



Impact Report

Krunch UK Impact Report

August 2024 to July 2025



YOUTHWORKER

“I enjoy going to youth club as the youth workers are always up for a chat and I know they’re people I can trust.”

(Young person)

Welcome to our Impact Report for August 2024 to July 2025.

On behalf of the trustees of Krunch UK, I am delighted to share some inspiring stories, positive news and key impact from the past year. It has been a year of **reimagining** and **transition** – a season that has strengthened our foundations and clarified our purpose.

In July 2024, we marked the end of an era as our founder and long-standing CEO, Jon Grant, stepped down after 25 years at the helm. Rather than simply filling this role, we took the opportunity to reimagine Krunch UK's structure. We now operate through two vibrant and distinct centres – **Krunch West Midlands** and **Krunch South West** – led by Centre Directors **Mark Cavell** and **Penny Baker**.

Mark and Penny have shown outstanding leadership and dedication, working closely with trustees to establish this new model. At the heart of everything we do is their unwavering commitment to supporting children and young people, which inspires us all. Both centres have gone from strength to strength, and we invite you to read more about their impact in the following pages.

This year also prompted reflection on our identity and future direction. Together, we developed a renewed **mission statement** and three clear **strategic ambitions**, anchored by our unchanged core values of **Hospitality**, **Inclusion** and **Community**.

We also experienced change within our trustee body. Our long-serving trustee **Laura Nott** stepped down after 12 years of dedicated service, and we warmly welcomed **Cath Keast** as a new trustee. We extend heartfelt thanks to Laura for her wisdom, faithfulness and encouragement, which have shaped Krunch UK in countless ways.

At the heart of this report are the **incredible children and young people** we have the privilege of serving – each with their own story, challenges, strengths and potential. Every interaction, be it a mentoring conversation or youth club session, is driven by our belief in the value and potential of each young person and our desire to see them thrive.

We hope this report encourages and inspires you as you see the impact of Krunch UK. None of this would be possible without the support and generosity of our community, our funders and our committed staff, mentors and youth workers, whose dedication brings our mission to life every day. Thank you for standing with us as we move forward with confidence, ambition and renewed vision.



Phil Ball

Phil Ball, Chair
on behalf of the Krunch UK Trustees

Our **Headline** Stats

900

We're proud to have supported over **900** children and young people this year.

4550

We have offered **4550** sessions, ranging from one-to-one mentoring to youth clubs and school holiday activities.

27

Our staff team now numbers **27** – a fantastic group of passionate individuals united by a shared commitment to the wellbeing of young people.



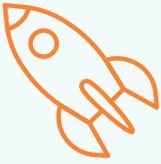


Refreshed for Impact

Our Mission

Krunch UK exists to engage, equip and empower children and young people to discover their full potential.

This refreshed mission statement reaffirms the heart, vision and passion that have always been at the core of what we do.



Our Strategic Ambitions

Our Strategic Ambitions show where we focus to make the biggest impact. For this new season, we've reimaged them to reflect our fresh approach and renewed commitment to engaging, equipping and empowering young people.

Engage: Ensuring that children and young people are actively involved and interested in the activities and decisions.

Equip: Providing children and young people with the necessary tools, skills, knowledge, resources and support they need to succeed.

Empower: Encouraging and enabling children and young people to take control of their own lives and make their own decisions; building confidence, self-esteem and resilience.



Our Values

Kunch UK shares a broad and generous Christian ethos, expressed through three core values and behaviours: Hospitality, Inclusion and Community. We want our ethos to infuse everything we do and to be obvious wherever and whenever people meet us.

Hospitality: You are welcome

We believe that each person who visits our centres or uses our services should feel welcomed.

Inclusion: You are valued

We believe that each person is unique and of significant worth and value.

Community: You belong

We believe that each person benefits from belonging to a community and contributing for the good of the local community.



New Look, Same Heart

You may have noticed that we have recently refreshed our branding – a bold new identity that marks this exciting new chapter. Our new logo and vibrant colour palette unite our two centres under one shared banner and purpose, while still celebrating what makes each centre unique. While our look has changed, our heart remains the same: to support, inspire and create opportunities for young people to belong and succeed.



