

Maddy
MADDY'S MARK

STORY, IMPACT & LEGACY

Empowering girls through rugby and resilience



A MESSAGE FROM MADDY'S FAMILY



We founded Maddy's Mark in memory of our daughter, Maddy Lawrence, to honour her spirit and carry her energy forward into the world.

Maddy was kind, funny, driven and brave. Rugby gave her strength, belonging and joy. Through this charity we hope to pass that on to others.

The support we've received since Maddy passed away in March 2022 has been overwhelming. It gave us the strength to create something meaningful and the belief that rugby could help others feel stronger too.

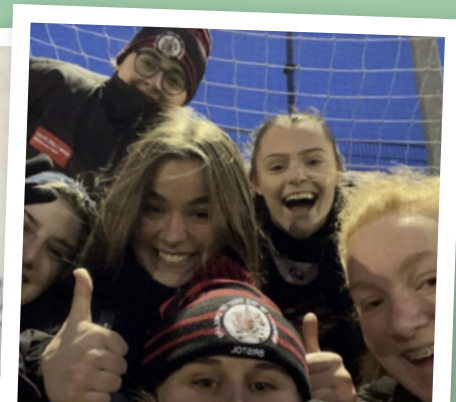
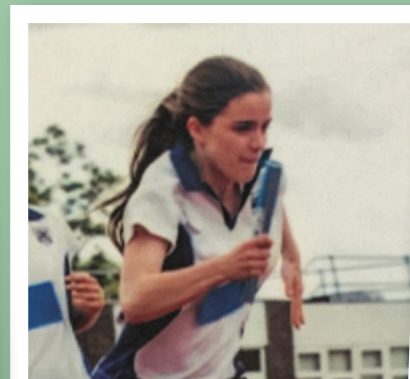
This brochure shares our journey so far, and the next steps we're taking together.

Thank you for being part of it.

Simon & Karen Lawrence
Co-Founders, Maddy's Parents



Watch our story in a short video
message from Maddy's family



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Rugby is a community that pulls you up when you're down, pushes you forward when you're struggling, and cheers you on.

**KAREN LAWRENCE
CO-FOUNDER, MADDY'S MUM**



WHY WE EXIST

Maddy's Mark was founded in 2022, following the tragic death of 20-year-old Madeleine "Maddy" Lawrence after a rugby injury.

Maddy was a vibrant, compassionate young woman known for her big smile, her boundless energy, and her ability to light up every room she entered. She loved music, art and design, but rugby was where she truly came alive.

It was on the pitch that Maddy found confidence, connection, and freedom to fully be herself.

We started this charity to give more girls and young women the same opportunities that Maddy had, and to create something positive in the face of unthinkable loss.

By investing in the women's game from the ground up, we're opening doors for girls across the country and using rugby as a catalyst for building confidence, a sense of belonging, and lifelong resilience.

So far, Maddy's Mark has impacted thousands of lives, and helped girls to feel stronger in themselves physically, mentally, and emotionally, just as Maddy would have wanted.

OUR STORY

HOW WE MAKE AN IMPACT

CHANGING LIVES THROUGH RUGBY AND RESILIENCE

Maddy's Mark funds and delivers inclusive rugby programmes that build mental and physical wellbeing in girls aged 11–18.

We work with clubs, schools, charities and community coaches to make sure more girls get the chance to discover what Maddy did; that rugby is about much more than sport. It's about self-worth, resilience and belonging, whatever their background.

Our support enables:

- Coaching delivery in primary and secondary schools (e.g. projects with Bristol Bears, Leicester Tigers, and the Jason Robinson Foundation)
- Workshops and talks that link sport with mental wellbeing and resilience
- Festivals that keep girls engaged in the game

All programmes are delivered with safeguarding, inclusion and emotional support at their core so every girl can participate, enjoy and thrive.

We're committed to supporting grassroots efforts and breaking down the barriers that stop girls from taking part in sport, such as encouraging and funding programmes in low socio-economic areas.

