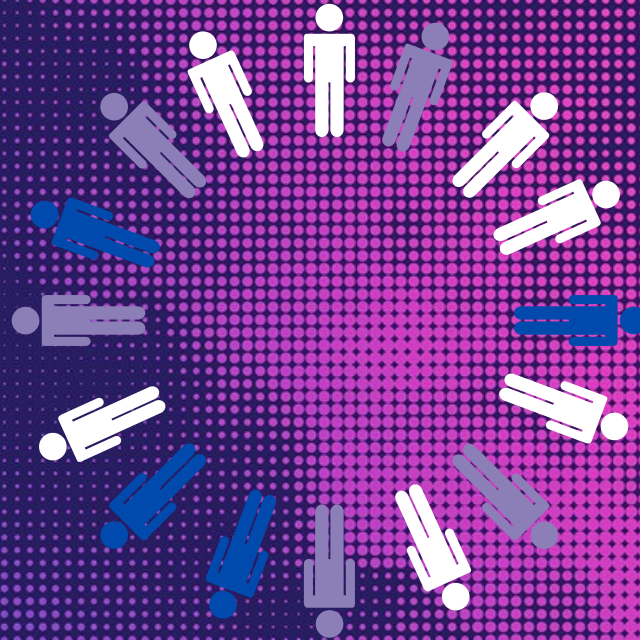




**SPORT
FOR
BUSINESS**



Allianz 

SPORT FOR SOCIAL GOOD 2022

ANNUAL REPORT

MARCH 2022

WELCOME

ROB HARTNETT
SPORT FOR BUSINESS

"Sport gives us all a platform to make change happen

-Ugo Monye

Welcome to the fourth Sport for Business Sport for Social Good Annual Report.

This is the third in a series of events we have been able to create now that restrictions around Covid have eased.

We hosted a live studio discussion with Matt Rogan, Valerie Hedin and Niamh Murphy, Kelly Cooke and Daniel Lambert which was joined online by over 400 from the sport and business communities across Ireland and around the world.

Then we gathered in person in Dublin City centre to share stories and inspiration about the power of sport to effect real impact within the society and the communities we inhabit.

Has it ever been more important to find ways of helping other people through the universal language of sport that we all understand?



Sport for Business is 10 years old in 2022. It has been some journey so far and we are still as excited every morning to see and share what is happening across our network of sporting and business member organisations.

Our friends at Allianz have been with us all along the way and are loyal and valued partners in our continuing look at how sport and business working together can make our world a better place.

There are many ways in which this manifests, from personal wellbeing and mental health to the communities in which we live, the sustainability of the planet we inhabit and our ability and willingness to be open to all. This report brings together projects from across all those areas.

It highlights the partnerships that are continually forming behind the very simple idea of doing good.

Purpose is a main driver in 2022 of how corporate partners want to be seen and want to be involved.

Sport needs to recognise the good it does away from the results and the revenues and present itself as a genuine place where we can all find a home to spend money on things that make a difference to people's lives.

Thanks for taking an interest and we look forward to hearing your stories through the next 12 months and beyond.

A handwritten signature in blue ink that reads "Rob".



WELCOME

VALERIE HEDIN
ALLIANZ IRELAND



In Allianz, we are thrilled to support Sport for Business once again for the fourth annual Sport for Social Good report and conference.

With the fog of Covid-19 finally beginning to lift, the importance of sport in Irish society has become clearer than ever before.

It has been evident throughout the pandemic how much of a central role sport plays in bringing people together as well as providing a practical outlet for improved health and wellbeing.

Sport for Social Good provides a much valued platform to showcase and celebrate the work that sporting organisations and businesses are doing together to give back to the society.

The report provides us with an opportunity to step back and reflect on some of the standout partnerships of 2021 and the inspirational work these partners have achieved together during what was a difficult year for all.

Looking to the year ahead, I am extremely hopeful for what is to come. This year also marks Allianz's 30th year as title sponsor of the Allianz Leagues making it an exciting one for us.