Our New Website

Our new website is on the way, and we're excited to share it with you!

We are currently developing a refreshed online space that clearly reflects who we are, what we do and how we support young people across our communities. Designed with accessibility and inclusion at its heart, the new website will make it easier for young people, families, supporters and partners to find the information they need and connect with our services.

When it's ready, you'll find it at www.krunch.org.uk.

Krunch

South West

This year at Krunch South West has been marked by energy, growth and deeper collaboration, with our work expanding rapidly to meet the needs of young people and the wider community. It has truly been a year of meaningful progress and impactful change.

Across youth clubs, schools and the wider community, our offer expanded significantly. Detached sessions with DORIS the mobile youth bus, alongside programmes such as the accredited babysitting course, DJ workshops, our new mentoring model and the Real Respect curriculum all contributed to positive behaviour change, improved wellbeing and stronger partnerships with education and support services.

We broadened our holiday provision across two counties and launched Unique, a dedicated LGBTQ+ support group. Meanwhile The Pod continued to grow as a safe, skills-focused hub for young people at the heart of the community. Momentum around the Thornbury Skate Park redevelopment also

accelerated as we established Thornbury Skate Park CIC. Through barista training, youth leadership and co-designing the new park, young people took centre stage – shaping opportunities, building confidence and influencing projects that reflect their voice.

With my new job title as Centre Director, I have really enjoyed continuing to shape the direction of Krunch UK, and I am immensely proud of what our young people and team have achieved. I am also deeply grateful to our partners and funders whose support makes this work possible. It has been a joy to see the impact we can create together.



Penny Baker

Penny Baker
KSW Centre Director



KSW Stats

537

Total number of individual young people

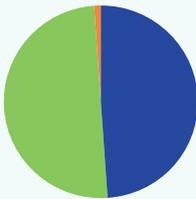
4900

Attendances

550

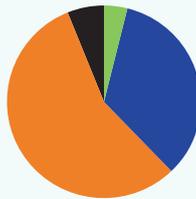
Sessions delivered

Gender



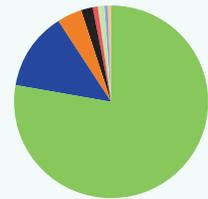
- Male 50%
- Female 49%
- Other 1%

Age



- 8 & Under 4%
- 9-12 Years 34%
- 13-18 Years 56%
- 19-25 Years 6%

Ethnicity



- White British 78%
- Undisclosed 13%
- Dual heritage 4%
- White other 2%
- Chinese 1%
- Asian other 1%
- Indian 0.5%
- Black African 0.5%

93%

93% of our young people say they have a trusted adult at Krunch South West

93%

93% say they feel comfortable to be themselves with us

98%

98% agree they have a say in what happens in our youth provision

Meet Phoebe

Phoebe has been a regular at our Thornbury Youth Club for four years. Arriving at just 12, she quickly grew in confidence and self-esteem through supportive relationships with Krunch youth workers and the chance to get stuck into positive activities, and she soon joined our Junior Volunteer Programme to help out at sessions. Phoebe quickly became a firm favourite with younger youth club members thanks to her gentle, caring approach, and her commitment made a real impact on the quality of our youth work.

This year we were thrilled to offer Phoebe a paid Support Youth Worker role, which she has embraced with energy and enthusiasm. Her story is a brilliant example of what happens when young people are supported, encouraged and given space to lead, and we are absolutely delighted to have her on the team.

Phoebe says:

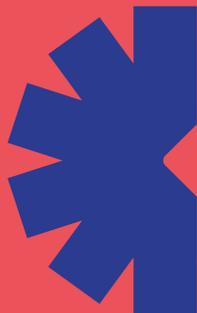
The first thing I remember about coming to Krunch was the supportive and friendly atmosphere. I was really nervous at first, especially after COVID as I hadn't been interacting with many people my age. But the youth workers immediately welcomed me, asking questions, introducing me to everyone, and getting me involved in games like Just Dance. I instantly felt comfortable and like I belonged.