“ We've seen rugby offered to girls who wouldn't dream of doing another sport. It simply makes them feel better about themselves - physically, mentally, emotionally. ”

KAREN LAWRENCE
CO-FOUNDER, MADDY'S MUM



OUR REACH SO FAR

DELIVERING IMPACT NATIONWIDE

Since launching in 2022, Maddy's Mark has raised over £400,000 in funding.

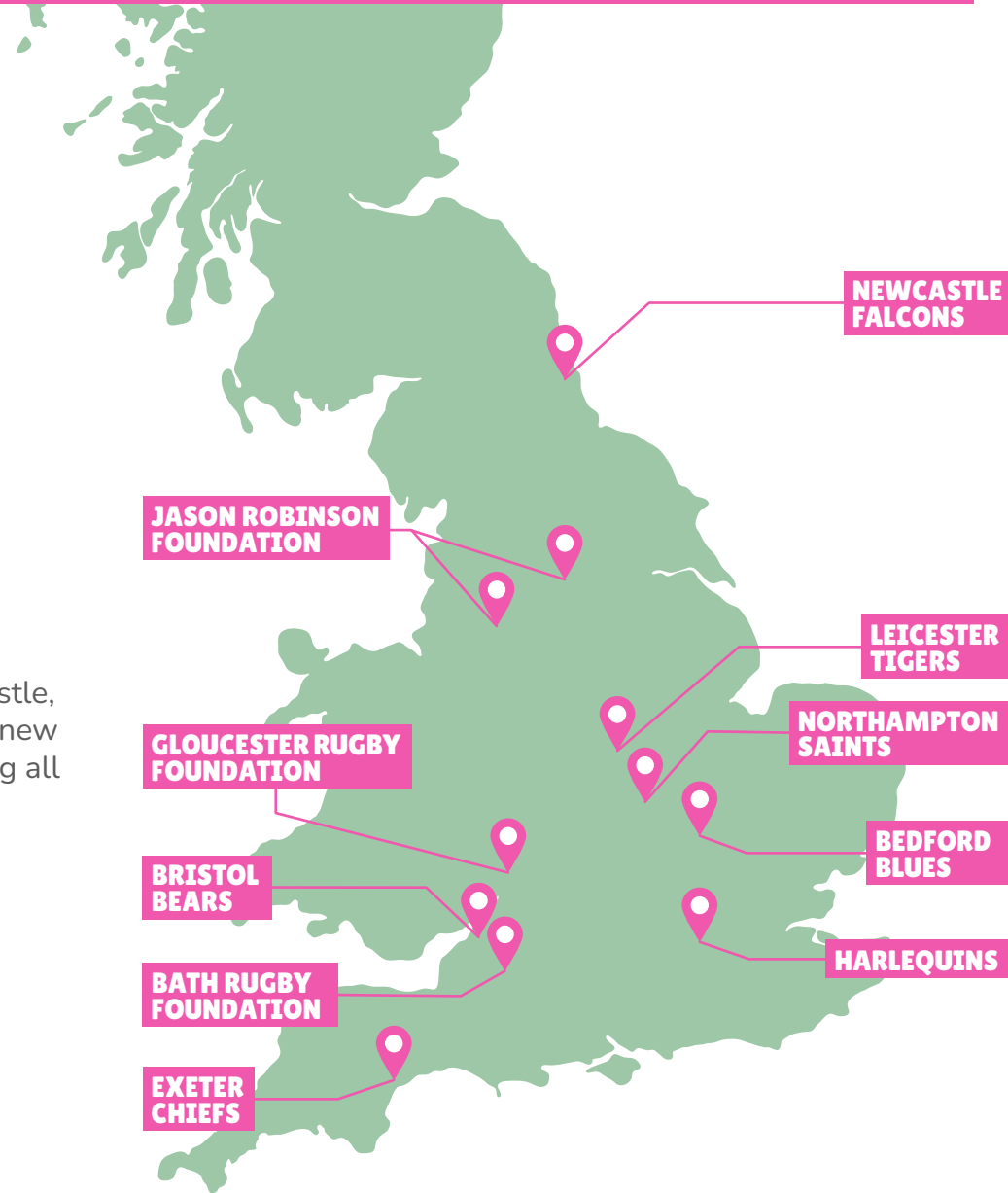
By the end of 2026, these funds will have helped more than 10,000 girls and young women access inclusive, empowering programmes that build confidence, resilience, and connection.

