

Ring and Made By Sport Launch Community Fund to Support Stronger, Safer Spaces

- Ring and Made By Sport have announced a fund that will support local initiatives to build stronger communities, using the power of sport to change lives.
- Three quarters of Brits surveyed (75%) believe sport builds community spirit; a fifth of Brits (20%) plan to join a community sports team or initiative now that restrictions have lifted.
- Seven in 10 Brits think community initiatives contribute to a sense of community, with four in ten (41%) parents looking to enrol their children into a community initiative following the easing of lockdown.

Wednesday 17th November 2021: Ring, whose mission is to make neighbourhoods safer, and UK charity Made By Sport, have today announced a new initiative to support families and youth across the UK to help create stronger spaces for communities.

This program will support Made By Sport's ongoing mission to champion sports-led solutions for communities, raise awareness of sport for social change, and fund initiatives to build stronger community spaces.

Ring's collaboration with Made By Sport includes a monetary donation that will create a community-driven fund. Via grants, the charity will be able to reach more local clubs and centres that are driving positive social change.

"At Ring, we believe in our mission of making neighbourhoods safer for everyone, and that involves working with those who know their communities best," said Dave Ward, Managing Director of Ring, Europe and International. "We are proud and humbled to support Made By Sport and the work that they do to contribute to provide and inspire young people to take a more active role in their communities. Protecting our home is about more than the four walls that we live in. Communities have always been a priority at Ring; I greatly admire Made By Sport's positive work in this space and am delighted that Ring can support their ongoing dedication to creating safer, stronger communities."

New research commissioned by Ring emphasises the effect that sport has on the community, with three quarters of Brits surveyed (75%) believing that sport builds community spirit. Helping maintain physical and mental wellbeing (45%), creating new connections (36%), placing an importance on teamwork (30%), breaking barriers within the community and developing strong relationships (both 28%) are cited as the main ways in which sports helps to develop community cohesion.

Community sport has offered a level of comfort for many after a turbulent year and are set to continue to thrive. A fifth of Brits (20%) plan to join a community sports team or initiative now that restrictions have lifted, with this rising to 23% of men and almost two fifths (38%) of those aged 18-34. Meanwhile, four in 10 parents (41%) will be looking to enrol their children into a community initiative following the easing of lockdown.

Made By Sport supports organisations across the UK to raise awareness of the power of sport to change lives, and to raise funds for the organisations shaping a stronger future for young people and encouraging them to take an active role in their communities. When it comes to community sport, almost a third of Brits (30%) agree that sport teams/initiatives play a big role in their community, with a quarter (26%) citing sport as a way for them to connect better with the community and a further 24% admitting they enjoy meeting new people through community sport.

Sophie Mason, CEO of Made By Sport says: "We started Made By Sport with the mission to champion the power of sport to change lives, and to raise vital funds for community-driven organisations that help to

transform the lives of young people across the country. We are passionate about what sport does, not just what it is.

"Sport is a crucial part of growing up, teaching us life lessons, and acting as a solution, and even life saver, for many young people. We're excited to work with Ring, a company that shares in our mission and with their support, we are eager to further raise awareness of the impact of sport, and to help create, support, and shine a light on, the local spaces that provide invaluable contributions to community safety."

For more information about Made By Sport, visit madebysport.com/. For more information on Ring, visit ring.com.

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Notes to Editors

Research commissioned by Ring and conducted by Opinium Research, who surveyed 2,000 nationally representative UK adults (18+) between 22nd - 25th October 2021.

About Ring

Since its founding in 2013, Ring has been on a mission to make neighbourhoods safer. From the video doorbell to the DIY Ring Alarm system, Ring's smart home security product line offers users affordable whole-home and neighbourhood security. At Ring, we are committed to making home and neighbourhood security accessible and effective for everyone – while working hard to bring communities together. Ring is an Amazon company. For more information, visit www.ring.com. With Ring, you're always home.

About Made By Sport

Made By Sport is a charity which raises awareness and funding for grassroots sports clubs and organisations that work with young people across the UK. Launched in 2019, it aims to champion the power of sport to tackle social issues and unlock new sources of funding for grassroots organisations, using sport to try to change people's lives and help communities thrive.

We support clubs or organisations which intentionally use sport to deliver wider social outcomes. The organisations we are looking for operate mostly in disadvantaged communities, often working collaboratively with other partners to meet local need and may offer cross-sector activities.

Specifically, we will fund clubs and organisations which can demonstrate that they are using sport to work towards one or more of the following outcomes:

- Developing Life Skills
- Improving Mental Health
- Reducing Crime and Anti-Social Behaviour
- Developing Employability Skills
- Building Stronger Communities