I have gained so much from coming to Krunch. I was very timid when I first joined, but with the support of youth workers, I have gained confidence and found my voice that I lost due to bullying in my early years of secondary school and can now speak in front of people, which I never believed I could do. Krunch has helped me be my authentic self without fear of judgment.

Volunteering and now working as a support youth worker at Krunch has been amazing. I started volunteering to gain experience for the future and for my Bronze DofE, but it has taught me so much more. I've learned how to manage a busy environment, keep everyone safe, lead activities and build professional relationships. I've been pushed out of my comfort zone, gaining skills and confidence I didn't think were possible.

Now, I feel I can make a difference in young people's lives the way the youth workers once did for me. My hope is that young people today feel safe and supported at youth clubs, find a sense of belonging, and have opportunities to explore what they enjoy. I believe youth work is important because it helps young people find their voice, gain confidence, and create memories they'll cherish forever.





Krunch

West Midlands

As we reflect on the academic year 2024-25, I am incredibly proud of the impact Krunch West Midlands has continued to make in the lives of children and young people across Sandwell, Dudley and Birmingham. This year has been one of both challenge and transformation. Alongside delivering over 4,000 therapeutic mentoring sessions to 364 children and young people with increasingly complex emotional and mental health needs, we have also navigated a significant period of organisational transition. Far from slowing us down, these changes have strengthened our clarity of purpose and reaffirmed in us why our work matters.

Throughout the year, our team has provided consistent, relationship based, one to one support to children facing anxiety, low mood, behavioural challenges, neurodiversity, safeguarding concerns and the pressures associated with difficult home and life circumstances. Notably this year, the depth of need that children and young people had often required more specific interventions for a longer time; a clear sign of the increasingly complex challenges being faced by our children and young people.

Almost all the young people who accessed our service told us they always felt safe, listened to and positively impacted by their mentoring, with the greatest improvements across the whole cohort of 24-25 in the areas of self-confidence and self-esteem. This impact is a direct reflection of the skill, compassion and professionalism of our staff team, as well as the trust placed in us by schools, commissioners, social workers and other partners across the borough.

Whilst this year's intentionally shorter report mostly captures top line 'numbers', behind the data is stories of children and young people finding their voice, building healthier relationships and beginning to believe in a more hopeful future.

I remain deeply grateful to our funders, trustees, partners and staff for their continued commitment, and I invite you to read on to see the lasting difference your support has helped to achieve.



Mark Cavell

Mark Cavell
KWM Centre Director



KWM Stats

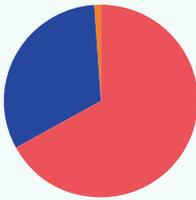
364

Total number of mentees

4004

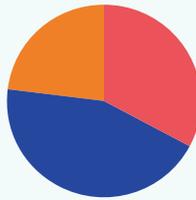
Sessions delivered

Gender



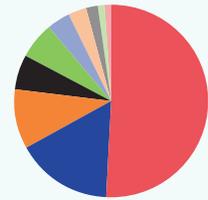
- Male 67%
- Female 32%
- Other 1%

Age



- 11 & under 33%
- 12-15 years 44%
- 16 & over 23%

Ethnicity



- White British 51%
- Dual heritage 16%
- Other 10%
- Black African 6%
- Black Caribbean 6%
- Indian 4%
- Pakistani 3%
- White other 2%
- Asian other 1%
- Prefer not to say 1%

99%

99% of mentees say they feel safe within our mentoring sessions

96%

96% of mentees say they always felt listened to

97%

83% say that Mentoring was ALWAYS or OFTEN a positive experience

Meet Delfina

My name is Delfina Thomas-Da Rocha. I am 22 years old and was born in Birmingham. During my early childhood, my parents separated, and I grew up in a single-parent household with my mother and older brother.

