



MOVE MOMENTUM

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**WE BELIEVE THAT DANCE IS FOR EVERYONE.
WE STRIVE TO MAKE THIS A REALITY.**

**COULD YOUR ORGANISATION
HELP US TO DO THIS?**



**SOUTH ENGLAND
PRESTIGE AWARDS**
2022/23 WINNER



CorporateLiveWire
**SOUTH ENGLAND
PRESTIGE AWARDS**
2020 WINNER



Associate
Member of
**People
Dancing**
the foundation for
community dance



OUR WORK

Everyone can dance and we know that dance changes people's lives! We witness first-hand the benefits that it has on people's mental and physical health and believe everyone should have access to dance classes that cater to their ability. We don't believe in barriers, so we ensure our classes are accessible, affordable, inclusive and FUN for everyone. However, we can only do this through the support of individuals, organisations and Trusts who generously donate money, time and expertise.

Our Street Dance **Academies** in Stanmore and Winnall are for young people aged 10-16. **GEMS** is a friendly and relaxed dance class for over 65s which includes a mixture of seated and standing movements. **Liberate Dance** is an exclusively wheelchair-based dance company.

Academies



ANNABELLE'S STORY



15-year-old Annabelle attends our Liberate Dance classes. Annabelle has cerebral palsy and is a full-time wheelchair user. She uses both a manual and electric wheelchair and is non-verbal but communicates through hand signals, sounds, expressions and electronic devices. Annabelle joined as she loves music and *Strictly Come Dancing*.

"We've noticed a difference in her in day-to-day life and coming to the classes has been hugely beneficial" – Annabelle's parent

Annabelle says, "I love reading, watching YouTube videos, collecting football stickers, shopping with mum and going to school. I came to Liberate Youth because I love music, especially Frozen, and my favourite programme is *Strictly Come Dancing*."

"The dance class is great and I'm learning some new moves, my favourite move is a tilt. I'm enjoying meeting new people, dance is a happy place and it's helping build my confidence."

The classes have helped her increase her movement range, develop her fine motor skills and improved her fitness and flexibility. When Annabelle first joined she was not able to self-propel her manual wheelchair and needed someone to help her travel during class. She is now able to self-propel her manual wheelchair a short distance and enjoys travelling around the space and continues to become increasingly proficient at this.

Annabelle continues, "I talk about the Liberate class during the week with my family and friends and do some of the moves at home. The dance class is really fun, I love coming here.

"Now enough writing, let's boogie!!"





ADELE'S STORY

Adele and her husband, John, attend our weekly GEMs classes. Adele is 75 years old and still loves a boogie. She brings a contagious positive energy to each class.

"My husband and I love the class! It is friendly, good exercise, we have a lot of fun and laugh a lot. It is the best hour of our week. It makes us think and try new things and it challenges us to be creative and more confident. I am definitely not as shy as I was.



"The class has introduced some fun into our lives. I look forward to it and even if I don't feel very well, I don't want to miss it. It is not competitive, you feel accepted and encouraged to be yourself.

"We are taught very well with a lot of sensitivity. Quite a tonic!

"I enjoy being with good friends as we dance together. The classes are very special and uplifting."

One of our sponsors, Newbury Building Society, recently popped in to see our GEMs class in action, and we were so pleased to welcome them into the studio with us!

"It was heart-warming to see all the dancers share a morning together and seeing the enjoyment on their faces was a lovely experience. The charity has created an inclusive community for everyone and I truly believe that they make a difference to people's lives."

- Mollie Maclean, Newbury Building Society Digital Marketing Assistant

"We get to dance to music, and I love music. And I like to dance, well, do my best anyway and it makes me feel happy when I go from here. I think it's good for your physical and mental well-being, being with other people. It's just a lovely place to come." - Jan, GEMs Participant

What does it all cost?

- Running just one of our classes for a year costs on average £5,967
- Running all of our projects for a year costs approximately £736 per participant
- Running our annual summer show costs £1091
- Running our annual Liberate Dance summer camp costs £718

"Coming to Move Momentum has made my life better, it has made me a much happier person because dance is where you can just express your emotions and no one judges you, and here there's no bullying or anything." - Erin, Stanmore Academy participant

"I think it's the community that makes it so special for me. It led me to a road of acceptance and feeling better about myself. So I owe a lot to Move Momentum for that." - Lizzie, Liberate Dance participant



OUR IMPACT

97%

of students surveyed agreed that our classes have helped improve their **physical wellbeing**

151

students participate in our regular classes

97%

of students surveyed agreed that our classes have helped improve their **quality of life**

97%

of students surveyed agreed that our classes have helped improve their **mental wellbeing**

422

classes delivered annually by Move Momentum

We impact our different groups in various ways through our regular classes.

- We aim to positively impact mental health and wellbeing through improved confidence, reduced stress, better self-esteem and increased feelings of self worth.
- We impact physical health by improving physical fitness, balance, coordination, strength and mobility.
- We also strive to improve our participants' feelings of community and connectivity; offering a sense of belonging, meaningful connections with people with similar lived experiences, enabling participants to feel validated and to express themselves, and reduce loneliness.

WHAT'S IN IT FOR YOU?

Donating to charity is a good way for companies to improve their reputation, build loyalty and attract and retain employees. Corporate giving is a great way to demonstrate to the public, stakeholders and employees that you're a company that cares and can be trusted. Sixty nine percent of the public believe businesses have an obligation to support the local communities in which they operate.

"Gentian is a local property developer and investor. Our support of Move Momentum is one of the ways we give back to the community of Winchester where we are based. We support Move Momentum as we really like the fact that their dance classes are accessible, inclusive and affordable to a wide group of people. We're really pleased that our support has helped Move Momentum continue to provide this invaluable service in Winchester."

Nick Ekins, Managing Director, Gentian.

HOW YOU CAN HELP...

Here are just a few ideas of how you can help us. We would love to work with you to develop a partnership that meets both your needs and the needs of the people we help in our community.

Gift in Kind

Gifts in Kind provide us with the use of products or services that may otherwise cost us money. This can include gifting the use of function rooms, refreshment donations or the design/ printing of leaflets or other merchandise. You could also donate a product or service for us to use as a prize at one of our fundraising events.

Become a Business Sponsor

Contact us to discuss the benefits of becoming a business sponsor for our charity or one of our projects.

Employee Engagement & Match Funding

Get your team behind a fundraising challenge to raise funds for our vital work. If you operate a Match Funding Scheme, let your team know that you will double their donations!

For more guidance on setting up Match Funding, visit <https://www.cafonline.org/giving-as-a-company/engaging-employees/matched-giving>

Payroll Giving

With CAF Give As You Earn, the leading UK workplace giving scheme, your employees can give to charity straight from their salary. These donations are tax free!

Payroll giving can be used as a tool to drive corporate social responsibility initiatives, can demonstrate your company's commitment to supporting staff, the community and wider stakeholders, and be used to better understand what your employees care about.

For more information, visit <https://www.cafonline.org/giving-as-a-company/engaging-employees/caf-give-as-you-earn>