



**METAL**  
**FOR GOOD**  
POSITIVE CHANGE, ONE RIFF AT A TIME!

# IMPACT REPORT

## 2022—2025

**We fund projects using  
music to change lives**

Fuelled by the unstoppable energy of the metal community, we give grants to good causes that improve mental health, unlock young potential, and amplify underrepresented voices – because metal is more than music, it's a movement.



# CONTENTS

<b>FOREWORD</b>	<b>4</b>
<b>OUR JOURNEY &amp; GROWTH STORY</b>	<b>5</b>
<b>BOARD OF TRUSTEES</b>	<b>6</b>
<b>KEY FUNDRAISING ACTIVITIES</b>	<b>8</b>
<b>FACTS &amp; FIGURES</b>	<b>9</b>
<b>OUR IMPACT</b>	<b>10</b>
<b>OUR SUPPORTERS</b>	<b>14</b>
<b>OUR PARTNERS</b>	<b>15</b>
<b>OUR VOLUNTEERS</b>	<b>16</b>
<b>LOOKING AHEAD</b>	<b>17</b>
<b>OUR AMBASSADORS</b>	<b>18</b>
<b>THANK YOU'S</b>	<b>19</b>

# FOREWORD

Metal For Good began as a harebrained idea whilst founders Katy and Chris Baker were chatting at a Funeral for a Friend gig back in 2022.

Inspired by the band's recent fundraising efforts for one of their fans, they started to reflect on how the rock, metal and alternative music community has often come together throughout history to support and look after each other.

As two life-long music fans, the couple were inspired to explore if there was a way to use the power of alternative music for good on a larger scale, and from there, as they say, the rest is history.

## KATY & CHRIS BAKER, CO-FOUNDERS

To say we are proud of what our community has achieved through Metal For Good is an understatement. To be able to provide funding to over 20 inspiring and passionate community music projects and directly impact people's lives has been the fundamental driving force behind the hard work that goes into growing and running the charity.

We have been constantly overwhelmed by the level of positivity and support we receive from individuals and partners alike, and are excited to see where the next three years, and beyond, will take us.



Combining their skills from the charity and creative sectors, they embarked on launching their idea, which focused on raising money for great causes in the community that help people through the power of music.

Drawing on their own personal experiences of using music to cope during difficult times, celebrate during good times, and provide them with both lasting friendships and memories, Metal For Good was born.

## HUGH EVANS, CHAIR OF TRUSTEES

Metal For Good's development is impressive. What started as an idea three years ago is now a recognised and respected charity firmly established in the rock and metal community.

What makes Metal For Good's progression even more impressive is that it has been done against the stark backdrop of the challenges faced by the UK's third sector. The success achieved is testament to the fact that the need and willingness to do something about it is real, and with the right plan and people, genuine benefit can be achieved.

The hope going forward is Metal For Good stays true to the qualities and behaviours that have propelled it to this point. Our ambition remains to scale the charity's impact and to increase its efficiency. Our commitment is to retain clarity of vision, communication, and execution as scale increases. Our goal remains to become the world's largest grant-giving charity in the rock and metal community, which will only be achieved by taking one successful step at a time.

We understand success comes through building a respected reputation on which we can forge partnerships and alliances within the rock and metal community. Partners such as 2000trees and ArcTanGent, who, as early adopters, recognised our potential at our inception stage, and more recent collaborators such as ACS Custom and Bloodstock Festival have helped propel our mission.

Backing from respected funders such as The Dr Martens Foundation and, more recently, The Fore Foundation - helped provide credibility and much-needed investment into our running costs and growth plans.

Metal For Good's success is inexorably linked to the powerful sense of belonging felt within the rock and metal community. We are part of that community and know that if we continue to harness that spirit of togetherness, we will achieve greater good.

# OUR JOURNEY & GROWTH STORY

Fueled by the unstoppable energy of the metal community, we fund projects that use music to improve mental health, unlock young potential and amplify underrepresented voices - because metal is more than music, it's a movement.

The rock and metal community is truly unique. We're brought together by a shared love of great music and a deep sense of belonging. We feel part of something bigger - accepted, understood, and supported, like someone's always got our back.