At the age of four, a child protection order prevented my mother from leaving Birmingham with my brother and me. At the same time, she was due to begin her Master's degree at Cardiff University. As a result, she had no choice but to place us in the care of my aunt, with whom I lived until the age of seven.

After three years, I moved into my grandmother's care until I was nine years old. Unfortunately, she suffered a severe stroke, which resulted in my brother and me returning to live with our mother in 2012.

My experience of primary school was largely positive. I enjoyed lessons, residential trips, and taking part in sports such as football, running and basketball. Although the pastoral team supported me at times due to my complex family circumstances, these challenges did not overshadow my overall enjoyment of primary school.

My transition into secondary school marked a significant turning point. My behaviour began to deteriorate, and by the end of Key Stage 4, I had attended over ten different schools. I did not complete my GCSEs, as between the ages of 13 and 17 I was criminally exploited and forced into selling drugs.

In 2020, while studying at sixth form college, a proactive safeguarding practitioner referred me to Krunch. Initially, I was resistant, as multiple agencies had previously attempted to work with me without success. However, my experience with Krunch was profoundly different.

Through consistent mentoring, I developed self-awareness around my thought processes, emotions and behaviours. I began to understand that the experiences I had been exposed to were not normal, nor were they my fault.

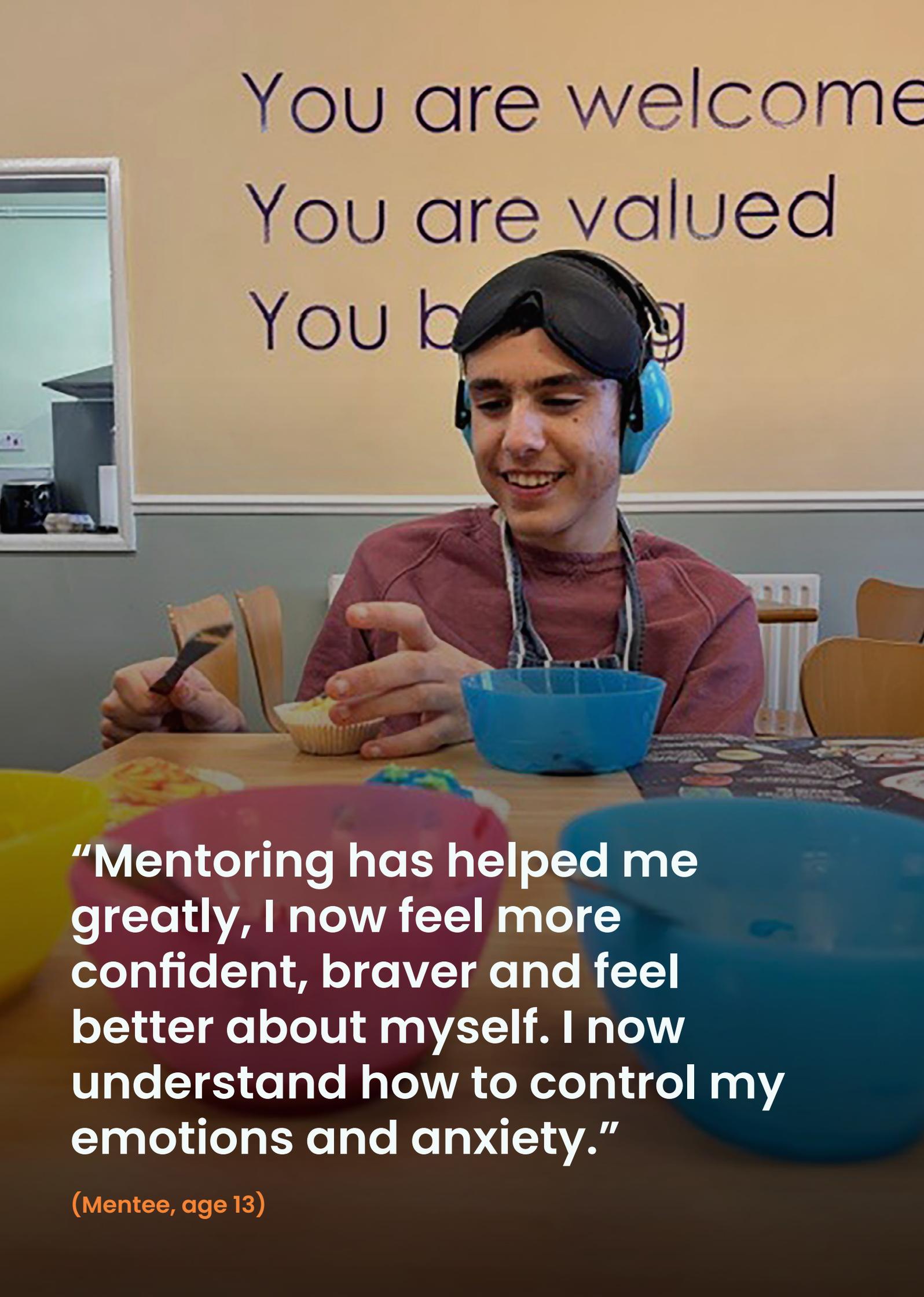
My weekly sessions with my mentor had a lasting and transformative impact on my outlook and aspirations. Setting realistic weekly goals and reviewing them regularly helped me build structure, accountability and confidence in my future.