We're proud to work alongside 10 incredible delivery partners to ensure Maddy's legacy continues to grow.

From Bath to Newcastle, London to Leicester, new projects are launching all the time.

“ Speaking out about mental health is important so you can let people know when you are down and need support. ”

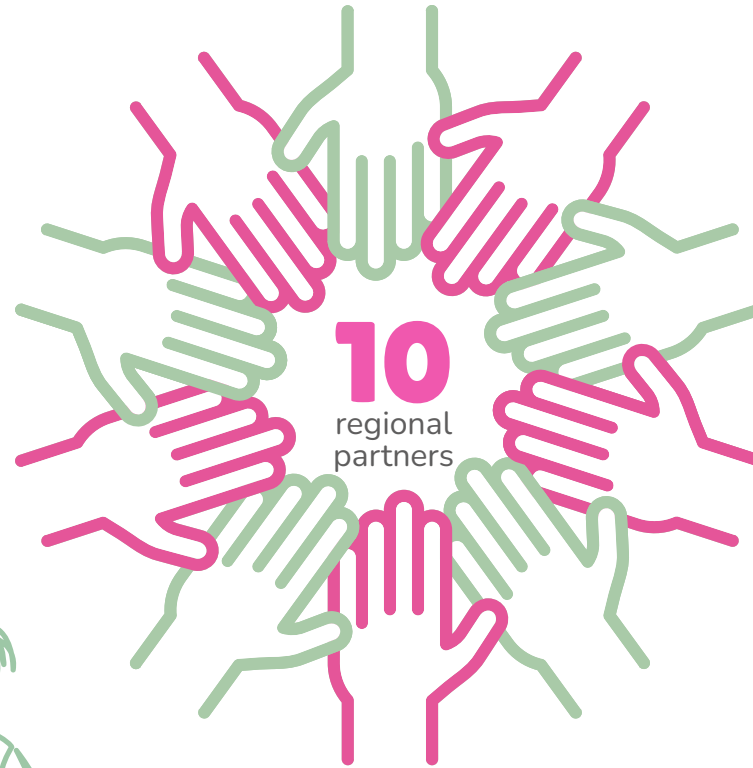
PARTICIPANT, EAGLE PROJECT, BRISTOL BEARS



NATIONAL IMPACT AT A GLANCE

£895,466.38

of social value
created*



10,000+

girls supported by
the end of 2026



£400,000+

raised since
2022



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PROGRAMME HIGHLIGHTS UP TO AUG 2026

HELPING TO SUPPORT 10,000+ GIRLS

Partner	Programme/Focus	Reach
Bristol Bears	The Eagle Project – rugby & mental health workshops	1,600 girls
Harlequins	SWITCH – six week programme with female coaches for confidence-building & career pathways	3,000 girls
Exeter Chiefs	Introductory rugby, wellbeing and resilience across schools	2,000 girls
Bath Rugby Foundation	School sessions focused on self-esteem & access to grassroots clubs	1,000 girls
Jason Robinson Foundation (Leeds & Manchester)	Sport access & wellbeing in deprived areas	500+ girls
Leicester Tigers	Rise – tackling dropout during school transition years	250 girls
Newcastle Falcons	Body image & confidence through rugby	1,000 girls
Northampton Saints	Rugby + mental health education, including stress, leadership & relationships	240 girls
Bedford Blues	Project 500 – World Cup-inspired community rollout	500+ girls
Gloucester Rugby Foundation	Maddy's Captains – for underrepresented girls, with classroom sessions	Small group impact

“ This is a group who began the programme low in confidence and self-esteem... now they're leading school assemblies. ”

MS DANIELS, TEACHER,
GLOUCESTER RUGBY FOUNDATION

PROGRAMME FOCUS | HARLEQUINS SWITCH



In partnership with Harlequins, Maddy's Mark has helped deliver the SWITCH programme: a six-week rugby and life skills initiative for girls aged 11–14 across South London and surrounding areas.