Music is transformational. Whether playing, listening or watching live - it can be an escape when you are struggling, give you a voice when you feel unheard, bring people together, and give you the confidence and skills to thrive.

Through our fundraising, we provide grants to incredible community organisations that use music to change lives.



## 2022

- MAR Katy and Chris discussed the idea at a Funeral for a Friend gig
- MAY Metal For Good website and social media launched
- JUL First Trustees recruited
- NOV Partnership with 2000trees Festival announced  
Metal For Good received charity registration



## 2023

- FEB Rob Halford got behind Metal For Good  
Partnership with Primordial Radio announced
- JUN Partnership with ArcTanGent Festival announced
- JUL Attended very first festival, 2000trees, as a charity
- AUG Attended Bloodstock and ArcTanGent Festivals  
Invited first projects to apply for funding
- OCT First-ever Metal Merch Day 2023, raising £10,000
- NOV First grant recipients announced

## 2024

- JAN First Trustee board away-day
- MAY Four new Trustees join the board
- JUN First-ever open grant giving round launched
- JUL The Metal Collective is launched
- OCT Metal Merch Day 2024, raising £9,000
- NOV Six more projects funded

## 2025

- FEB Second open grant giving round launched
- MAR Partnership with Bloodstock Festival announced
- APR Attended Takedown Festival as charity partner
- JUN Attended Download Festival as a charity for the first time  
Seven more projects funded
- SEP Third open grant giving round launched
- OCT Metal Merch Day 2025, raising over £17,500
- DEC Next six funded projects confirmed  
Awarded investment funding from The Fore Foundation to appoint first CEO



# BOARD OF TRUSTEES

Metal For Good is supported by a talented board of Trustees who share one mission – to use the transformational power of rock and metal music for positive social change.



## HUGH 'MOOSE' EVANS (CHAIR)

I joined Metal For Good as I saw how my experience could tangibly benefit others. I have spent most of my professional career building rock and metal communities. While immensely satisfying, this work was always on behalf of private companies. When the opportunity arose to give my time and expertise to a charity, it was a simple choice. I believe the best way I can help myself is by helping others - so it's a win-win scenario.

I understand the powerful sense of belonging within the rock and metal community. That power is real. Metal For Good harnesses that power and parleys it into real-life situations of help and support. Who wouldn't want to be a part of that?



## NADINE CRONEY (VICE-CHAIR)

For me, music is about community, belonging, and individuality, which is why Metal For Good resonates so heavily with me. Volunteering for the charity allows me to channel my 25+ years of brand, marketing, and communications expertise into a cause I love. I'm motivated by the opportunity to help others through music by improving wellbeing, tackling inequality, and creating life-changing opportunities. I also love using my skillset to help build Metal For Good's profile and brand in the metal scene, helping to raise money and fund amazing projects.



## LISA BARDSLEY

I was inspired to join Metal For Good by a shared passion for heavy metal, volunteering and making a difference. With a career in the music industry - specialising in record label management, marketing, and project planning - I bring industry knowledge and connections to help the charity grow. Being part of this skilled team is a source of pride, as we work together to drive the charity's growth, impact, respect and awareness.



## RIC BLAXILL

My motivation for joining Metal For Good comes from a deep belief in the power of music to unite and uplift communities. After decades in broadcasting and the music industry, I saw firsthand how the rock and metal community channels passion into real change. Metal For Good's commitment to grassroots impact and inclusivity resonates with my values. As a trustee, I leverage my extensive network - broadcasters, promoters, artists, and managers - to amplify our mission and bring new allies on board. My experience helps us build partnerships and reach more people, ensuring that Metal For Good isn't just a charity, but a movement that empowers communities through music.



## KESH MAUREE-BAIN

Metal has shaped my identity from an early age, but as a brown woman, I haven't always felt represented in the community. Joining Metal For Good lets me blend my lifelong passion for metal with my professional experience in equality, diversity, and inclusion. I lead initiatives to increase representation and break down barriers, and I'm committed to expanding the charity's reach so everyone can experience the power and positivity of the metal community.



