



**FULHAM FC**  
Foundation

Annual Report  
2021/22 Season

## CHAIRMAN'S INTRODUCTION

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This year has been another eventful and demanding year for the Foundation and indeed for Charities across the UK. We have all learnt to manage, live with the aftershocks and ongoing impacts of the Pandemic and in early 2022 the Ukraine war has been the catalyst to more economic challenges for our customers, participants, partners and of course the Foundation.

**Change, disruption, unpredictability seems to be the 'new norm' for most organisations.** True to our ambition, values, and mission of 'Building Better Lives Through Sport' we have approached the past year, as we always do. **We have focussed on the areas that fit within our Charitable goals and endeavoured to achieve the best outcomes and impacts for every participant across our wide range of activities.**

The details of all areas of activities are contained within this report. I would like to highlight a few major achievements in the past year:

- **Our mission to 'Build Better Lives Through Sport' underpins everything we do**
- **Our work is broad. We reach a vast range of the community in Southwest London.** Our programmes cover 8 core themes. From DisAbility, Football and Sports Participation to Women & Girls and Youth & Community whilst continuing our incredible work in schools
- **We engaged 8,294 participants. 1,703 female participants. 1,059 disabled participants.** 51% of our participants identified as being from an ethnically diverse community. Our youngest participant was 3, Our oldest was 102 years (young)

- **The Girls Development Centre expanded,** opening a third centre
- **Female football activities saw significant growth**
- **We engaged with 30 partner schools** from Girls Only, Federations, Academies, State, Special Education and Nurseries
- **Secondary Education, Training and Careers expanded** delivery into 5 schools
- **The Player Pathway programme** continued to grow
- **We worked with over 3,000 young people** on our Premier League Kicks programme
- **Our Health and Wellbeing programmes** continue to grow
- **Mental Health initiatives, such as our 'More Than a Game' programme,** have been an incredible success

- **Our Equity, Diversity and Belonging Action Plan** has achieved many notable achievements
- **Fulham FC Player Engagement continues** to be superbly supported by Fulham FC

**Our financial performance continues to support the future of the Fulham FC Foundation and is a credit to the leadership of the organisation.** This underpins our ability to move forward with confidence and continue to invest in activities to support our communities whilst delivering our mission of 'Building Better Lives Through Sport'.

**I would like to thank everyone who has participated in helping us to achieve our goals and supporting our communities.** My fellow Trustees. Our Foundation colleagues, our leadership team

and CEO who have led the Foundation through another challenging year of our history. Fulham FC for their unwavering commitment and participation.



**Tom Barry**  
Fulham Football Club Foundation  
Chair of Trustees





**FULHAM FC**  
Foundation

BUILDING BETTER LIVES THROUGH SPORT

# VISION AND STRATEGY 2019 - 2022

The Foundation has been working on and implementing a three year strategy with five key headline objectives:

A HEALTHY, INCLUSIVE & THRIVING COMMUNITY



## CREATE OPPORTUNITIES FOR UNDER REPRESENTED GROUPS

### STRATEGIES

- Increase participation opportunities for under represented groups.
- Design & deliver person-centred provision.
- Increase participants' social connectedness, encouraging social inclusion.

### TACTICS

- Offer bursary places across paid-for FFCF programmes.
- Assess provision against local & national engagement strategies.
- Establish local referral processes to and from partners' provision.



## INCREASE CONTACT TIME

### STRATEGIES

- Increase average FFCF participant contact time with a focus on targeted groups.

### TACTICS

- Measure and evaluate through our impact dashboard.
- Focus on the participant, their progress, their outcomes & effective storytelling.
- Seek feedback from participants to increase engagement, ensuring programme content is relevant, inspiring & appropriate.



## IMPROVE PATHWAYS & SUPPORTED TRANSITION

### STRATEGIES

- Educate participants on pathways & offer supported transition.
- Develop a partnership network to support external transition.
- Implement a geographical hub model.