Our partnership with the GAA has always been at the heart of our work to support the communities where we live and work so this milestone is something we are extremely proud of.

If the return of crowds to sporting stadiums across the country earlier this month is proof of anything, it's that brighter days are ahead.

I hope you find something in this year's report that resonates with you as we look forward with hope and anticipation for what's to come in the year ahead.

Valerie Hedin
Marketing Communications Manager
Allianz Insurance

THE GOAL MILE'S FIRST CORPORATE PARTNER



As it heads towards its 40th anniversary The Goal Mile has taken on a title partner for the first time.

This is one of the strongest community-based partnerships there is and it has never previously had a commercial backer.

In 2021, with the backing of AIB, the GOAL Mile reached more communities throughout Ireland and, virtually, across the globe, than it had ever managed in the past.

Bringing the event to life in more than 150 physical locations across Ireland proved challenging once again in light of the continued shadow of Covid but the impact this event has at home and abroad is immense.



“GOAL helped more than 14.3 million people in Africa, the Middle East and Latin America last year. We could not have achieved this without the continued support of the Irish people.”

Siobhan Walsh, Goal CEO



HEALTHY FOOTBALL LEAGUE



The Healthy Football League is a new initiative from the FAI and Bank of Ireland to encourage fan involvement with their club.

The app-based health promotion programme will use the friendly rivalry of football fans and communities to encourage health-enhancing physical exercise.

It will take the form of a competition open to people of all ages and fitness levels. Serious fitness enthusiasts and those who are doing a regular walk for their own health and well-being will all be able to score valuable points for their club and visibly impact their position on the HFL table.

The Healthy Football League was developed by the European Football for Development Network and will get underway on February 28 and run for three months.

Creating bonds between the fans and their local club, especially away from the training and the results on a matchday is a crucial way to foster the strength of the League.

Doing so with a habit-forming initiative like this is a double winner as all movement is good for mental and physical wellbeing and getting active as part of your club is a double winner.



“It’s so important that we all get active and encourage each other to exercise for our own mental and physical well-being, especially coming through the pandemic which has been difficult for so many in our communities.

You don’t have to run a marathon every day, you can walk the dog, play football with the kids or just be as active as you can in whatever way you can. We’re looking forward to seeing people sign up and take part to support their local League of Ireland club.”

-Laura Lynch, Bank of Ireland



TAKE ON TOMORROW



The United Rugby Championship has launched a new 'Take on Tomorrow' programme which aims to use rugby as a tool for community impact and social change.

The ambition of the initiative is to inspire change through the power of rugby and provide a platform that recognises the impact that players and teams make away from the field of play.

As it comes to life, the Take on Tomorrow programme will oversee off-the-field projects aimed at engaging directly with communities across Ireland, Scotland, Wales, Italy and South Africa.

A key focus will be on sharing the stories of players and teams who support causes that make meaningful connections to their communities and chosen charities.

Take on Tomorrow will also have an annual celebration that will see the introduction of two awards that recognise the off-the-field efforts of teams and players from the United Rugby Championship.

The Difference Maker Award: Presented to the player who has been recognised for outstanding commitment to a charitable or social cause.

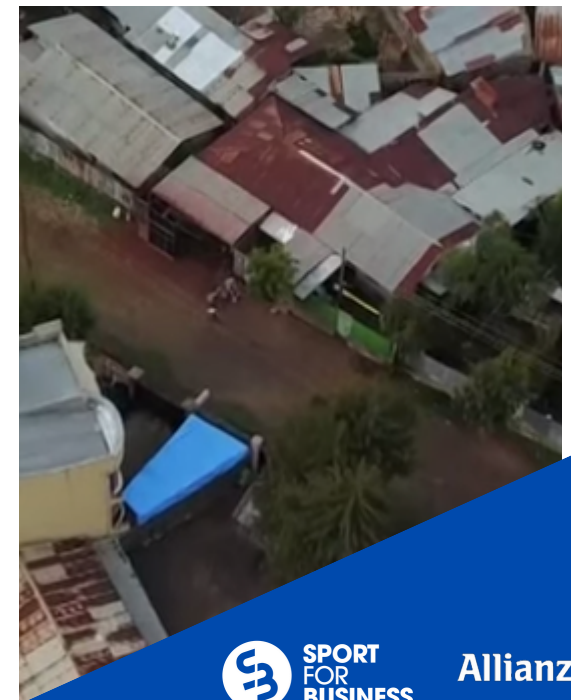
The Community Champions/Impact Award: Presented to the team whose community programme has been recognised for its impact in their region/province.