## NIC SKIPWITH

I was drawn to Metal For Good by Katy and Chris's energy and vision to use music for social good. With over 20 years in the not-for-profit sector, supporting charities and social causes, I bring extensive fundraising experience. My motivation is to help the charity grow and maximise its impact, using music as a force for positivity, inclusion, and wellbeing. I'm proud to combine my professional expertise with my passion for making the world a better place.



## JAKE TULLETT (CHAIR OF GRANTS COMMITTEE)

Music's ability to transform lives is my core motivation for supporting Metal For Good. I want more people to experience the joy, confidence, and connection that music brings. My background in the social impact sector - grant making, impact measurement, and community development - enables me to help the charity grow its reach and effectiveness. As a trustee, I'm committed to making Metal For Good one of the most impactful and recognised names in our scene, ensuring our work delivers real, lasting change.



## NEIL TURNHAM

Supporting Metal For Good is a natural extension of my lifelong passion for rock and metal, and my belief in the community's power to drive positive change. I was drawn to the charity's mission to make a tangible difference for those who need it most. With 20 years in talent and HR leadership in media and events, and as a qualified personal and leadership coach, I bring expertise in connecting people and resources. My role is to activate networks and experiences that generate meaningful social impact, helping Metal For Good grow and deliver happiness to more lives.

## REMEMBERING NEIL COSSEY



In October 2025, our Trustee and friend Neil Cossey passed away following an 18-month journey with cancer. Neil had been a member of the Metal For Good board from the early days, supporting us with his accountancy and charity sector knowledge. Neil was an integral member of the board, balancing positivity and pragmatism in everything he did.

Neil was hugely passionate about music and found friendships, comfort, and support through our community. Neil dealt with his cancer journey with an incredible amount of dignity, grace and humour.

Before he died, Neil was happy to share a little bit about his motivation for being involved with us:

*"I joined the Metal For Good Board because I fully align with their philosophy of helping people through rock and metal music. I came from a charitable background with a financial focus, which was helpful."*

*My belief in the rock and metal community is strong. From a young age, I have found support from this community, starting at school, then university and in my involvement with Primordial Radio. This support has helped me through both difficult and happy times, and I feel I have been able to repay this support through the different friendship groups created with the rock and metal communities and through my involvement with MFG.*

*I know that MFG will continue to thrive and pay that support forward."*

Neil will be missed by us all, and his contribution to Metal For Good will continue for many years to come.

# KEY FUNDRAISING ACTIVITIES

The passion and generosity of the rock and metal community power every grant we give. We are unique as a grant funder as we were established without a large endowment or pot of money and don't receive funding from a single significant corporate organisation. Therefore, we self-generate every pound we award. Read on to find out more about how we do this.

## THE METAL COLLECTIVE

In 2023, we were awarded funding by the Dr Martens Foundation to launch The Metal Collective - a unique supporters' club where members make a small monthly donation and play an active role in shaping how our money is awarded through our unique participatory grantmaking approach. Members of The Metal Collective have the opportunity to vote on how much funding our shortlisted projects receive.

Members of The Metal Collective get access to exclusive partner discounts and offers, and from 2026, will also get exclusive access to unique partner content and Ambassador/artist interviews.

## METAL MERCH DAY

Metal Merch Day is our annual flagship fundraising event, where we invite rock and metal fans all over the world to show off their favourite item of merch on social media in exchange for a small donation. Now in its third year, Metal Merch Day has raised nearly £40,000 towards our grant giving. The 2025 campaign received wide-ranging support, including from the Metal God himself, Rob Halford, and saw a hugely successful t-shirt collab with our Ambassadors Massive Wagons.

## PRE-LOVED PIT

The Preloved Pit is Metal For Good's hugely popular preloved and vintage alternative clothing stall, available at festivals and events across the UK. You can find everything from rare band merch to vintage leather jackets, and we're even able to customise your existing merch into vests and cropped tees for a small donation.

Music fans can donate their old and unloved band merch and alternative clothing through our partner Eyesore Merch, with all proceeds from sales going towards our grant funding.