### TACTICS

- Each programme to map and track participant pathways.
- Develop our workforce pathway through enhanced qualifications & relevant experiences.
- Liaise with FFC on participants & staff development plans.



## SUPPORT THE DEVELOPMENT OF OUR LOCAL COMMUNITY

### STRATEGIES

- Equip participants with skills & opportunities to positively contribute to their community.
- Establish strategic partners to address targeted needs.
- Create an investment portfolio with mutually beneficial, long-term outcomes for FFCF and the community.

### TACTICS

- Deliver training, volunteering & mentoring opportunities.
- Develop an investment and match funding pipeline.
- Integrate Inclusion & Employability to form a Youth & Community Team.



## COLLABORATE WITH FFC

### STRATEGIES

- Generate added value & exposure through unique FFC experiences.
- Support FFC in grassroots & fan engagement.
- Establish pathways for participants & staff.

### TACTICS

- Agree a communications strategy to promote FFCF programmes & participants.
- Negotiate access to club assets for communications & fundraising.
- Continue to work in close collaboration with key Club departments.

AT A GLANCE - THE 2021-22 SEASON



**8,294**

WE ENGAGED 8,294 PARTICIPANTS

**1,703**

WE ENGAGED 1,703 FEMALE PARTICIPANTS

**1,059**

WE ENGAGED 1,059 DISABLED PARTICIPANTS

**51%**

51% OF OUR PARTICIPANTS IDENTIFIED AS BEING FROM AN ETHNICALLY DIVERSE COMMUNITY

**102**

OUR YOUNGEST PARTICIPANT WAS 3. OUR OLDEST PARTICIPANT WAS 102 YEARS (YOUNG)



812

OUR **DISABILITY** PROGRAMMES ENGAGED WITH 812 PARTICIPANTS, 494 MORE THAN IN 2020-21

900

OUR **GIRLS** ONLY PROGRAMMES ENGAGED WITH 900 PARTICIPANTS, AN INCREASE OF 532 FROM 2020-21

3,181

OUR **YOUTH AND COMMUNITY** PROGRAMMES ENGAGED WITH 3,181 YOUNG PEOPLE AGED 11 TO 18, AN INCREASE OF 1224 FROM 2020-21

523

WE ENGAGED WITH 523 YOUNG **REFUGEES** AND ASYLUM SEEKERS IN 2021-22, 203 MORE THAN IN 2020-21

29%

29% OF PARTICIPANTS IN OUR FOOTBALL AND SPORTS PARTICIPATION PROGRAMMES WERE FROM **ETHNICALLY DIVERSE** COMMUNITIES, AN INCREASE OF 3% FROM 2020-21

32%

32% OF PARTICIPANTS FROM OUR **HEALTH AND WELLBEING** PROGRAMMES WERE FEMALE, AN INCREASE OF 11% FROM 2020-21

50%

OUR COACHES ENGAGED YOUNG PEOPLE IN **PRIMARY SCHOOLS** FOR AN AVERAGE OF 21.22 HOURS IN 2021-22. AN INCREASE OF 50% FROM 2020-21

## PROGRAMMES YEAR IN REVIEW

Our mission to build better lives through sport underpins everything Fulham FC Foundation does.

Our work is broad and reaches a vast range of the community in South West London. Our core programmes are delivered across eight core themes, as follows:

- DisAbility,
- Football and Sports Participation
- Health and Wellbeing
- Player Pathways
- Primary Education
- Secondary Education and Careers
- Women & Girls
- Youth & Community.

Our year in review brings to life the difference each of our programmes have made to their participants in 2021-22.







