

2025 Annual Report



CHAMPIONS
INITIATIVE



CEO's Report

2025 has been a good year.

Over the last few years we've spent a lot of time building systems, developing resources, strengthening relationships and supporting communities around the country. This year felt like one where much of that work started coming together.

The launch of Champions Initiative was an important milestone. It marked a new chapter for the organisation and gave greater visibility to the people who have been doing the slow and steady work in their communities for many years. The new brand, website and resources have helped create a stronger sense of connection across the country and a clearer understanding of who we are and what we're trying to achieve. While led by our national team, with Fleur Bromley driving this piece of work forward, the rebrand was heavily dependent on the contribution of local coaches, managers and young people. We are over the moon with the outcome.

That sense of connection has continued to grow throughout the network. It has been a pleasure watching our partner community expand, welcoming new Champions Initiative Partners while continuing to support those already established. We have also worked alongside a number of communities beginning their own journey. Every community brings something different, but they all share a commitment to creating positive environments for young people.

One of the most encouraging things has been seeing the capability within the network continue to develop. Coaches are supporting coaches, academies are learning from one another, and local leaders are taking ownership of the work in their communities. When Champions Initiative began, the goal was to create a community that could learn, grow and strengthen together. More and more, we're seeing that happen.

Across the country, young people continue to walk through gym doors looking for different things. Some come for boxing. Others come because a friend invited them. Many stay because they've found belonging, encouragement, challenge and people who genuinely care about them. Those relationships remain at the heart of everything we do.

Supporting these young people means continuing to invest in the coaches and leaders around them. Throughout the year we strengthened our athlete and coach development pathways through camps, events and competition opportunities. While those experiences provide important opportunities for growth, the greatest value continues to be the confidence, resilience and relationships developed along the way. It's been encouraging to see young people representing their communities with pride while coaches continue to invest in their own learning and development.

We're fortunate to do this work alongside schools, funders, community organisations and supporters who share our belief in young people. Their contribution creates opportunities that make a genuine difference for young people and their whānau, and we remain grateful for the trust and support they place in us.

Looking ahead, there is plenty to be excited about. Interest in the Champions Initiative model continues to grow, our athlete and coach pathways continue to mature, and the capability across the organisation continues to strengthen. Most importantly, we have good people leading this work. Across the country, coaches, managers, volunteers and local leaders continue to invest in young people and create environments where they can belong, grow and contribute.

Thank you to our Board, staff, regional teams, coaches, volunteers, supporters and partners for the role you continue to play in championing young people across Aotearoa.

We continue to share the same vision: **Champions Young People Contributing to Their Communities.**

Ngā mihi maioha,
DAVID GRAHAM
Champions Initiative CEO

Champions Initiative is now our official operating name.
BGYF remains our official charity CC55374.
BGYF t/a Champions Initiative is our bank account.



“I opened the Naenae Boxing Academy to make a difference in young people’s lives and to give them a place of refuge. I know there are people right across our country who want to make difference for kids through boxing.”

- Billy Graham



Our Vision

Champion young people contributing to their communities.

Our Mission

Partnering with communities across Aotearoa, New Zealand to establish best-practice youth focused boxing gyms.

Our History

In 2006 Billy and Kerri Graham established the Naenae Boxing Academy (NBA) with a purpose to give back to the community that Billy had grown up in during the 50s. In 1956 Billy was brought into the Railway’s Boxing Gym by the local Police Officer, Hoppy Hodges. It was here that Billy met the legendary coach Dick Dunn who would have a profound impact on him, playing a key role in supporting Billy to turn his life around and become a champion both in and out of the boxing ring. It was Billy’s time with Dick Dunn that inspired the establishment of the NBA in 2006, and from the day the doors opened young people were welcomed into the same environment that had helped Billy succeed so many years earlier. The vision has remained ever since, Champion young people contributing to their communities.

In 2018 the Billy Graham Youth Foundation was established in response to numerous requests from communities and stakeholders throughout New Zealand. These calls came from groups who wanted to see their own communities benefit in the same way that Naenae had through the establishment of their local Academy.