## CHALLENGE EVENTS AND THE LONDON MARATHON

Like music, physical challenges have proven benefits for wellbeing, and luckily for us, some of our amazing supporters have decided to combine their love of both to raise money for us by taking part in the London and Manchester Marathons and Birmingham Half. Excitingly, starting this year, we have been awarded two charity bond places for the TCS London Marathon for the next four years. We also plan to provide more opportunities for supporters to take part in challenge events across the UK very soon.

You can find out more about the Metal Collective, The Preloved Pit and our challenge events at [www.metalforgood.org](http://www.metalforgood.org) and click on 'Get Involved'.

## METAL FOR GOOD MERCH

Our range of branded charity merch has continued to grow in both range and popularity. Available online and at events, we are incredibly grateful to every person who has supported us through buying and wearing a patch, t-shirt, pin badge, battle jacket and more.

## RAFFLES AND AUCTIONS

We regularly raffle and auction off unique items of merch and music experiences to support our grant giving. Our annual Mega Festival Ticket Raffle has helped us raise over £5,000 collectively, and our Metal Merch Day auctions, which this year included hundreds of items donated by Download legend Andy Copping, have raised over £6,000.



# FACTS & FIGURES

FUNDS RAISED TO DATE

**£121,000**

CURRENT RESERVES FOR FUTURE GRANT GIVING

**£32,405**

NUMBER OF CHARITY AMBASSADORS

**11**

NUMBER OF FUNDING APPLICATIONS RECEIVED

**302**

NUMBER OF GRANTS GIVEN TO PROJECTS

**22**

STEPS WALKED AT FESTIVALS BY THE TEAM

**APPROX. 9 MILLION**

TOTAL VALUE OF GRANTS AWARDED

**£31,000**

PART-TIME STAFF/ CONTRACTORS

**2**

NUMBER OF VOLUNTEERS

**20**

METAL COLLECTIVE MEMBERS

**72**

FESTIVALS ATTENDED

**18**

NUMBER OF T-SHIRTS FOLDED

**TOO MANY TO COUNT!**

## FUNDED PROJECTS



# OUR IMPACT



Our work also supports people experiencing poor mental health and wellbeing.

In the UK, one in four people face a mental health problem in any given year, a challenge intensified by the pandemic through isolation, loneliness and reduced social contact.

Music is widely recognised as an effective intervention. A 2022 review and meta-analysis of music therapy found overall beneficial effects on stress-related outcomes, with the American Psychiatric Association highlighting its role in addressing serious mental health and substance use disorders.

We further aim to break down barriers for communities disadvantaged by structural inequalities relating to race, gender, disability, gender identity and sexuality.

For example, the UK records some of the highest levels of inequality in Europe (GINI coefficient), and research by DCMS (2018) shows that disabled adults are less likely to engage in arts, heritage or cultural activities due to inaccessible venues, lack of inclusive opportunities, poor transport and negative social attitudes.

Over the last three years, we have funded 22 projects that use music to improve mental health, unlock young potential and/or amplify underrepresented voices.



Our grant giving is the reason we exist. Everything we do is driven by a passion to support grassroots community projects that are changing lives through the transformational power of music.

Metal For Good was created in response to the UK's failure to meet the diverse needs of children and young people. Socioeconomic background is still a defining factor in opportunity: those from working-class families are much less likely to experience upward social mobility and are more likely to become NEET (not in education, employment or training) aged 16-25.

These young people are also far less likely to take part in extracurricular activities such as sport and music, despite the Social Mobility Commission stating:

*"Taking part in activities like sport, dance, music and youth groups appears to increase children's aspirations and opens up different opportunities for them when they leave school."*



Our funding approach is constantly evolving, and whilst we know we don't get everything right, we are striving to become a good practice funder that demonstrates the following principles:

## PROPORTIONAL

A process that reflects the resource and effort required to apply in relation to the amount of money awarded.

## SIMPLE

Harnessing easy-to-use technology to receive applications, not asking for unnecessary additional information and sharing questions in editable formats to help prepare applications.

## FAIR

Ensuring we have robust processes in place to assess applications based on merit, alignment with our strategic themes and geographical/demographic spread.

## USEFUL

Providing feedback to applicants at every stage to help future funding applications.