In addition to the recognition, the winners of these awards will also receive funding from CVC Philanthropy to donate to their cause of a player's choice or to invest in their team's community programme.

"As a league, our mission is not only to complement those efforts with our own programme but to celebrate their successes across our platforms," said URC C EO Martin Anayi

"As part of our evolution into the United Rugby Championship, it was integral that our values align to our position as a league that welcomes different languages, cultures and nationalities and Take on Tomorrow will help us celebrate our diversity."

Martin Anayi



GIFTING DRIVE



Bohemian FC ran the fourth year of a successful campaign to buy Christmas gifts for children in direct provision.

From getting 100 gifts in 2018, to 500 in 2019 and raising €60,000 to make 2,000 children smile last year, last year's target was set at 2,500, a figure that was exceeded again.

Due to Covid-19, the majority of donations were raised online again last year and a special go fund me page was used to lower the barriers to giving.

Unwrapped new toy gifts could be dropped into Boh's base at Dalymount Park or the Bang Bang café nearby.

The project was also a collaboration with the RDS where the toys were sorted and DHL Express who delivered them to centres across the country

The asylum seekers charity MASI coordinated the list of children to whom the gifts were given.



DON'T SCROLL BY



'Don't Scroll By' was a clear and strong statement by Team Ireland that there is no place for online abuse, discriminatory comments or hate speech on social media channels in Irish sport.

The campaign was launched in 2021 as an initiative of the Olympic Federation of Ireland's Athletes' Commission and was supported by Indeed, an official partner of the Irish Olympic team.

It called on the public and sporting stakeholders nationwide to adopt a zero-tolerance approach to online abuse, discrimination and hate speech, and to #DeleteBanReport any of this type of commentary they witness online.

As part of the new initiative, the OFI will also officially become members of the Irish Network Against Racism (INAR) and will support their 'Love Not Hate' campaign and their lobby to the government for the introduction of appropriate Hate Crime Legislation.

They have also launched a new booklet, with the support of Indeed, to support sports, Social Media managers, to #DeleteBanReport any type of hate commentary they witness online.

"Team Ireland athletes wanted to make a very strong statement that there is no place for online abuse, discriminatory comments or hate speech on social media channels., said OFI Athletes Commission Chair Shane O'Connor

We know that the majority of Ireland does not agree with the small minority, and we are calling on that majority to stand up and play a role in tackling online hate. Together, we can tackle it."

COMMON GOAL



2021 saw SSE Airtricity revitalise their long term sponsorship of the Irish Football Leagues and reflect the wider SSE Airtricity brand purpose around sustainability.

A Common Goal was a multi-platform sustainability programme that aimed to inspire the wider Irish football community to take collective action towards building a better greener world. It was brought to life across web, social, media and club communication channels and looked to engage clubs, players and fans in a meaningful way.

Participation was incentivised with the carrot of a €25K energy retrofit grant for the club who was deemed to have made the most progress on sustainability during the season.

The winning club, Sligo Rovers published a new sustainability strategy that focuses on continuing its positive work in partnership with Sligo County Council.