Led by female coaches, the programme blends sport, confidence-building and mental health education. Girls take part in weekly sessions that include:

- Rugby skills and teamwork activities
- Resilience and self-esteem workshops
- Career inspiration and talks from women in sport
- Mentoring and pathways into local clubs

At the end of the programme, participants gain qualifications and reflect on their personal progress through final showcase events.

3,000 girls have already taken part in SWITCH, with many citing it as the first time they've felt truly welcome in a sporting environment.

This collaboration has set a benchmark for how sport can be a tool for long-term change and how, through the right partnerships, we can give every girl the chance to thrive.



“ I've learned to be proud of who I am. The SWITCH programme gave me friends, confidence and something I never thought I could do – play rugby! ”

PARTICIPANT, SWITCH, 2024

PROGRAMME FOCUS | NEWCASTLE RUGBY FOUNDATION

In partnership with the Newcastle Rugby Foundation, 29 classes to 976 girls (118 primary and 858 secondary school pupils) have been delivered as of Jan 2026.



We've received wonderful feedback from pupils. Here are some answers to **How Sport Affects Body Confidence:**

“ It makes me feel confident about my body. ”

“ It makes me feel good about myself. ”

“ It helps me see what my body can do and makes me feel stronger. ”

“ Being part of a team makes me feel proud of what I can do. ”

“ It makes me feel happy and healthier. ”

“ When I feel confident about my body, I try my best. ”

“ I join in more when I like how I feel. ”

“ Sport helps me feel more comfortable in my body. ”

“ It makes me feel great, and my body feels strong. ”

“ It makes me feel proud and confident when playing sport. ”

OUR REACH SO FAR

PROGRAMME FOCUS | MADDY'S CAPTAINS (GLOUCESTER RUGBY)

Delivered at Field Court Junior Academy, this programme helped girls grow their confidence, resilience, and community.

At the end of the 10-week initiative:

- 100% of girls enjoyed the sessions
- 93% felt more confident trying new things
- 67% felt they had found a sense of community

Teachers and parents saw marked changes in motivation, wellbeing, and school attendance. "Girls who never spoke in class assemblies are now leading them."

The programme will now roll out to Hillside Primary, with a vision for returning alumni girls to act as ambassadors next year.



Maddy
MADDY'S MARK



Watch Mo Hunt and Emma Sing visit the Maddy's Captains programme at Gloucester



PROJECT 500 UPDATE

- 599 girls engaged across sessions and festivals
- 870 attendances at Edward Peake school alone
- Nine girls joined Junior Blues after the festivals
- Upcoming events: Contact rugby tournament (March) and Matchday celebration (May)

BEDFORD
BLUES





FUNDRAISING IN ACTION

DRIVEN BY COMMUNITY, POWERED BY PASSION

Maddy's Mark has inspired a wave of incredible efforts from people of all ages and backgrounds. Whether cycling thousands of miles or shaking a bucket at Twickenham, every fundraiser plays a role in keeping Maddy's legacy alive and expanding the reach of our programmes.

From local challenges to global feats, over the following pages is a snapshot of the creativity, commitment and community spirit we've seen in action.

STANDOUT FUNDRAISING MOMENTS



PETERSFIELD TO THE PARTHENON

Janine and Phil Taylor cycled more than 2,000 miles, through multiple countries and mountain ranges, from Churcher's College Junior School all the way to the Parthenon in Athens. Despite rain, wind, and rogue mountain dogs, they raised an incredible £13,421 for Maddy's Mark.