## RELATIONAL

Guiding applicants through the process responsively and warmly, and helping to build the capacity of our funded projects beyond the initial grant award.

## INCLUSIVE

Ensuring everything we do as a grant maker can be adapted to meet the needs of the diverse nature of the sector, and our funded projects reflect the diversity of our communities

## TRANSPARENT

Publicly sharing our grant-giving data to help potential applicants better assess their likelihood of receiving funding.

Our grant giving is led by our Grants Committee, made up of Trustees who volunteer extra time to support the decision-making for each funding round. Going forward, we plan to introduce independent members to this group who reflect the wider lived experience of the communities we support.

We award funding across two open funding rounds in the spring and autumn. Community organisations can express their interest through a short online form, which is assessed by our Grants Committee. The most promising and aligned with our themes are invited to submit a more detailed application.

Once the full applications are received, the Committee agrees, using our robust assessment framework, which projects will receive funding. The final amounts awarded are then decided by our Metal Collective members through an online vote.

# OUR IMPACT

## PROJECT SPOTLIGHT: MEWSO

Middle Eastern Women and Society Organisation (MEWSO), based in East London, supports women from Middle Eastern and North African backgrounds, especially those facing violence and discrimination. They received £1,000 in 2024 to deliver *Hear My Voice* - a choir of migrant and refugee women, which aimed to use music to boost confidence, wellbeing, and social connection while raising public awareness of their lived experiences.

*"The grant from Metal For Good really made a difference to our work and to the women we support. Throughout the project, we ran 12 choir singing sessions, and the response from our service users was incredible. The women truly enjoyed these sessions. They sang traditional songs from their home countries, songs that reminded them of family, home, and happy times. Some cried, some laughed, and many said the experience helped them release negative emotions and feel lighter afterwards. For a lot of the women, especially those who are migrants or refugees, the sessions had a real impact on their mental wellbeing and emotional stability. They felt more relaxed, more confident, and more connected to each other."*

Aman Zanoon - Project Manager



## PROJECT SPOTLIGHT: FORGET THE HATERS

In 2024, a collaboration between Lancaster Music Festival and UK rock band Massive Wagons was awarded £3,000 to deliver anti-bullying music workshops and a live show to 13 primary schools. The workshops used rock music and band merch to engage students, promote self-worth, and raise awareness around bullying.

*"Year 5 and 6 had an INCREDIBLE time at Lancaster Uni watching Massive Wagons today. Their performance for local schools was to promote kindness, anti-bullying and inclusivity. It was also to help young children see different types of live music performances. We LOVED it!"*

Morecambe Primary School

*"The anti-bullying message was strong and in line with the school's anti-bullying messages. It was delivered with authority in an engaging way and at an age-appropriate level. A strong message combined with hands-on, fun activities for the children."*

Lancaster Primary School



## PROJECT SPOTLIGHT: STAY UP LATE

Stay Up Late, based in West Sussex, enables people with learning disabilities and autism to lead fuller social lives. In 2023, we awarded £2,000 towards their *Gig Buddies* project, enabling them to pair 11 new participants with trained volunteers to attend live events together, fostering friendships and reducing isolation through shared music experiences.

*"In February 2024, we were able to match up 'T' with his gig buddy 'J'. T, a keen metal fan, had not been to see a live gig since 2017. When he was referred to us, he was lacking in confidence, and his mental health was suffering due to feelings of isolation and anxiety. Since he met his buddy, he has been building confidence and attending a range of events with her support."*

*Starting with trips to bowling and the cinema, he was able to build his confidence before finally getting to attend a Fear Factory gig in Brighton, his first for seven years. In addition, they have just had a day out together at Thorpe Park and been to a Halloween Fright Night!*

*J reports that they are building a strong bond and, as well as someone to get out to do fun things with, she is someone he trusts and feels comfortable talking with about how he feels."*

## PROJECTS WE HAVE FUNDED TO DATE:

- Arts Connection
- Building Circles
- Cloth Cat Studios
- Heads Above The Waves
- Key Changes Positive Mental Health Through Music
- Lancaster Music Festival
- Livewire
- Middle Eastern Women and Society Organisation
- Multicultural Cumbria
- New Note
- Patchwork Studios
- Pedestrian
- Rebels and Pilgrims
- RicNic
- Scrapyard Studios
- Shoreham Allstars
- Spark The Noise
- Stay Up Late
- The Misfits Foundation
- The Music Works
- Ukrainian Hearts

You can find our more about our grant giving at [www.metalforgood.org/grants](http://www.metalforgood.org/grants)

# OUR SUPPORTERS

Our supporters come in all shapes and sizes - from individual music fans, industry legends, to small businesses, global brands and artists.