“ It is wonderful to be able to talk to other adults that have had similar ups and downs. It has helped me to not feel so alone or out of place. It can feel really lonely and I can feel judged by other parents and adults but at football I can talk freely without fear of judgment or being given advice out of ignorance. You all have a genuine care. I have felt welcomed by all the staff and nothing feels too big an ask. So thank you for all you do. Please feel proud of what you provide. You have given my sons the confidence to “have a kick around” knowing they can play football. ”

*Active Autism Parent*

## DISABILITY

Our DisAbility activities have engaged with 812 participants this year. We saw significant growth in a number of areas, including adding Girls Only Pan DisAbility Football and Frame Football sessions to our programme. Our participation in the Surrey Football for All League increased from an

average of 10 participants attending each fixture, to 70+ participants making up 4 teams in the 2021-22 season.

We restarted our Inclusive Schools League at Fulham FC’s Training Ground, which was a huge success. A highlight of this was the Girls Only League

increasing to nine teams, an increase of five teams from the 2019-20 season. Our work within SEN Schools has increased and following the delivery of a number of taster days in new schools, we will be delivering activities to 10 SEN partner schools for the start of the 2022-23 season.

### ACROSS OUR PROGRAMMES, OUR PARTICIPANTS AND PARENTS OF OUR PARTICIPANTS TOLD US:

- 85% of participants have improved physical and mental wellbeing.
- 86% of participants feel inspired and engaged.
- 75% of participants have improved social connectedness.
- 75% of parents/carers report increased awareness/confidence in support/social connections.



## HOLIDAY ACTIVITIES

Our Soccer Schools have continued to grow across four venues in Fulham, Kingston, Wandsworth and Elmbridge engaging with over 1,651 unique participants, of which, 17% were female. Girls Only and DisAbility Soccer Schools have successfully embedded within our Soccer Schools held in Kingston, providing a strong foundation to build upon for next season at additional venues.

Participants were treated to 12 player visits (increased by nine from last year), where participants were able to meet Fulham FC Men and Women's first team players, including club favourite Harrison Reid who gave an inspirational speech to participants encouraging them to, *"enjoy these moments and never stop dreaming!"*.

Four in Five participants agreed that their physical health and footballing ability improved as a result of attending Fulham FC Foundation Soccer Schools. 71% of participants reported an improvement in their confidence and self-esteem.



“ My daughter had an amazing time, she said it was the best football experience she has ever had. ”  
Parent of participant at Girls Only Soccer School





## SKILLS CLUB

Our Skills Club programme continued to deliver on Saturday mornings across the year. We hosted Skills Clubs in Fulham, Wimbledon, Kingston and Epsom.

This year saw the successful introduction of Girls Only Skills Clubs in both Fulham and Kingston. These continue to develop in terms of participant numbers, and we are looking forward to seeing their continual growth in 2022-23.

We have also developed our offering to include a weekly Skills Club challenge, Player of the Day awards and weekly communication to players and parents.

### In 2021-22:

- **72%** of our participants stated their football skills had improved.
- **70%** of our participants stated that Skills Club had improved their physical wellbeing.
- **70%** of our participants stated they felt inspired and engaged.

// Thank you so much to the Fulham coaches. My son, Frankie, has attended 3 blocks of coaching and we've booked him up for his 4th block of coaching after feb half term. The Coaching is fantastic and the set up is great.

Thank you very much - it's fantastic! //

Parent of participant





## PLAYER PATHWAY

The Player Pathway programme continued to provide a clear development path for players to transition from our own internal programmes to the Player Pathway Programme. This consequently led to the growth of the programme, engaging with 268 participants

compared to 187 last year. Player Pathway continued its collaboration with Fulham Football Club this year, being invited to tournaments and fixtures, providing a pathway for players to be referred to the Academy and providing an exit route for released Academy players.

In 2021-22 we have had a focus on attracting participants from ethnically diverse communities. This year, 38 (24%) of our participants were from ethnically diverse communities, an increase of 22 participants.

// He loves the coaches who offer excellent training. He feels a sense of belonging. He is always so happy to attend. //

*Parent of participant*



## GIRLS DEVELOPMENT CENTRE

**This year the Girls Development Centre expanded its programme, opening a third centre and increasing year on year participation. Our Girls Development Centres engaged with 198 participants in 2021-22, an increase of 350% from 44 participants in 2020-21.**

### OUR CENTRES:

- Provided 1.5 hours contact time a week for girls between U8-U16s.