The Champions Initiative (CI) partners with communities across Aotearoa, New Zealand to share, learn from and grow a network of youth-focused boxing gyms who want to do for their communities what Billy did for Naenae. CI operates across four regions; Northern, (Auckland and Northland) Central, (Waikato, Bay of Plenty and Taranaki) Capital (Wellington, Hawkes Bay, and Gisborne) and Southern, (the South Island.)



Champions Initiative National Team



Northern
Regional Coordinator

Central
Regional Coordinator
Regional Coach

Capital
Regional Coordinator

Southern
Regional Coordinator

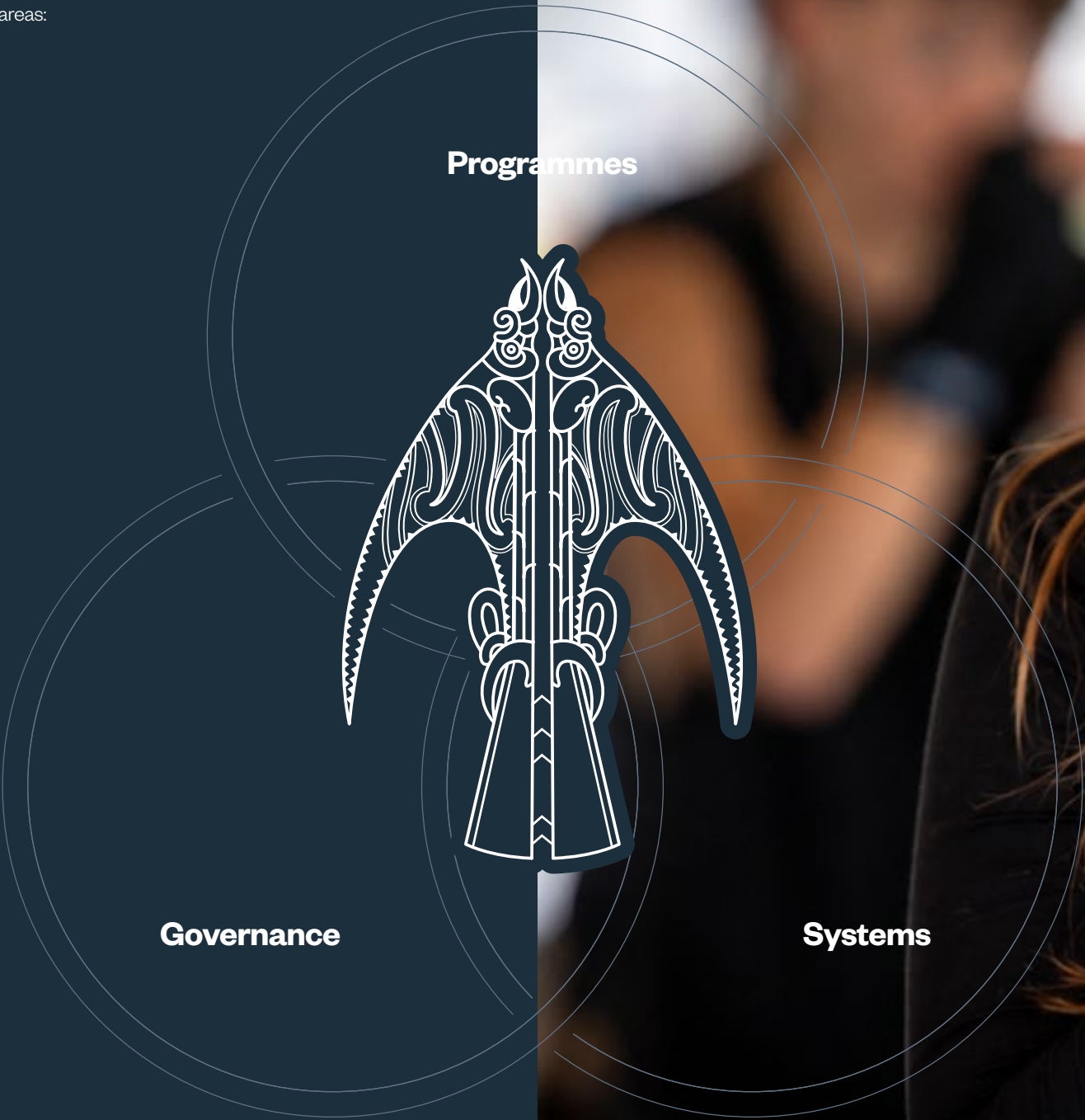


BGYF National Board



What we do

CI engages with local communities through the ongoing development and sharing of resources across the following three areas:



Since 2006, these resources have supported our partner gyms to achieve the following outcomes with their young people:

Find a place of
Belonging

Actively
Engage

Pursue their
Potential

Develop
Skill Mastery

Develop an
Outward Focus



Champions Initiative Offering

Programmes

Our model integrates expertise in the sport of boxing with best practice youth development principles. This proven pathway creates positive and safe environments, fostering skill development, measurable success, and a sense of belonging among young people. Through structured programmes and ongoing support, your gym can amplify impact within the community while nurturing the next generation of champions, both in boxing and in other areas of their lives.

Champions Programme

The objective of the Champions Initiative 'CHAMPIONS PROGRAMME' is to attract boys and girls aged 9 to 18 to the physical, mental and social benefits of an organised and graded exercise programme and to provide a natural developmental pathway for any graduates wanting to progress through from basic techniques to a competitive standard.

Coach & Athlete Development Pathways

A structured and graded pathway guiding the young athlete through stages of PLAY, PRACTICE, PARTICIPATION and PERFORMANCE. The pathway for coaches mirrors this progression via progression through each level of the CHAMPIONS PROGRAMME and its associated assessments.

Development Events

Development Events are an opportunity for CHAMPIONS PROGRAMME Graduates to display their technical ability and skills in a tightly controlled, semi-competitive bout, where success is determined by overall performance and positive attitude.

Passport to Success

The Passport to Success programme is structured around 8 core values and integrates these principles into classes. These values are foundational to fostering positive environments and supporting the foundation's vision of championing young people who contribute to their communities. Participants have the opportunity to recite and embody these values, and can receive a life membership as a result.

Child Protection and Youth Development Training

Our model focuses on structured amateur boxing coaching in attractive, positive, and challenging environments, supported by best practice principles in youth development. Our Champions Programme delivers structured boxing skills training, complemented by partnerships with Child Matters for Child Protection training and Ara Taiohi for Mana Taiohi framework workshops and Code of Ethics sessions, essential for comprehensive youth development.

Systems

We work alongside you to establish effective systems, structures and relationships that will set your team up for success, achieving maximum impact for young people. Our resources and support will enable you to ensure operations are efficient and effective, through safe and meaningful practices that are backed up by quality data.

Funding Support

We provide advice (and practical support where possible) on the following; setting up a charitable trust, external accounting & legal resources, establishment of community funding & networking relationships, funding streams (including advice on current best options), use of your key documents, and a budget template for set-up & ongoing costs.

CRM

Our customised CRM (Salesforce) supports effective management of programmes, service delivery, and participant data. You can easily monitor attendance, class progression, and overall impact while tracking key indicators like ethnicities, gender, locations, and risk factors. Integrated registration and referral forms streamline processes, and tools for managing leads and waitlists are included. Continuously developed to meet our unique needs, this CRM also facilitates communication with members and their whānau, and offers tailored reports and dashboards for clear, effective reporting.

Partnerships/Relationships

We provide advice on the types of local community and regional relationships you need to build, and how to best approach these organisations. We also explain the national partner relationships that CI holds and how to best use them for your community needs.

Processes & Templates

You will have access to our comprehensive set of procedures and templates, designed to support good operational practice and ensure compliance with our policies. These resources provide step-by-step guidelines for implementing policies, standardise processes, and facilitate proper recruitment, employment practices, and child safety measures. They are essential for maintaining consistency in operations and are regularly reviewed to align with best practices and evolving organisational needs.

Governance

We offer comprehensive governance support, leveraging two decades of experience in the not-for-profit sector. Our suite of Policies are aligned with government regulations, ensures protection for young people, families, staff, and volunteers while promoting best practices and facilitating access to funding opportunities. We provide training, templates and insights to empower strong community-led governance through which your boxing gym can thrive.

Policies

You will have access to our updated suite of Policies, which are regularly reviewed and audited to comply with Social Sector Accreditation Standards (L3) and NZ legislative requirements, such as the Health & Safety at Work Act. These policies protect our young people, whānau, and staff, encourage best practice, and are required for funding compliance. The scope includes ten essential policies, with Health & Safety and Child Safety being the most significant.