They choose to support us for a wide range of reasons, but the common thread is their own individual experience of the transformative power of music, and the personal impact the rock, metal and alternative community has had on their lives.



## PAUL HARRIES X RAVEN RECORDS

In February 2025, Camden-based Raven Records and renowned music photographer Paul Harries raised £400 by hosting a print sale and Q&A in aid of Metal For Good. Paul is a London-based music photographer, known for his work with a wide range of bands spanning three decades. Raven Records is London's premier heavy metal record store, as well as proudly hosting the world's only alcohol-free metal bar, along with a metal-themed coffee shop.

## FOODINATI X DC SOUND ATTACK

In March 2024, podcast Foodinati UK and Midlands-based artist management and PR company DC Sound Attack hosted 'Foodinati Live' in aid of Metal For Good. Held in central Birmingham, the event was a fantastic evening of acoustic sets by incredible artists, live interviews and food-related shenanigans - raising over £500 from ticket sales and donations from vendors and attendees.

## EVOLVING HR

In November 2025, Metal For Good was selected for the second year running as the charity partner for Evolving HR's annual event. Through a raffle and merchandise sales, the partnership raised over £850. The event brought together more than 175 HR professionals from across the UK, who took part in a raffle featuring career-enhancing prizes alongside light-hearted booby prizes. Founder Kirsty Baggs Morgan chose Metal For Good due to her lifelong love of metal and the strong alignment between Evolving HR's values and those of the charity.

## BLOODSTOCK FESTIVAL

In 2025, we were chosen as Bloodstock Festival's charity partner alongside the fantastic Sophie Lancaster Foundation. We raised over £7,000 from merch and Preloved Pit sales, and received a further £6,900 donation from Bloodstock's hugely successful t-shirt amnesty and guest list donations.

## ANDY COPPING

As part of Metal Merch Day 2025, Download Festival legend Andy Copping donated over 100 items of music merchandise from his personal collection acquired over decades of working with some of the world's biggest alternative artists, including rare and vintage items from Iron Maiden, Kiss, Five Finger Death Punch, Biffy Clyro and many more. The lots raised an impressive £1,500!

*"I love Metal For Good and what they stand for. Once I was told they were doing a merch auction for their cause, I was more than happy to contribute. Going through some drawers at home and finding some classic merch pieces from years gone by, it felt good to know these were going to be put to good use!" Andy Copping*

## ATTIC BREW

In Summer 2025, ahead of the epic Back To The Beginning gig in Birmingham, local brewery and beer legends Attic Brew launched a limited edition Black Sabbath inspired t-shirt, choosing to donate the proceeds of the sales to Metal For Good, raising £200.

## MASSIVE WAGONS

In October 2025, our incredible Ambassadors Massive Wagons agreed to a t-shirt collab to raise money for Metal Merch Day. The design is an updated version of their 'In It Together' merch, designed by the incredibly talented Mark Leary aka Asylum Seventy7. The t-shirt has raised well over £2,500.

## SIMON - MANCHESTER MARATHON

In April 2024, supporter and metal fan Simon Mycock chose to run the Manchester Marathon in aid of Metal for Good. Finishing in an impressive four hours, Simon raised over £550 through his own personal fundraising, and also secured a match funding donation of £500 from his employer BDO LLP.

# OUR PARTNERS



From our inception, we felt it was important to work with industry partners and allies who could support our fundraising and amplify our message.

Additionally, our unique proposition also makes us a trusted partner for brands in the music industry, looking for a way to further their own CSR goals by funding impactful organisations across the country through our grant giving.