- Supported the mental health of our players, through the use of reflective journals.
- Engaged with 38 players from ethnically diverse communities.

Eight players completed a formal footballing qualification, and 96% of our players stated they felt inspired and engaged.

The Girls Development Centre has improved inclusivity by providing players with bursaries helping them gain better access to football in a safe, fun and engaging environment.

/// Lola had been losing her confidence whilst playing in her Sunday team. Since attending the Girls Development Centre Lola has been able to identify her strengths, areas she can improve and her confidence has increased. She comes out of every session on a high. The journal has helped to further her learning whilst at home. I cannot thank the staff enough for their help, support and continual encouragement. ///

*Parent of participant*





## YOUTH AND COMMUNITY

**In the 2021-22 season, we have worked with over 3,000 young people on our Premier League Kicks programme. Of these 3,000 young people, 68% were aged 14+. We continue to deliver activities across South West London, in Merton, Lambeth, Kingston, Richmond and Hammersmith & Fulham.**

We have continued to use football as a tool to engage with as many young people in our local communities, offering more opportunities to learn, undertake qualifications and education.

Highlights of this year include:

- Paul Smithers Cup taking place at Craven Cottage, in remembrance of Paul Smithers, our Youth and Community Manager.
- Young people taking part in regular Youth Forums at Craven Cottage and Motspur Park.

- Our Boys Kicks Cup Team reaching the final, and our Girls Kicks Cup Team the semi-final at the national Kicks Cups. The best results from our Kicks Cup history.
- Young people taking part in regular mental health discussions at their local Kicks sessions.
- Four former Kicks participants finding employment within Fulham FC Foundation.

This season one of our aims was to provide more opportunities for underrepresented groups. This year, we saw an increase in female participation, with 448 girls taking part in Kicks. While we saw an increase in the number of participants from a refugee and asylum seeker background, up from 320 in 2020-21 to 523 in 2021-22.

“ My time at Fulham Kicks this year has been awesome. It has given me many opportunities such as playing at a Premier League team stadium and meeting Premier League players. It is a great environment to make friends and grow as a young person and footballer. Without the coaches Kicks wouldn't be as enjoyable as it is. ” Kicks participant



- 89% of young people told us Kicks improved their physical health.
- 84% of young people told us Kicks improved their mental health.
- 92% participants told us Kicks supported them to get along better with people from different backgrounds.





## REFUGEES

**Our Kicks Refugee programme has worked with 523 young people from refugee and asylum seeker backgrounds. We have four established weekly sessions, running in partnership with local refugee charities.**

86% of our participants reported increased social connections with friends from different communities, while 84% reported an improvement in their confidence and self-esteem.

Notable highlights include the creation of our Fulham FC Foundation Boot Drive. We have several boot donation drop-off points at both Craven Cottage and Fulham FC's Training Ground. Boots are donated and then gifted to

young refugees and asylum seekers. We've received donations from 1st Team players, academy scholars and Fulham FC fans. To date, we have donated more than 200 items of kit and pairs of boots.

We also hosted a tournament to celebrate Ramadan at Fulham FC's Training Ground. Young people were invited to play, followed by a prayer hosted at the Academy Gym and all participants then broke their fast together when the sun went down.



“ Football has certainly played and continues to play an integral part of their lives and wellbeing, bridging new and rewarding relationships, facilitating an eclectic community of support which is evidenced as a direct result of what is truly ‘the beautiful game’. The partnership with Fulham FC Foundation has continued to play a pivotal role and we continue to look forward to developing this partnership in the future. ”  
*Celestine, Youth Support Worker,  
South London Refugee Association*



**PAUL SMITHERS**  
1990-2022



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**In 2021-22 it was with great sadness that we lost Paul Smithers, Fulham FC Foundation's Youth and Community Manager. Paul passed away on Wednesday 5th January at the age of 31. This tragic loss of a truly special man was felt by all who knew Paul - as a partner, father, son, coach, colleague and friend.**

Across 12 years with the Foundation, Paul progressed from a sessional coach to lead our Youth and Community team, and in particular championing the delivery of our Premier League Kicks programme for the young people of South-West London. For the last 15 years, Kicks has been working in local communities to inspire thousands of young people, using the power of football and the value of sports participation to provide help in the most high-need areas. Thanks to Paul, the Foundation runs more than 20 Kicks sessions a week.