Theory of Change

A theory of change is a tool to help you describe the change you would like to make and how you will go about doing it. This tool will identify if there is alignment between your team and ours, and will then serve as an ongoing resource for your own strategic direction, internal and external evaluation, and to help when engaging with funders.

Board Pack

A governance framework to support effective local governance practice while maintaining alignment to the Theory of Change. The framework includes clarity of roles, clear processes for decision making and oversight and set of papers for use in board meetings, such as an agenda, reporting templates, conflict register, risk report and a board work plan.

2025 Supporters



John Bromley
Kylie McConnell
Tim Antric
Helen Crosswell

Dan and Amy Marshall
Charles T Drysdale Estate
– Proudly Managed by Perpetual
Guardian Limited

The Gift Trust
Bonnevie & Co Limited



Champions Initiative Partners

Our Partners

-  **Cannons Creek Boxing Academy**
-  **Mid Canterbury Boxing Academy**
-  **Naenae Boxing Academy**
-  **Te Awamutu Boxing Academy**
-  **Southern Queens Boxing**
-  **Hastings Giants Boxing Academy**
-  **Wairarapa Boxing Academy**



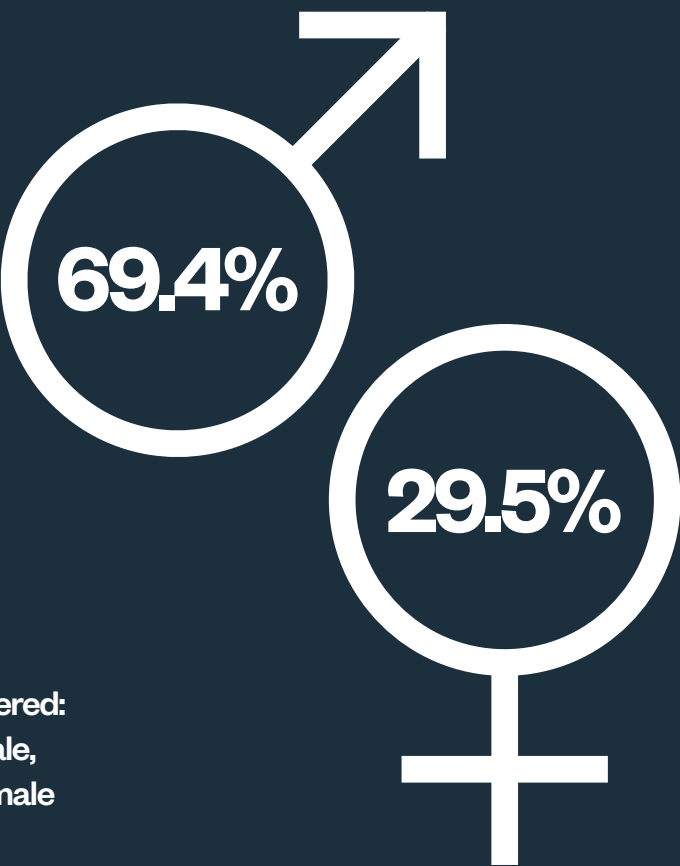
A TOTAL OF