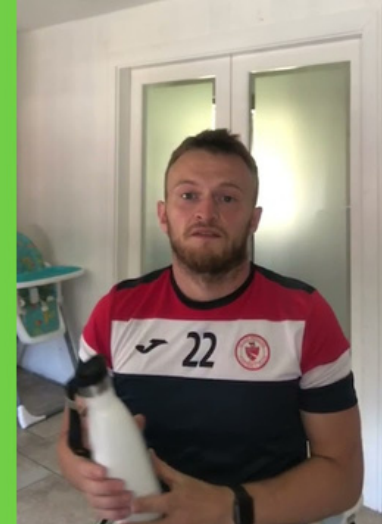
As well as a new strategy the club took part in several initiatives including the introduction of a bottle bank facility, organising a volunteer litter pick up as well as research conducted with club staff, players and fans with respect to transport.

Players participated in challenges as part of the campaign, helping to inspire and educate fans about the simple sustainability choices they could make at home themselves.

Over the course of the season players from across the SSE Airtricity leagues including the newly added Women's National League, competed against each other in weekly challenges including Grow Your Own Veg, water efficiency, sustainable transport, biodiversity appreciation and energy efficiency.

Fans followed their journey through weekly videos seeded on SSE social channels and supported by player and club social posts.

David from Sligo Rovers has purchased an aluminum water bottle and will refill at the training ground to reduce need for purchasing a single use plastic bottle.



Sarah from Cork City took to this challenge like a duck to water with flowing river and silky skills

mplemore Park
Lady's Well, Thurles



MOVEMENT



Did you know that just 7% of girls aged 14-15 are meeting the recommended levels of physical activity in Ireland (Sport Ireland, Adolescent Girls Get Active)?

Move2B is a programme that was set up to encourage, educate and empower teenage girls to reach their personal and athletic potential.

Through workshops, webinars and e-learning programmes it highlights the benefits and barriers to physical activity for teenage girls - educating the girls themselves, their coaches, parents and teachers.

Move2B empowers the girls to engage in physical activity by presenting key pieces of information about the menstrual cycle, breast support, habit building, confidence and resilience (based on the latest scientific research).

This provides the girls with a toolkit to address obstacles to physical activity in their individual context.

Participation is encouraged at all levels and the mission of the programme mission is to encourage the girls to try new activities at school, at home and in their communities.

"Sport has sometimes been towards the back of the class when it comes to a progressive attitude towards difference but in recent years there has been a greater momentum behind reaching out as an inclusive activity for all," said co-founder Niamh Murray.

"Things are better now perhaps than they have ever been but much work still needs to be done to ensure that sexual orientation is no barrier to playing and engaging with sport."



SEEING ABILITY NOT DISABILITY



The fact that you are reading this suggests that sport is something of a priority in your life. Think of how much you get from it as a participant, spectator, fan, coach, whatever you are.

Now imagine that was taken away and you were excluded from being able to do what you do.

On International Day for People with Disabilities CARA hosted a special LiveCast from the studios of RTÉ

'I'm In Too - My Choice To Be Active' included interviews, panel discussions and personal stories from a host of special guests.

Sport for Business was happy to lend its support to the event.

Imagine yourself in a wheelchair, without sight, without an arm, with a neurological condition like MS, or with Down Syndrome.

It is not easy to place yourself in a position you have not experienced. That can be the case with someone who grew up without the opportunity to join their friends in a kick about or the PE Class; who has to sit in their chair at the side of the stand because there is no way of getting up the steps; or who can't join in because the coaches running the session are afraid through lack of knowledge.

None of these things should happen today and thankfully there has been a much greater awareness of the need to be fully inclusive as well as just talk about it.

Jamie Wall was an inter County player with Cork before an abscess on his spine caused him to lose the use of his legs. That has not stopped him from going on to be a successful coach and commentator.

The inspirational performances of athletes from Mark Rohan and Jason Smyth, through Michael McKillop and Ellen Keane, to Nicole Turner and Jordan Lee have opened up our awareness to look at ability rather than disability.

Inclusive Volunteer

This is Your Chance ...
as a volunteer to learn how to create positive experiences for people with disabilities to be active in sport and physical activity.