The incredible impact that Paul had upon the Foundation cannot be understated, with thousands of young people benefitting from his unwavering drive to build better lives through sport. Often, he would be stopped on the street by young adults who, years prior, had attended one of Paul's Kicks sessions, people who wanted to pass on their thanks for his positive influence during their formative years. It gave Paul immense pride to hear what these ex-participants had been up to as he recalled the young footballer he had known from sessions past.

Paul was incredibly passionate about offering learning and educational opportunities to young people through football, both through formal qualifications and countless partner workshops and

events run over the years at Kicks. His commitment and professionalism instigated a number of continuing collaborations with partners, varying from youth clubs and residents' associations, to the Met Police and various government support agencies.

Within the Foundation, his strength of character and sense of duty helped shape the culture of the organisation today. Paul would often share stories of himself as a young coach, speaking of the colleagues who had assisted him along what was, at times, a steep learning curve. His modesty was such that Paul rarely reflected on the positive impact he in turn had on each and every member of staff at the Foundation. It is no exaggeration to say that for many staff, past and present, Paul's support of - and belief in - them was integral to their careers.

Paul's lived experiences, his straight-talking manner, and his desire to listen and learn from the communities we work in established him as an authority figure within every room he stepped into. He would always be looking forward, towards new ideas and initiatives that would benefit participants. This has been evident in 2021-22 with his support of integrating mental wellbeing workshops in his programmes, providing both an educational framework and a support network to young people in need.

Today, those who knew Paul are poorer for their loss. They will forever be better for having known him.

**Paul, we all miss you.**

## FEMALE FOOTBALL

During the 2021-22 season, female football activities saw significant growth across both new and existing programmes. Across the Foundation, we engaged with a total of 1,660 women and girls.

Across the Foundation, we engaged with a total of **1,703** women and girls. Our Girls Only activities saw the biggest increase in participation, with a total of **900** female participants attending one of our many Girls Only programmes.

Our female participants told us:

- 81% of participants reported improvement in their physical wellbeing.
- 71% of participants felt inspired and engaged.
- 85% of participants reported their confidence had improved.

Female participants scored our activities 8.19/10 in terms of inclusivity, up from 7.69 at the start of year.

This year our biggest success has been 8/8 of our Foundation programme strands being able to offer a female only provision.



“ I just wanted to say a huge thank you to you for Sunday. Ismene absolutely loved being a part of it. And in general she’s just getting so much from the Monday sessions and being involved with Fulham FC Foundation - it’s wonderful to see. She’s put together a whole coaching plan for her school’s girls’ team, including posters with inspirational quotes and tips for each individual player. She’s not before been the most confident kid and seeing her take a genuine leadership role, stepping in to do warm ups etc and passing on tips and exercises she’s obviously getting from you all is just fantastic. ”

*Parent of participant*





## PRIMARY EDUCATION

**In the 2021-22 academic year, Fulham FC Foundation engaged with 30 partner schools to deliver both Premier League Primary Stars (PLPS) programme and our PE and After School Club offer. This year saw us work in a variety of schools from Girls Only, Federations, Academies, State, Special Education and Nurseries.**

A proud achievement was improving inclusion, by running a fully-fledged PLPS programme in an SEN school for the first time.