THE 100 RHINO CHALLENGE

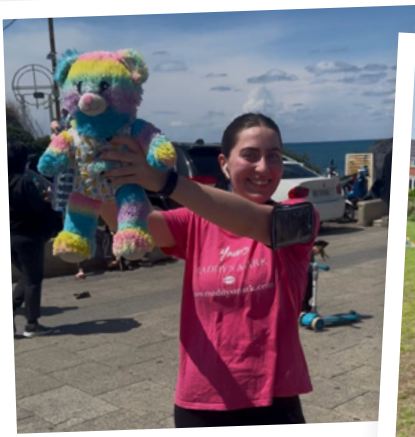
Inspired by strength, stamina, and a touch of madness, Simon Lawrence and Dave Cosway took on the "100 Rhino Challenge". For 24 hours, Simon and Dave attempted to bench press 10 tonnes an hour; the equivalent of 100 rhinos each! This unique challenge raised £4,403.



BUCKETS AT TWICKENHAM

Volunteers rallied to bring Maddy's story to one of rugby's most iconic venues, raising vital awareness and funds through in-person collection efforts.

STANDOUT FUNDRAISING MOMENTS



MADDY'S MARCH

Our annual month-long celebration of community fundraising, Maddy's March, brings people together every spring. Events have included:

- Unicycling across four European countries
- Canoeing down the Thames
- A 12-hour Bronco Challenge
- Running a half marathon in Beirut
- Swimming the length of the Channel, and back, in a local pool

Each effort reflects the bold, wholehearted energy Maddy brought to everything she did.

WHY IT MATTERS

These fundraising efforts help make our work possible, from school-based programmes to high-impact partnerships with professional clubs. Every pound raised supports more girls in accessing sport, building resilience, and finding community.



WHAT'S NEXT FOR MADDY'S MARK?

WE'RE JUST GETTING STARTED

With continued support, we're building on the progress already made; reaching more girls, funding new programmes, and spreading Maddy's message further than ever before.

By 2030, our vision is for thirty thousand girls across the UK to experience the mental-health benefits, confidence, and community that come from playing rugby by

Here's a look at what's coming up...



PROGRAMMES PLANNED FOR 2026 AND BEYOND

Over £400,000 has already been raised, and funding is in place to continue delivering programmes with 10 partners in 2026 and 2027.

Our aim:
to support another 5,000 girls through high-impact rugby and wellbeing initiatives.



CONFIRMED PLANS INCLUDE:

Ongoing partnerships with clubs including Harlequins, Bath, Bristol Bears, Exeter Chiefs and the Jason Robinson Foundation: scaling existing school programmes and reaching new communities.

New collaborations launching with Newcastle Falcons, Leicester Tigers, Bedford Blues and Northampton Saints: offering fresh initiatives that blend rugby with vital mental health and body positivity education.

Continued national reach, with programmes set to take place across at least eight regions, from Somerset to Staffordshire.

We were honoured to be selected by the England women's rugby team as the official charity for their 2025 Red Roses Gala: a powerful moment of recognition from the sport Maddy loved.

These programmes will continue to prioritise girls aged 11-18, with particular focus on those least likely to engage with sport or who lack confidence in themselves.

KEY EVENTS & CAMPAIGNS

Maddy's March

Our annual flagship fundraiser returns, a celebration of creativity, courage and community.

Expect bold personal challenges, team events, and new ways to get involved.

The Maddy Quiz

Coming soon: a fun-filled evening event designed to bring supporters together in aid of the charity.

World Cup Legacy

We'll continue to use the momentum and awareness gained during the 2025 Women's Rugby World Cup to deepen relationships, grow our profile and expand our partner network.