We have been lucky enough to work in partnership with some incredible brands and organisations, including:

## 2000TREES FESTIVAL

The award-winning 2000trees festival, based in Cheltenham, was one of our very first official partners - recognising our potential from the very earliest days. Since 2023, we have been a regular on-site during the festival weekend and have generated well over £15,000 from merch collabs and donated auction/raffle items.

*"We chose to partner with Metal For Good because their values align perfectly with what 2000trees is all about - community, creativity, and using music as a force for positive change. From the very first conversation, it was clear that the team had built something truly special."*

*Looking ahead, I'm excited for our partnership to grow from strength to strength. Metal For Good already has a remarkable impact, and I believe that together we can help expand their reach and deepen the positive difference they make in people's lives. It feels like the perfect fit for our festival's ethos, and I can't wait to see where we go next."*

Rob Scarlett - Festival Director

## ACS CUSTOM

ACS Custom is a global specialist in hearing protection and in-ear communications. They are deeply committed to protecting the hearing health of the UK's music audiences and approached us with the joint aim of spreading this message and raising much-needed funds for impactful community music projects. The main focus of our partnership has been in collaboration with ArcTanGent Festival, through the creation of a co-branded universal earplug, which was donated at cost price, with all proceeds going to the charity.

*"For ACS, it's more than just selling earplugs, it's about industry relationships and a sense of community, together with having synergy in ethical and moral objectives with other organisations. We want to give something back and support great causes with much-needed funding by selling something that will also protect your hearing and help you enjoy heavy metal music."*

*I hope this wonderful charity continues to develop its funding streams to create positive change, and hopefully ACS can help, one pair of Metal For Good branded earplugs at a time."*

Jono Heale - Director

## EYESORE MERCH

Eyesore's passion for supplying great merchandise ranging across all genres has led to the brand becoming synonymous with having the biggest and best choice of 100% official designs from some of the world's biggest artists and entertainment brands. Based in Nottingham, Eyesore has become an integral partner to The Preloved Pit, donating stock and providing a much-needed donation point and storage for supporters to send their unloved and unwanted alternative clothing:

*"We were immediately struck by Metal For Good's can-do attitude, genuine love for the genre, and unwavering dedication to their charitable mission. At a time when creative and musical communities receive little real support, Metal For Good makes things happen - inspiring people, providing practical help, and giving creative dreams space to grow."*

*With the passion and belief they've shown so far, there's no doubt the charity will continue to grow in influence and impact, becoming a blueprint for how innovation, purpose, and positive change can truly come together. As for Eyesore Merch, we're simply proud to support them in a practical way while they focus on the bigger picture."*

Dan Tobin - Business Development Manager

If you would like to find out more about how you can partner with us, please contact [hello@metalforgood.org](mailto:hello@metalforgood.org).

# OUR VOLUNTEERS

Like many third sector organisations, Metal For Good is reliant on the commitment and enthusiasm of some incredible volunteers.

We're delighted for you to meet two of these brilliant individuals:



## DAVE JACKSON

Dave has been volunteering with Metal For Good since 2023 and has been an integral part of the 2000trees and Download Festival teams.

An old friend of the founders, Dave volunteers his support between shifts as an Emergency Medical Technician and enjoys nothing more than chatting to festival goers about his love of Metal For Good, music and the community.

*"I wanted to volunteer with Metal For Good because the rock and alternative music communities have shaped who I am, giving me a sense of belonging and purpose that I've carried throughout my life."*

*The friendships and shared passion I've found through this music mean everything to me, and having known Katy and Chris for over twenty years, I'm proud to support a charity that helps community projects use music to make people's lives better and give a voice to those who are too often unheard."*



## MARIE BOWEN

Marie is one of our most committed volunteers, having given hundreds of hours of her time supporting us at festivals and with the coordination of The Preloved Pit and eBay shop.

She brings an unstoppable energy, combined with years of experience in charity retail. Marie is also a talented seamstress and regularly donates some of her own upcycled creations for sale and leads our customisation service at festivals. Marie's husband Lee is also a regular volunteer at festivals.