Krunch also supported me with my university personal statement. Without their guidance and encouragement, I would not have felt motivated or capable of applying to university. Being accepted into higher education remains one of my greatest achievements to date and marked a pivotal moment in redefining my future.

Krunch did not just support me during a difficult period; they helped me believe in myself, reclaim my direction, and envision a future beyond survival. I will always hold deep gratitude for the unwavering belief, patience and life-changing support they gave me – support that fundamentally altered the course of my life.



You are welcome
You are valued
You belong



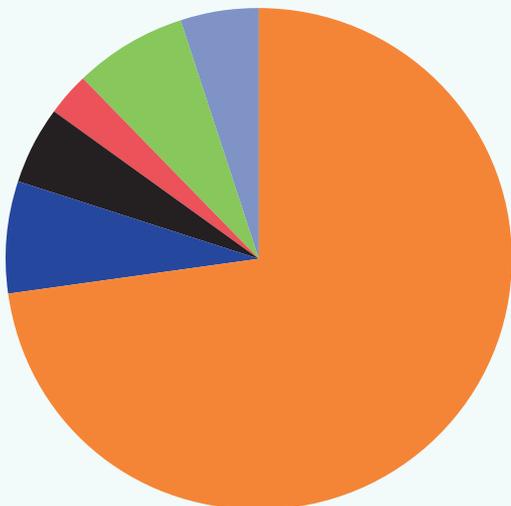
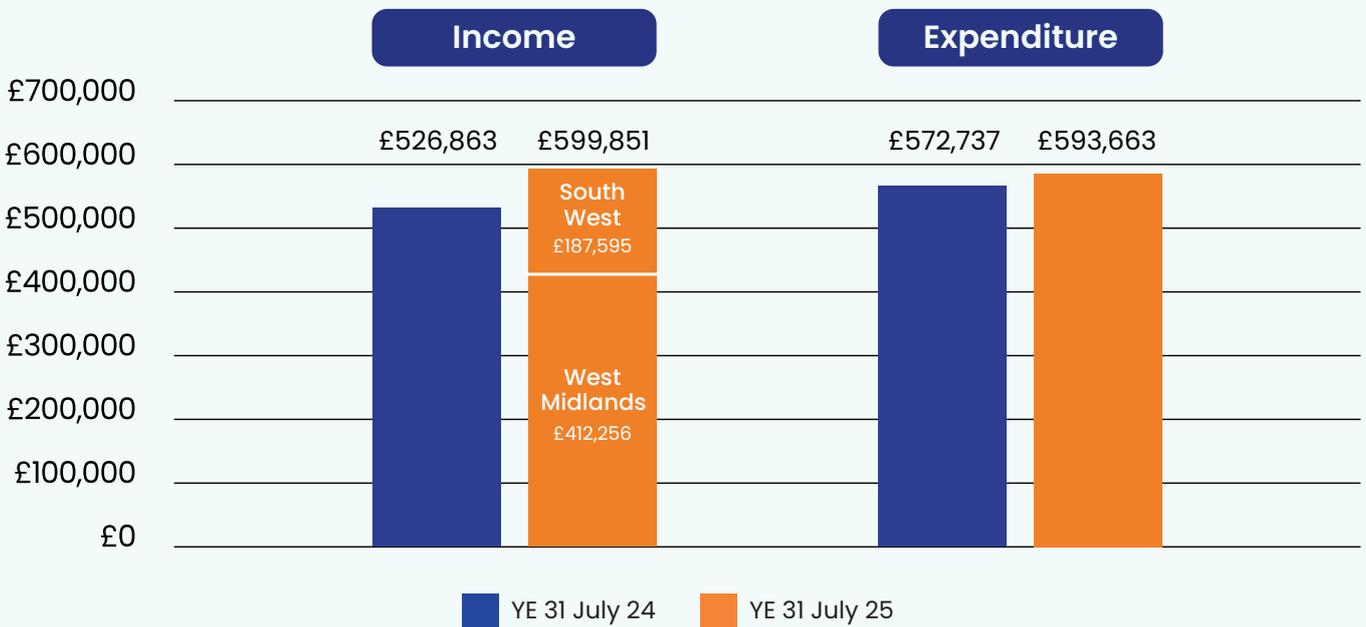
“Mentoring has helped me greatly, I now feel more confident, braver and feel better about myself. I now understand how to control my emotions and anxiety.”