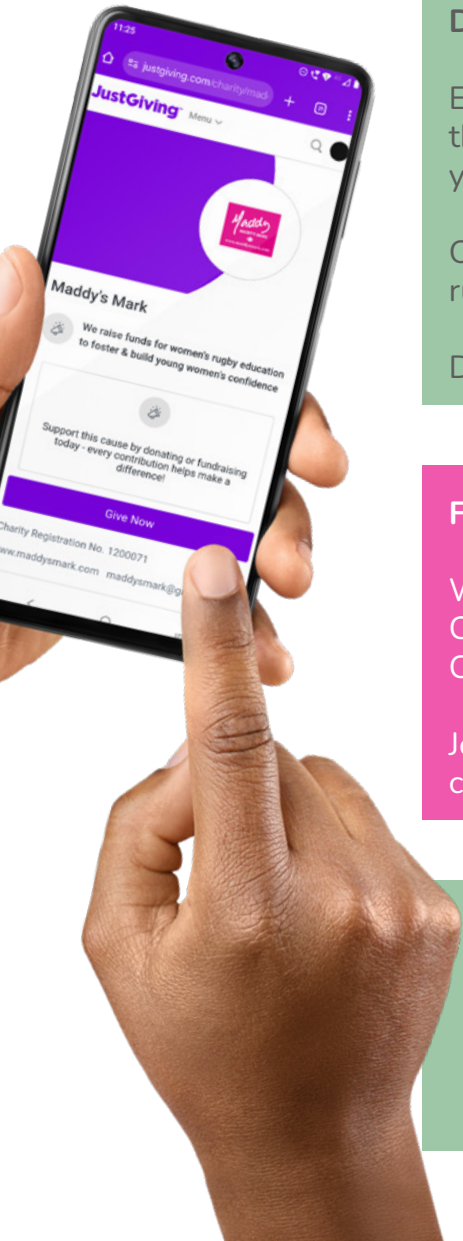
HOW YOU CAN HELP

JOIN US IN MAKING A MARK

Everything you've read so far has been made possible by the support of individuals, families, communities and businesses like yours.

Whether you're a business leader, fundraiser, coach, or passionate supporter, there's a place for you in the Maddy's Mark community.

HOW TO GET INVOLVED



Donate

Every donation, large or small, helps fund programmes that build confidence, resilience, and community for young women.

One donation can help a girl feel like she belongs in rugby, and within herself.

Donate here: maddysmark.com

Fundraise



Whether you're running a marathon, swimming The Channel (or your local pool!), or joining the 100 Rhino Challenge, your energy drives us forward.

Join our next Maddy's March or dream up your own challenge. We'll be there to support you.

Amplify Our Message on Social Media

Spread the word. Follow us, tag us, and share our stories.

 @maddysmark
 @maddys.mark

 @maddysmark
 @MaddysMark

Become a Corporate Partner

Work with us to fund powerful programmes that improve girls' lives through rugby and resilience.

From headline sponsorship of events like Maddy's March to long-term partnerships that support regional delivery, we offer tailored ways to align with your CSR and community goals.

We also welcome opportunities for:

- Employee fundraising and engagement
- Brand visibility and PR collaboration
- Mentoring or coaching involvement
- Joint storytelling and impact reporting

Let's work together to make a lasting impact.

For partnership enquiries contact:
admin@maddysmark.com



None of this would be possible without the generosity, belief, and energy of our supporters.

Together, we're helping a new generation of girls grow in strength, confidence and resilience and carry Maddy's spark with them as they go.

Thank you for being part of this journey.



BECAUSE NOT ALL BATTLES ARE FOUGHT ON THE PITCH

“ We want every girl to feel like rugby is a sport that welcomes her. Whether she's chasing big dreams or just looking for something fun, rugby offers a space to grow stronger physically and mentally. ”

SIMON & KAREN LAWRENCE
CO-FOUNDERS, MADDY'S PARENTS

IN PARTNERSHIP WITH



Website: maddysmark.com
Email: admin@maddysmark.com
Socials: @maddysmark @maddysmark
 @maddys.mark @MaddysMark

Maddy's Mark is a registered charity in England and Wales (Charity Number: 1200071).

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