*"I wanted to support MFG as their aims and values resonated with me. After a long career in charity, finding one that represented my values and musical taste was a perfect combination."*

*The best thing about being part of the team so far has been seeing the charity grow and blossom. And being able to support some incredible organisations, while interacting with the wonderful people in the rock and metal community."*

# LOOKING AHEAD

2026 is an exciting year for Metal For Good - thanks to the vision and support of The Fore Foundation, which awarded us grant funding for our first paid CEO post.

This allows us to focus on the following aims:

- Revisit our strategic plan and priorities
- Increase the number of grants we award annually
- Improve the process for grant applicants - providing feedback at every stage and improving user experience and accessibility
- Grow the membership of The Metal Collective
- Raise awareness of The Preloved Pit and grow donations
- Grow our volunteer base to increase central capacity
- Work with more incredible artists, brands and partners
- Attend more festivals and events
- Ensure sustainability, equality and diversity are embedded throughout our governance and activities



# OUR AMBASSADORS

Metal For Good is fortunate to have a fantastic range of charity ambassadors helping us to raise awareness and funds.

Our Ambassadors include:

- Radio presenter and content creator - Amelia Clarke
- Comedian and TV presenter - Ed Gamble
- Historian - Dr Lizzie Boyle
- Presenter and journalist - Kylie Olsson
- Hard rock band - Amongst Liars
- Tesseract and Cage Fight guitarist - James Monteith
- UK metal act - Heriot
- Hundred Reasons and Raging Speedhorn bassist - Andy Gilmour
- Chef and presenter - Simon Wood
- Massive Wagons vocalist - Baz Mills
- Massive Wagons guitarist - Adam Thistlethwaite
- Hairdresser and content creator - Simon Tuckwell, aka The Heavy Metal Hairdresser



*"Adam and I were blown away to be awarded funding from the amazing people at 'Metal For Good' to go toward promoting our 'Forget The Haters' campaign going into local primary schools in the North West, talking to children about how to spot, deal with and help stop bullying in and out of their schools.*

*Since being selected for funding, me and Adam have become involved with MFG as ambassadors, helping spread the word about the great work they do, promoting awesome causes through the rock and metal scene!"*

Baz and Adam - Massive Wagons



*"I have seen the hard work, passion and dedication that goes into this Metal For Good.*

*The projects and people they support are so important for our community. It's an honour to be an ambassador for Metal For Good!"*

Simon Tuckwell

# THANK YOU

We also like to give a huge shout out all individuals, funders and organisations who have chosen to support us - including:

- 2000trees Festival ▪ ACS Custom ▪ Andy Copping  
 ArcTanGent Festival ▪ Attic Brew ▪ Bill Kehllier  
 Black Iris Brewery ▪ Black Spiders  
 Bloodstock Festival ▪ BMG ▪ Cherry Dog Apparel  
 DC Sound Attack ▪ Divergent Promotions  
 DMC Brewery ▪ Download Festival ▪ Evil Scarecrow  
 Evolving HR ▪ Eyesore Merch ▪ Fenn Alexander  
 Foodinati UK ▪ Goc O'Callaghan  
 Green House Group ▪ Hardbeat Magazine  
 Jen Hill ▪ Laney Amplification ▪ Live Nation  
 Mark Clayden ▪ Mark Leary ▪ Marshall Amps  
 Noizzefest ▪ Metal Hammer ▪ Paul Harries  
 Pins and Knuckles ▪ Pitchshifter  
 Planet Rock and Kerrang! Radio ▪ Primordial Radio  
 Radical Clothing ▪ Raven Records ▪ Rob Scarlett  
 Rock People Management ▪ Steelhouse Festival  
 Takedown Festival ▪ The Dr Martens Foundation  
 The Fore Foundation ▪ The Guitar Show ▪ Thunder  
 Wally van Middendorp

# THANK YOU



**METAL**

**FOR GOOD**

POSITIVE CHANGE, ONE RIFF AT A TIME!

**IMPACT  
REPORT  
2022—2025**

[metalforgood.org](https://metalforgood.org)

[hello@metalforgood.org](mailto:hello@metalforgood.org)

[@metalforgood](https://www.instagram.com/metalforgood)

Metal For Good is a registered charity  
in England and Wales (no 1201152)