1,521
programme engagements



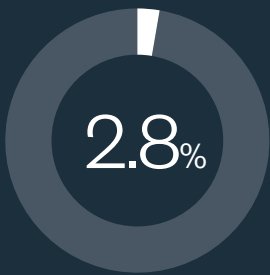
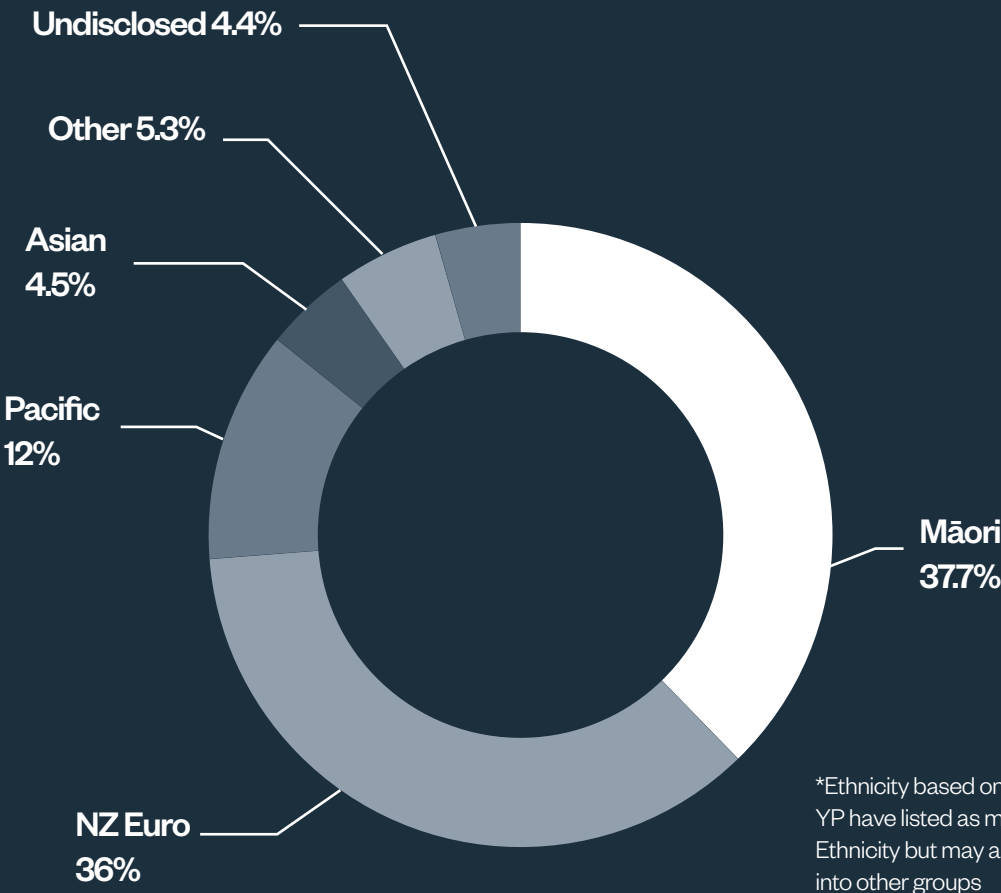
614 through school/
community groups



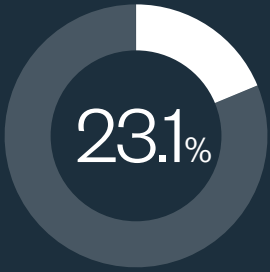
698 Registered
Members



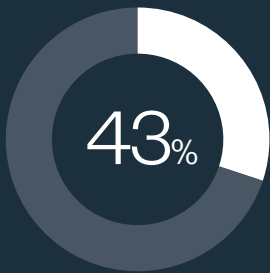
Of those registered:
69.4% were male,
29.5% were female
1.1% other



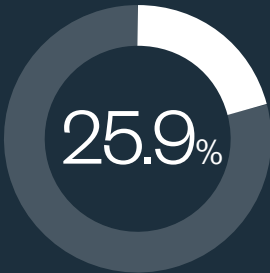
Under 9 years



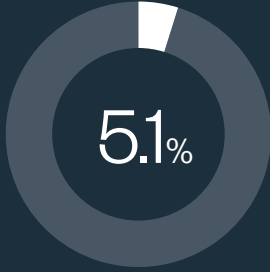
9-11 years



12-14 years



15-18 years



19+ years

Our Achievements

Pathways

2025 was another year of significant developments in the athlete and coach development spaces, due to the dedication and support of our Champions Initiative academy athletes, coaches, managers and wider support-team.

Ongoing athlete and coach development included:

Development:

Two, CI-funded Development Events were planned for 2025 – (April and September) at Naenae Boxing Academy. Unfortunately, we were unable to run the September event, however the April event was well-attended, with 24 young athletes taking part and successfully representing Cannons Creek, Naenae, Te Awamutu, Hasting Giants Boxing Academy and Mid-Canterbury academies. Eight female boxers took part in the development bouts. Hopefully this is a trend we will see continuing.