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LIVE.CAST 2021

I'm In Too
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RTÉ

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GROUNDFORCE LEAVING NO ONE BEHIND



Sport is for everyone but it is often focused on the young.

An imaginative idea from a North Dublin GAA Club was highlighted by Dublin GAA this winter as part of a campaign for new County Championship supporters Go Ahead Ireland.

Groundforce was the result of an increasing number of jobs that needed to be done around Naomh Mearnóg GAA club in Portmarnock.

Everything was voluntary but the challenge was finding people who had the time. So Club Chair Pat Monaghan reached out to a few retired members to ask if they would be interested in lending a hand.

The reaction was instant and now the Groundforce crew is made of of a team of 32 split into four groups of eight who take on their responsibilities together between 10 am and 1 pm one week out of every four.

Pitches have to be mowed and lines, hedges need to be trimmed and little running repairs are always required on a 30-acre site which has nine pitches of different sizes as well as a hall and dressing rooms.

There is an important social side to the project as well as it brings together those who might otherwise have seen their circle of friends grow smaller down the years.

What a great way to foster inclusion of everyone in the club and keep everything ticking over.



GOOD CAUSES AWARDS



Raphoe Community Sports Development, based in Donegal, was established in 2013 with its sights firmly set on building a new football pitch in the area for all the community to enjoy.

Prior to this, children and adults playing football for Raphoe never had a home ground to play on.

Over the years, the club had to use a football pitch at one of the local secondary schools... when it was available. Players sometimes had to complete a full season playing all their games away from Raphoe.

It's amazing that such a busy club, in terms of the number of teams they field in the Donegal Schoolboys League, the Donegal Women's League as well as the Senior team and underage sides, survived for so many years without any playing field of their own.

The Raphoe Community Sports Development Committee decided enough was enough and with funds raised by National Lottery players, they started work on creating a top-class football pitch in Raphoe.

This would be a game-changer for the whole community, to finally have a home.

The club has flourished. From a small base of 9 teams, it now has 16 teams for both male and female players and over 160 active members.

Their ethos is to embrace cross-community principles of allowing everyone to play the sport, and their determination and effort to provide a permanent home for those members.

That is what made them worthy winners of the 2021 National Lottery Good Causes Sport & Recreation Award.

The National Lottery has distributed over €6 billion in funding to community projects since it was first established in Ireland in 1987.



ZERO LIMITS



The first Vision Sports' Zero Limits Track Day was held last Thursday at Mondello Park in association with Motorsport Ireland, Sport Ireland and the events corporate partner Windsor Motors.

It was a day to remember where 35 blind and vision impaired participants had the opportunity to get behind the wheel of red-hot dual control cars to take on the Mondello Park circuit.

Some of Ireland's leading drivers were on hand to assist and the joy of those getting behind the wheel, some of them for the first time, was palpable.

The roar of the engines filled the Kildare sky and one of the organising team breathlessly told us that one of the participants had hit 120 kilometres per hour up the straight.

It was brilliant to have the opportunity to do this," said 18-year-old Megan Rooney.

"I've always had such a big interest in cars and my biggest dream was to drive and thanks to Vision Sports Ireland today, my dreams came true".

After an exhilarating morning, the participants kicked it up a gear in the afternoon becoming rally co-drivers alongside some of Ireland's finest rally drivers in 10 top-spec rally cars, including an Mk II Escort, Fiesta R2 and R5 and an Evo X.

"Your Ambition, Our Mission is the mantra of Vision Sports Ireland," said National Sports Development Manager Pdraig Healy.

"Supporting our members to experience the benefits of Sport and physical activity is what we work to achieve."

"The inaugural Zero Limits Track Day at Mondello Park certainly provided an experience of a lifetime for all involved and we are overwhelmed with the positive feedback from participants and volunteers who attended this unique driving experience day. We were delighted to host the event on the opening day of the European Week of Sport and to collaborate with our event partners."



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