Movember selects Boxing Futures to further pilot the “Brothers Through Boxing” program in next phase of global Social Innovators Challenge

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Brothers Through Boxing is one of only six Social Innovators Challenge projects globally to advance to this phase of the program and receive additional funding on behalf of Movember

London, UK| Tuesday March 3, 2020 – Boxing Futures & Movember are excited to announce UK Program, Brothers Through Boxing as one of six projects selected to receive further funding as the final phase of global Movember grant initiative, the Social Innovators Challenge. Brothers Through Boxing, along with the other five initiatives (of which, three are based in the UK, one in Canada and one in Australia), will each receive a share of a further £1.78M investment with the expectation of scaling and broadening the scope of each program.

Brothers Through Boxing has been funded as part of the Social Innovators Challenge since 2017. The Social Innovators Challenge was designed to enable Movember to fund active programming aimed at encouraging men to build positive relationships and increase levels of social connectedness. In 2015, Movember initiated a challenge across major markets, calling for innovative ideas that would result in game-changing programs aimed at increasing the quantity and quality of men’s relationships and mental wellbeing.

“We know that once we hit our 30s, men generally aren’t as attentive to our social relationships as we should be,” says Brendan Maher, Global Director, Mental Health & Suicide Prevention. “This can have far-reaching consequences because we know that strong social connections are a key protective factor for men against anxiety, depression and potentially suicide. Movember’s Social Innovators Challenge has allowed us to uncover, nurture and develop fresh ideas like Brothers Through Boxing to keep men connected. This exciting next phase will build upon the critical evidence and success of some of our most promising initiatives.”

In 2017, Brothers Through Boxing was one of only 12 projects selected globally to pilot over a two-year period. Now, Boxing Futures is one of only six to receive further funding for demonstrating positive results and impact.

Thanks to Movember Brothers Through Boxing is now able to enter its final phase, whereby it is hoped that by the end of its extended pilot, the project can be rolled out to a much wider audience. Young men will train together once a week for 6 months, working toward achieving a bronze Boxercise Award. During this time, young men can choose to act as ambassadors and or peer mentors to new participants while continuing their own training towards further qualifications. Through the program, the young men will transition from loneliness and isolation to connection with friends, family and their community.

“Boxing Futures understands that every male is different, which is why we are proud to be part of a diverse group of projects, that offer a broad range of support for addressing the ever growing issue of male isolation and connectedness” says Shelly Carter, Project Lead, Boxing Futures.

The next 18-36 month phase of The Social Innovators Challenge is the culmination of four and a half years of idea generation, project development and testing. Each program has shown promise in increasing general understanding on the best ways to help men develop stronger, longer lasting meaningful relationships. Extended and scaled projects include the following:

Projects to be scaled

Canadian Corrections Network

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Boxing Pilot Projects

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For more information on Movember and the Social Innovators Challenge, visit Movember.com

For more information on Boxing Futures, visit https://www.boxing-futures.org.uk/

Press contact:

Anthony York, Head of Public (UK)

anthony.york@boxing-futures.org.uk

M 07384 814 592

About Boxing Futures:

Anthony York, with the assistance of Andrew Burley, founded Boxing Futures in 2013, with the goal of providing an alternative outlet to young people at risk of becoming involved in the youth justice system, or those who had already experienced the system. Since our inception, we have evolved to the extent that our primary focus is now on improving mental health and well-being, applicable to a broader range of beneficiary groups, but with a residual core emphasis on supporting those who are isolated with few social connections. We use non-contact boxing / boxercise (boxing training but not sparring or competitive bouts) as a way of addressing key societal challenges and improving the quality of life of disadvantaged or at risk individuals.

About Movember:

Movember is the leading global men’s health charity working to change the face of men’s health. The charity raises funds to deliver innovative, breakthrough research and support programs that enable men to live happier, healthier and longer lives. Committed to disrupting the status quo, millions have joined the movement, helping fund over 1,250 projects focusing on prostate cancer, testicular cancer and suicide prevention. In addition to tackling key health issues faced by men, Movember is working to encourage men to stay healthy in all areas of their life, with a focus on men staying socially connected and becoming more open to discussing their health and significant moments in their lives. The charity’s vision is to have an everlasting impact on the face of men’s health. To donate or learn more, please visit Movember.com.

Company Contact:

Boxing Futures Ltd

T. 0203 - 031 - 6439
E. anthony.york@boxing-futures.org.uk
W. https://www.boxing-futures.org.uk/

Additional Contact(s):
Anthony York
Founder/CEO
Boxing Futures Ltd
Tel 0203 031 6439
Mobile 07957998235
E-mail anthony.york@boxing-futures.org.uk

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