Several CI partner academies sent teams of novice and experienced athletes to the 2025 Easter Camp in New Plymouth (organised by CI Regional Coach, Jake Rapira).

One of our charity partners, New Zealand Campus of Innovation and Sport (NZCIS) provide their world-class facilities for our athletes to attend development camps (three in 2025), which attracted more than 60 athletes from seven CI Partner academies.

Competitive Athletes:

The 2025 North Island Golden Gloves saw three athletes from two established academies taking part. Two athletes came away with silver and one with bronze.

At 2025 National Championships, boxers from Naenae Boxing Academy, Hastings

Giants, and Wairarapa were successful winning four gold and multiple silver medals between them.

International Events:

In November 2025 we welcomed a development team from Fiji for a tournament hosted by Wairarapa Boxing Academy. The event included several days of training at Naenae Boxing Academy, Box Office Boxing (New Plymouth), and NZOIS. This was a valuable experience for a good number of our national athletes to train, compete, and build friendships. A reciprocal event is planned for early 2026.

Coaching:

Training in the Champions Programme resources was delivered to three onboarding academies; Southern Queens (Invercargill) Hastings Giants, and Tautoko (Tokoroa).

The coach and athlete development pathway continued at three NZOIS training camps in May, July, and November. The latter event was moved to coincide with a visit from former Northern Region coach, Cam Todd and his developing athletes and coaches representing Fiji.

Activities across all three camps helped with the selection process for the Champions Performance Academy team. Initially, five athletes – three from Hasting Giants Boxing Academy and two from Naenae Boxing Academy made the squad of four males and one female. One athlete (Hasting Giants Boxing Academy) withdrew after accepting an athletics scholarship in the US.

Following on from January coaching hui (training and assessments) only Hastings and Wairarapa do not have a coach at CI Development level, although both have a minimum of one coach on the pathway (Community Coach), and have experienced Boxing NZ licensed coaches.



Marketing and Communications

2025 was a significant year for the organisation in that the CI brand was launched externally, and the organisation became trading as Champions Initiative.

The new CI website was launched, alongside CI branded uniforms and work cars, and all internal and external communications rebranded. The website connects to Raisely – a fundraising platform allowing for ease of donations to be pledged to CI or individual partners.

Academies became known as Champion Initiative Partners (CIPs), and all partner's buildings were externally co-branded with the CIP logo.

Training sessions and relationships were established with the Black Ferns and the Hurricanes, providing good social media engagement, excitement for members and the potential to forge more formal connections with these athletes as potential CI Ambassadors.

Mark Albiston generously created a short documentary on NBA member, Zakir Yussof. This attracted good interest from the Media with segments featuring on TV 1 News, The Crowd Goes Wild and the NZ Herald.

A formal partnership was established with NZCIS and this has been very valuable as a quality facility for hosting CI Performance camps. CI Performance branding was also designed and produced for our athlete kit.

A CI Merchandise store was developed via the Shopify Platform. Wellington photographer Neil MacKenzie generously donated his time and skills to produce a large suite of product and lifestyle images. This has not only given us professional photos for the Merchandise store, but a large Media bank of CI branded imagery.

A relationship was established with Arrow Uniforms to support the printing and dispatch of CI merchandise for both internal use and for revenue building sales.

In collaboration with Hemisphere and with input from CIPs, a 'Members Story Telling' Framework and policy was produced. This document sets out and gives practical examples on best practice when telling the stories of young people and the work of our CIPs.

Champions Initiative has 3 social media platforms - FB, Instagram, and LinkedIn, all of which saw a sizeable increase in followers and engagement. Posts with content pertaining to Billy, new Merchandise, achievements of our members, CI in the Media, and the Hurricanes were the most engaging.

Continued engagement with local communities

There are seven accredited Champions Initiative partners

- Naenae Boxing Academy
- Cannons Creek Boxing Academy
- Mid Canterbury Boxing Academy
- Te Awamutu Boxing Academy
- Southern Queens Boxing
- Hastings Giants Boxing Academy
- Wairarapa Boxing Academy

There are six communities who are currently working with Champions Initiative through the processes of onboarding to become a Partner

- Auckland City
- Papatoetoe
- Orewa
- New Plymouth
- Amberley
- Tokoroa

There is much work to be done, further developing and introducing our suite of resources to our potential new partners.