(Mentee, age 13)

Finances

Income and expenditure for the year ending July 31st 2025

Krunch is dedicated to delivering high quality services in an efficient manner, to ensure maximum value for money is achieved.



Expenditure breakdown for the year ending 31 July 2025

- Wages and Salaries costs 73%
- Other direct costs 7%
- Govenance, Professional and related costs 5%
- Depreciation 3%
- Premises costs 7%
- Office and other costs 5%

Funding

We are grateful for all donations received during 2024–2025; every contribution, whether regular or one-off, makes a meaningful difference and helps us realise our vision for all young people to reach their full potential.

We would also like to thank our long-standing and new partners across agencies, schools and colleges. We value the trust you place in us to deliver high-quality services for children and young people.

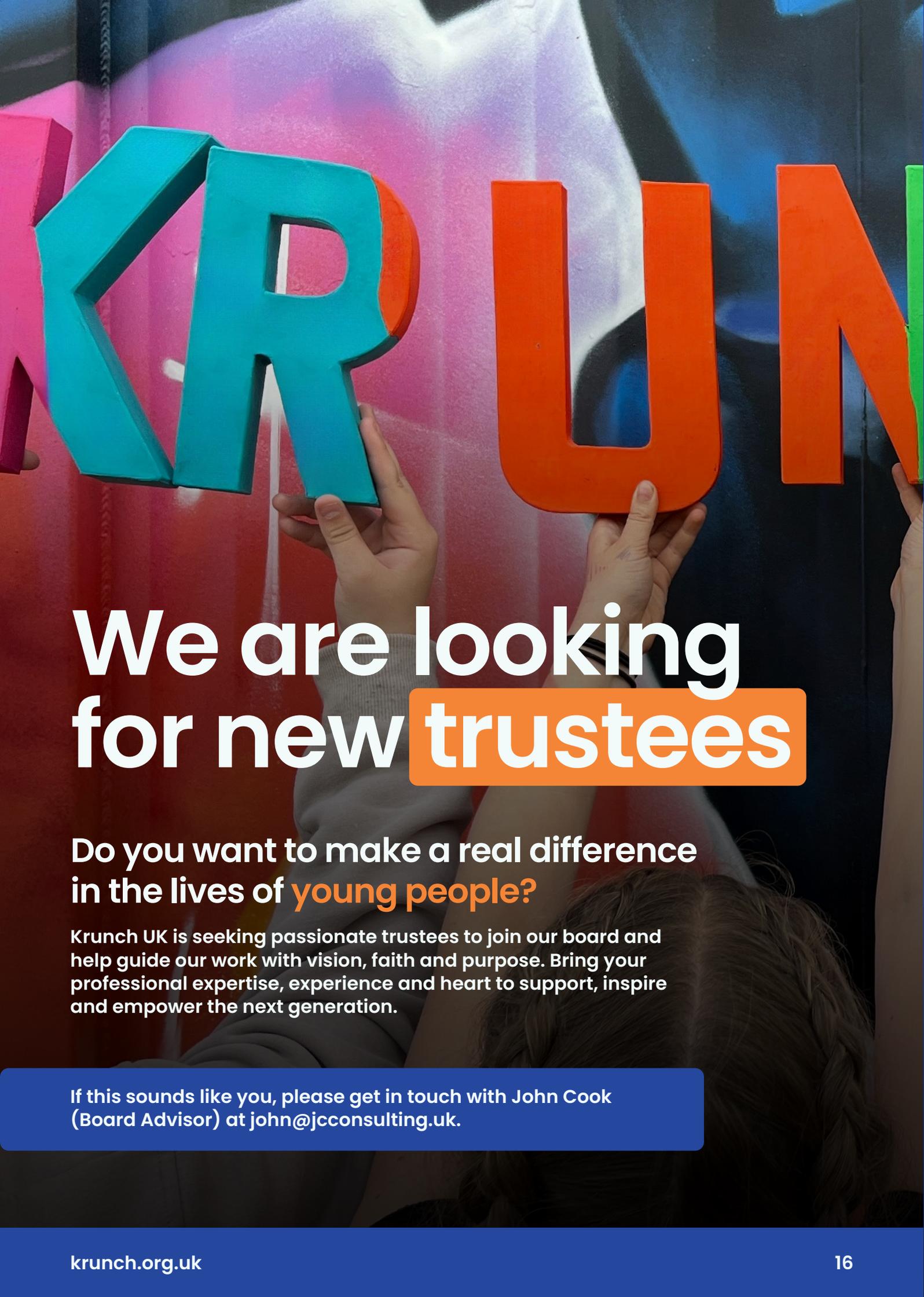
Funding, grants and donations were most gratefully received from the following trusts and organisations:

Krunch South West

Berkeley Town Council
Co-op Groundworks Community Project
Gloucestershire County Council
John Lewis PLC
Sharpness Village Hall
South Gloucestershire Council
SGC Holiday Activity and Food programme
SGC Violence Reduction Unit
Stroud District Council
TADLOF (Thornbury & District League of Friends)
Tesco Groundworks
The National Lottery Community Fund
Thornbury Baptist Church
Thornbury Carnival
Thornbury Foodbank
Thornbury Lions
Thornbury Rotary Club
Thornbury Town Council
UK Youth

Krunch West Midlands

Dudley Youth Justice Services
Safer Sandwell Partnership
Sandwell Children's Trust
SCVO – Sandwell Council for Voluntary Organisations
Sandwell MBC
Sandwell Youth Justice Services
West Midlands Police and Crime Commissioner
The National Lottery Community Fund



We are looking for new **trustees**

Do you want to make a real difference
in the lives of **young people**?

Krunch UK is seeking passionate trustees to join our board and help guide our work with vision, faith and purpose. Bring your professional expertise, experience and heart to support, inspire and empower the next generation.

If this sounds like you, please get in touch with John Cook
(Board Advisor) at john@jcconsulting.uk.

Contact Us

Krunch South West

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Krunch West Midlands

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 0121 552 5556

 Centre Director – Mark Cavell

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 @krunchwestmids

 @krunch_wm



Krunch UK, a registered charity (No. 1114961), is a company limited by guarantee registered in England and Wales (Company No. 5364024). Its registered office is at Sandwell Christian Centre, Langley Crescent, Oldbury, West Midlands B68 8RE.