*A Lead Teacher stated 'FFCF has worked with specific groups of children with social and emotional needs and children with physical needs. It is very clear to me that these children have been given two huge benefits. Primarily, they have the opportunity to develop skills in a hugely positive environment. The growth in self-confidence provides a step-up to success as a learner, a reduction in anxiety amongst these children, better behaviour and better results.'*

*Fulham FC Foundation have also worked with our PE staff to develop the participation of girls in sport. By giving our staff expertise they felt increasingly confident and energised. This positive momentum is continued and that participation in sport is as something that all members of our school community can participate in and celebrate.'*

## SECONDARY EDUCATION, TRAINING AND CAREERS

**This year the Premier League Inspires programme expanded delivery into five schools, where we supported over 80 'at risk' or 'marginalised' Year 9 students. Over the year we worked with each student for an average of 72 hours, during which we:**

- Delivered two separate qualifications, with a 100% pass rate.
- Helped the students plan, present on, and run social action projects.
- Delivered a range of workshops.
- Delivered 1-1 mentoring.
- Offered a range of inspiring trips and events to engage the students.

The highlight of the year was three of our cohorts being shortlisted to present their

projects to a panel of judges at Craven Cottage, as part of the Fulham FC Foundation Social Action Finals. These groups, who had no previous experience of presenting, and who traditionally don't engage well at school, stood up in front of staff from Fulham FC and Club Sponsors, World Mobile and did an incredible job of presenting their projects. Not only did they gain some invaluable experience of public speaking, but each group also won a £150 prize fund to run their projects in their local community.

- 90% of participants stated their skills and knowledge had improved.
- 88% of participants stated they had improved confidence and self-esteem.
- 88% of participants stated the programme improved their mental wellbeing.



“ The thing I like about PL Inspires is they inspire me by workshops, talking about mental health and making me feel confidence to make things by ourselves like presenting things and being an entrepreneur. ”  
*PL Inspires participant*



## FOOTBALL AND EDUCATION

**Our Football and Education programme continues to go from strength-to-strength. This year, we had 40 students at our Raynes Park High School programme:**

Of these 40 students, six were former Premier League Kicks participants and three came from our Player Pathway programme. The two teams experienced notable success on the pitch, our 2nd team winning their league, and our 1st team coming third in their league, narrowly missing out on the final day of the season.

When asked for one word to describe their experience of the programme, young people included words such as:

- Pivotal
- Unforgettable
- Incredible
- Exceptional

100% of students stated the programme had provided them with experiences to challenge and develop themselves.

In 2021-22 we are starting a brand new programme at Ark Globe Academy, and now have plans to commence a Girls Only programme at Raynes Park High School for 2022-23.





## HEALTH & WELLBEING

**During the 2021-22 season, the Health and Wellbeing Team have engaged with 928 participants across Walking Football, Fulham Memories, Daughters and Dads, Active and Empowered and More Than A Game.**

This season saw us return to our face-to-face activities after lockdown and enabled us to return to three of our Fulham Memories venues in Wandsworth, Merton and Surrey. We also launched new partnerships with the Roupell Park Residents Management Organisation and Kingston Council leading to us running two new sessions in Lambeth and Kingston.

In April we held our first ever Walking Football Festival engaging 65 people on the day and raising just under £1,000 for the Health and Wellbeing programme.

In August 2022 we launched a brand-new website, [www.FulhamWalkingFootball.com](http://www.FulhamWalkingFootball.com). The new site will facilitate the growth of our programme as well as giving our participants somewhere more relatable and user friendly to access our sessions.

- 94% of our walking footballers stated they felt inspired and engaged.
- 100% of our Fulham Memories participants stated they had improved mental wellbeing, and improved self-esteem.