Board of Trustees & National Advisory Service

Board members as at December 2025

- Stephanie Meyers (Chair)
- Kerri Graham (Secretary)
- Tony Philp (Trustee)
- Dan Marshall (Trustee)
- Saxon Tidmarsh (Trustee)
- Michael Bush (Trustee)

National Advisory Service

- David Graham - CEO
- Billy Graham - Founder
- Harry Otty - Performance & Pathways Director
- Erinna Lane - Systems & Safety Director
- Fleur Bromley - Marketing & Communications Manager
- Kerri Graham - Finance & Fundraising Director



Make a difference

How you can help

Champions Initiative is the operating name of the Billy Graham Youth Foundation, a registered New Zealand charity (CC55374).

Any donation is most welcome. Whatever the size of your gift, you are helping us to support our champion young people. We need you!

If you would like to contribute financially to Champions Initiative, please do so via our website www.championsinitiative.org.nz

Or contact us via the details below. If you do send us a donation, please let us know your postal address, so we can send you a tax receipt at the end of the year.

Goods and Services

Another way people choose to support is through the provision of Goods & Services. Your generosity and expertise will be put to good use for Champions Initiative or any of our CI Partner academies nationwide. Please contact us if you are able to help in this way.

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championsinitiative.org.nz

Bank account details
Billy Graham Youth Foundation
ANZ Bank, Lower Hutt
06 0529 0938584 00



