

Description of the project

In Danish Red Cross Youth's Adventureclubs, children aged 10-14 from socially challenged backgrounds meet to exercise through different activities. Common for the children is that they do not have or have limited access to the regular activities that children not exposed to these challenges have. Many of the children in the target group therefore have various health and mental issues because of their socially challenging backgrounds.

The purpose of the project was to examine, if giving these children access to activities would help ease some of these issues, and we can safely say that the results showed a positive effect.

The numbers

With the donation from AstraZeneca we were able to run all of our 10 Adventureclubs and thereby provide activities for around 150 children each week during the project period. Further more the donation covered any expenses for the app. 80 volunteers that made the activities every week. In total, the donation made it possible for 230 children and volunteers to meet once a week in the 3 years, the project ran. We are very proud of that and hope, AstraZeneca sees the tremendous value, your donation has provided.

As an extra activity at the time of the project, we held a yearly Children's Run, where around 1.600 children from schools and kindergardens ran to set focus on children's health. Even though that was originally not in our partnership agreement, we agreed to transfer some of the money from the donation to that run in 2015, because it made sense in relation to the purpose of both Danish Red Cross Youth and AstraZeneca. The money from AstraZeneca's donation made it possible for us to plan an even better run with more fun and publicity than usually.

The results/effects

Almost 80% of the participating children in the Adventureclubs told us that the clubs made a significant difference for them. Not only did they exercise, which for many of them was very much needed, the Adventureclubs also gave them something to do once a week – something to look forward to. And for many of them, it even gave them some new friends.

We didn't quite succeed with making the connection to the more established activities in the local communities, which we would have liked, because it could have meant that they would have a long term activity to attend, once the project ended. We do hope that some of the children gained social skills during the project, creating a belief in them that they can find something meaningful to do by themselves.

Images

We have put in some pictures from some of the activities, because we think that often a picture says it all.