“ Walking football is something that I never imagined I would partake in, it wasn't even on my radar. I'm flabbergasted that it ticks so many boxes and that is thanks to the great group of people who make this happen. So many new friendships have been made, fitness has improved and whatever the weather there is nothing that stops us. It melts my heart to see so much inclusion knowing that it's a sport for all. I had my reservations when I first started wondering if I was going to be the laughing stock of the football pitch, how wrong I was. It's up there at the top as being one of the best things I have ever done, I wish I had found it sooner. ”

*Sam, Walking Football Participant*





## MENTAL HEALTH – MORE THAN A GAME

**The first full year for our More Than a Game programme, after launching in March 2021, has been an incredible success. This season we've engaged with 811 participants including young people and adults who regularly engage in a range of our existing Foundation programmes.**

Our Mental Wellbeing Practitioners have trained 52 of our delivery staff to be more confident in talking to participants about mental health. They've also supported 29 participants at our 'More Than a Game' football sessions.

- 85% participants stated they have improved physical wellbeing.
- 85% of participants stated they have improved mental wellbeing.
- 89% of participants stated they felt more comfortable supporting themselves and others.

We held our first ever Mental Health Match Day in partnership with Fulham FC to drive our Kick Off A Conversation campaign supported by the South West London and St. George's Mental Health NHS Trust. The match day saw

us engage nearly 60,000 people through social media, resources distributed on the day and 80 Foundation participants took part in Kick Off A Conversation workshops.

This year we have signed a partnership with Movember to deliver their renowned Ahead of The Game programme for young people 11-18. We will begin delivery in September 2022.

**// Tom (name changed) has enjoyed the Fulham More than a Game football and all other wellbeing activities he has engaged in tremendously. He is so enthusiastic about life now after all his mental health challenges. We are extremely happy and so grateful that Fulham is making such a huge positive impact in peoples lives that money cannot buy. Please keep this up. You are an amazing Club making a real positive difference. //**  
*Healthcare Director from a local NHS Trust*



## EVENTS

The 2021-22 season saw many of our events return to being 'in-person', and the launch of a number of new events, providing unique experiences to inspire young people and adults across our community.

Craven Cottage played host to our Foundation Community Day on the 8th May. 180 lucky participants enjoyed a morning of football action on the hallowed turf. While in the afternoon, we hosted our first Paul Smithers Cup, with participants across our Kicks programme showcasing the best of their football talents.

Our 3rd annual DisAbility Matchday March took place on the 5th March. Participants from our DisAbility programmes raising over £8,000 on a crisp spring morning.

Our Mental Health Matchday raised awareness across Fulham FC fans on the 16th October. While our first ever Walking Football Festival took place on the 8th April, bringing together participants from across our Walking Football programmes.

Our Social Action Challenge Finals were hosted at Craven Cottage for the first time on the 28th March, and our annual Fulham FC Foundation Matchday took place on Saturday 10th April when Coventry visited Craven Cottage.





## FACILITIES

**We continued to support the development of facilities in South West London, helping young people and adults enjoy improved experiences.**

The highlight of the 2021-22 season saw the playing facility at Roupell Park be redeveloped into a new facility for the local community.

Fulham FC Foundation have been delivering activities in partnership with the Roupell Park Resident Management Organisation (RMO) since 2017, on a concrete pitch in Brixton Hill. Over the past 12 months, that partnership - in conjunction with the Football Foundation, the Premier League and the Veolia Environmental Trust - has funded the development of a new 3G multi-use games area facility.

On Tuesday 12 April, an official opening event was held, hosted by the Roupell Park RMO and Fulham FC Foundation, with a showcase of different football activities and remarks from local dignitaries. First team players Nathaniel Chalobah and Annie Thomas were special guests for the event.







## EQUITY, DIVERSITY AND BELONGING

The Foundation launched a new Equality, Diversity and Inclusion Action Plan in 2020, this was later renamed to be our Equity, Diversity and Belonging Action Plan.