Email
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Call us on
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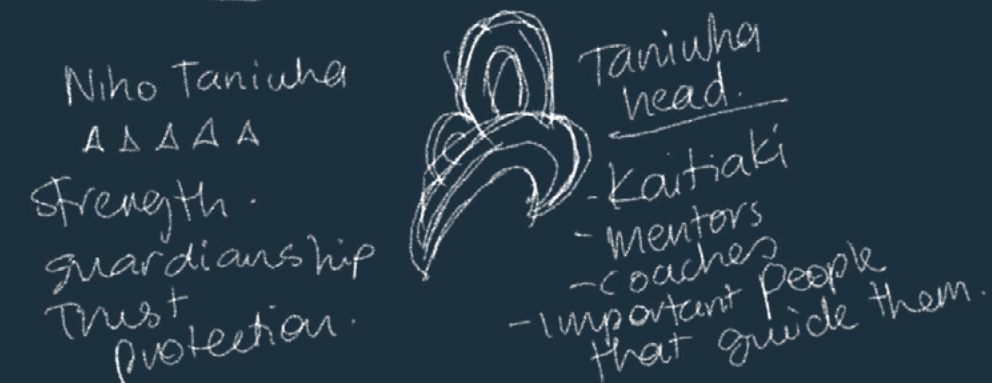
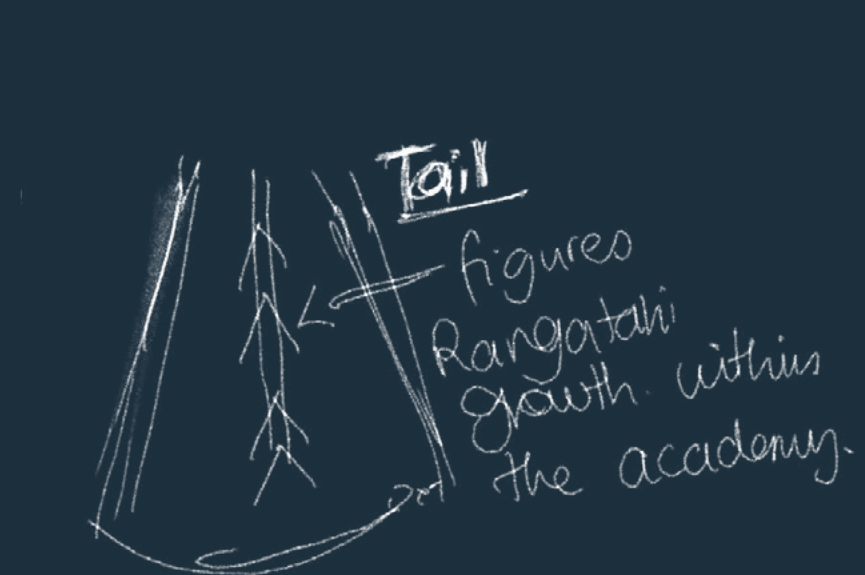
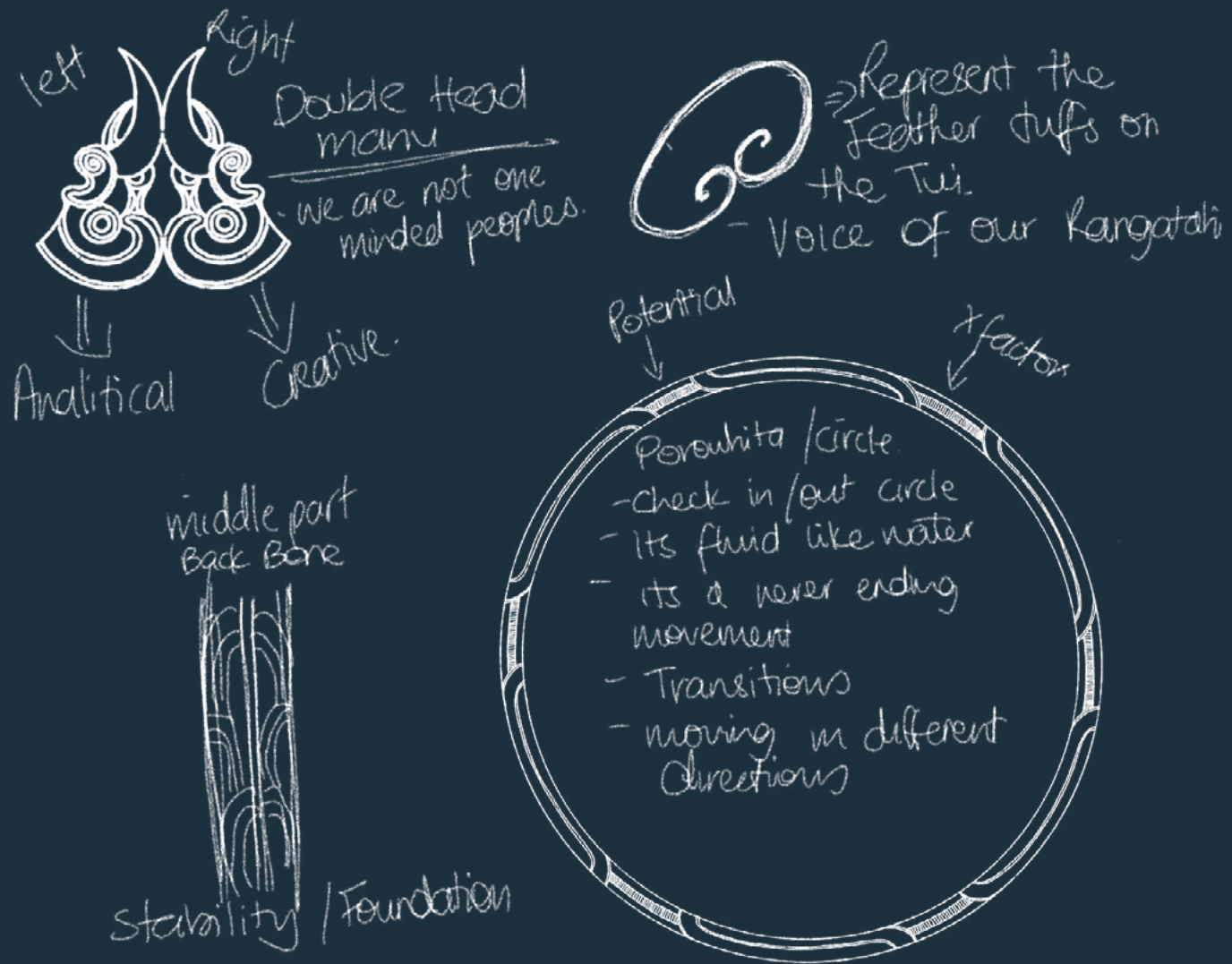


championsinitiative.org.nz



To help Champions Initiative support our champion young people.

Brand Concept Sketches



- Speed
- swiftness
- agility
- fluidity.