Since the launch of this action plan, we have seen some notable achievements and changes, including:

- Equal opportunities statement included within all Foundation job adverts.
- Signed up to first level of Disability Confident scheme.
- An annual photoshoot supports capacity to represent a wide range of the community within marketing materials.
- Numerous staff training provided on delivering inclusive activities, and engaging underrepresented groups.
- Bursary scheme launched and providing 30+ bursaries per year.
- National campaigns, including Rainbow Laces, Football vs Homophobia, No Room for Racism and Black History month supported. Targeted work to amplify messages delivered.
- Our booking system now includes 'prefer not to say' and 'prefer to self-describe' when stating gender.
- Fulham FC Foundation featuring all major observances and celebrations on social media channels.
- In 2019, 18% of the Foundation workforce were female. In 2022, 32% of the Foundation workforce is female (+14%).
- In 2019, 10% of the Foundation workforce stated they had a disability. In 2022, 21% of the Foundation workforce stated they had a disability (+11%).
- In 2019, 6% of our participants stated their ethnicity was Asian, and 20% stated Black. In 2022, 9% stated their ethnicity was Asian (+3%), and 27% stated Black (+7%).
- In 2019, 9% of our participants stated they had a disability. In 2022, 14% of our participants stated they had a disability (+5%).





## BURSARY

**In September 2021 on the United Nation's International Day of Charity we launched our brand new Foundation Bursary, making our programmes more accessible for families across South West London.**

We have previously offered girls football bursaries and engaged with our partner

schools to offer opportunities to attend our Soccer Schools, however we haven't offered a universal bursary until this year. Our updated Foundation Bursary allows any family the opportunity to apply online for support to attend our paid provision programmes.

This year we have issued 40 bursaries, including 5 girls

bursaries. Participants have taken up bursaries to take part in our Girls Development Centre, Saturday Skills Club, DisAbility programmes, Player Pathway and Soccer Schools. We've also been able to extend our provision to ensure that refugees fleeing the war in Ukraine can also access our activities.



## SUSTAINABILITY

**The Foundation is committed to adopting and living sustainable practices.**

In the 2021-22 season we have donated over 1,300 items of kit and equipment to young people and adults across our local community. This kit and equipment included donated items from Fulham FC, we

ensure it is gifted to people who it will benefit from it most. Following the postponement of the Fulham vs Birmingham men's first team fixture on the 26th December 2021, we were able to distribute food that would have potentially gone to waste. The Foundation worked in partnership with City Harvest to make this happen.

- 891kg of food was donated
- 2,121 were delivered to local charities feeding their communities
- 3,285 CO2 emissions were prevented by rescuing this food for consumption





“ It’s great really, it just brings the community together and it’s a great opportunity to get everyone kit and active. I didn’t grow up on facilities like this and if I did, I would’ve been out here every single day. This is a great opportunity for these kids, it’s an opportunity to come out here and have fun first of all, to keep themselves occupied and keep them off the streets and away from trouble. I think it’s a great job that the Foundation have done and that the Club has done as well. ”

*Nathaniel Chalobah Fulham FC First Team Player*





## FULHAM FC PLAYER ENGAGEMENT

**Across the 2021-22 season Fulham FC Foundation engaged a number of players from Fulham's senior men's and women's teams, as well as their Academy Scholars via the PFA's Player Liaison Project. This funded project aims to develop the skills and knowledge of Fulham FC's footballers as role models within our community.**

Highlights from these engagements included a special Academy vs Foundation fixture for World Down Syndrome Day as well as an event to open a new community facility in Roupell Park.

The World Down Syndrome Day activities saw an in-classroom session hosted by Katy Shephard, Fulham FC Foundation DisAbility Development Officer, which introduced Fulham's U18 squad to our Downs Syndrome football sessions, including details around Down's Syndrome, disability sport in general and profiling a number of the players on the team. This was followed by a fixture between the U18s and Fulham's Down Syndrome side, 'the Badgers', held at Fulham FC's Training Ground in Motspur Park.

This event was enjoyed by all and provided Fulham's next generation of elite footballers with an amazing chance to engage with a very different group of passionate footballers, and at the same time build their self-esteem and confidence. At the Roupell Park Pitch Opening Fulham FC first team midfielder Nathaniel Chalobah spoke of the value to local residents of a high-quality football facility, and the role of Fulham FC Foundation in creating opportunities for young people.



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