



FULHAM FC Foundation

ANNUAL REPORT 2022-23 SEASON

CHAIRMAN'S INTRODUCTION

We have completed another successful year, and the Foundation has moved forward on many fronts.

As I mentioned last year, change and unpredictability seem to be the 'new norm' for most organisations.

Our ambition, values, and mission of 'Building Better Lives Through Sport' remain our driving force and our guide in these times.

Our activities are detailed within this report. I would like to highlight a few achievements:

- **The breadth of our work** reaching a vast range of the community in Southwest London.
- **Driven by our five strategic pillars our core programmes support our communities** - DisAbility, Football and Sports Participation, Health and Wellbeing, Player Pathways, Primary and Secondary Education and Careers, Women & Girls, and Youth & Community.
- **Embracing and nurturing the differences** of each programme for the benefit of all participants including a growing number of children from a refugee or asylum seeker background, with additional focus on girls only activities.
- **Over 10,000 participants**, with significant improvement in our female and disAbility programmes, with 49% of participants from ethnically diverse communities and overall experience of participants improving to 8.8/10.
- **Continued growth in our schools**, youth, and community programmes.
- **More young people and adults** received and used a Foundation bursary.
- **Mental health and wellbeing** continue to improve for our participants.
- **Ongoing events supported by the Fulham FC Board and the entire playing staff.** It is difficult to overstate the benefit this brings to the Foundation and our participants who always love their time with players, including this year's annual Paul Smithers Cup.
- **Partnership development** which continues to add so much value to our activities and help to underpin the sustainability of many projects each year.
- **Local Authorities, Public Health bodies**, Safer Neighbourhood Teams, and Police forces across Southwest London. Providing vital facilities, resources, and expertise.
- **A number of primary and secondary schools**, SEN schools and local colleges, residents organisations providing in-kind facilities, allowing us to stretch our resources and reach.
- **The FA, Premier League Charitable Fund, London FA, Surrey FA, and the LTA.**

- **Fulham FC** – For providing over 4,000 matchday tickets during the season. For their continued unwavering support from the Women's and Men's first team squads for player engagement, providing almost 1,000 player opportunities that help create a sense of belonging within the broader Fulham Family.

Our success 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. Fulham FC for their unwavering commitment and participation.



Tom Barry
Fulham Football Club Foundation
Chair of Trustees



OUR MISSION

Building Better Lives Through Sport

OUR VISION

A Healthy, Inclusive And Thriving Community



FULHAM FC
Foundation

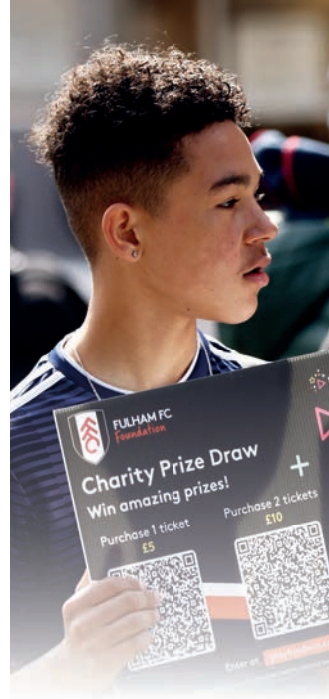
BUILDING BETTER LIVES THROUGH SPORT

STRATEGY
2022-2025



STRATEGIC PILLAR 1

**ENGAGE, INCLUDE,
INSPIRE AND GROW
PARTICIPATION.**



STRATEGIC PILLAR 2

**DEVELOP AND
PROMOTE
OPPORTUNITIES FOR
UNDERREPRESENTED
GROUPS.**



STRATEGIC PILLAR 3

**IMPROVE THE LIVES
OF PEOPLE ACROSS
OUR LOCAL
COMMUNITY.**



STRATEGIC PILLAR 4

**SUPPORT PATHWAYS
AND PROGRESSIONS
FOR PARTICIPANTS.**



STRATEGIC PILLAR 5

**COLLABORATE WITH
FULHAM FC,
CREATING A SENSE
OF BELONGING AND
INSPIRING A
LIFELONG LOVE
OF SPORT.**



FULHAM FC Foundation

BUILDING BETTER LIVES THROUGH SPORT

KEY PERFORMANCE INDICATORS 2022-2023



STRATEGIC PILLAR 1

**ENGAGE, INCLUDE,
INSPIRE AND GROW
PARTICIPATION.**

Young people and adults engaged in our activities

2022-23 TARGET 10,000

Average number of hours participants engage with us

2022-23 TARGET 20



STRATEGIC PILLAR 2

**DEVELOP AND
PROMOTE
OPPORTUNITIES FOR
UNDERREPRESENTED
GROUPS.**

Participants identifying as female

2022-23 TARGET 30%

Participants identifying as having a disability

2022-23 TARGET 12.5%

Participants from ethnically diverse communities

2022-23 TARGET 35%



STRATEGIC PILLAR 3

**IMPROVE THE LIVES
OF PEOPLE ACROSS
OUR LOCAL
COMMUNITY.**

Participants have improved physical wellbeing

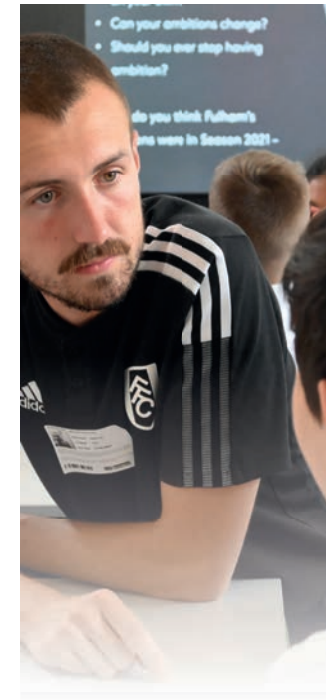
2022-23 TARGET 80%

Participants have improved mental wellbeing

2022-23 TARGET 80%

Participants feel inspired and engaged

2022-23 TARGET 80%



STRATEGIC PILLAR 4

**SUPPORT PATHWAYS
AND PROGRESSIONS
FOR PARTICIPANTS.**

Participants receiving and using a bursary

2022-23 TARGET 50

Participants completing a formal education or training qualification

2022-23 TARGET 75

Case studies evidencing positive progressions

2022-23 TARGET 18



STRATEGIC PILLAR 5

**COLLABORATE WITH
FULHAM FC,
CREATING A SENSE
OF BELONGING AND
INSPIRING A
LIFELONG LOVE
OF SPORT.**

Number of Fulham FC player engagements in community activities

2022-23 TARGET 40

Number of community hours at Fulham FC's Training Ground & Stadium

2022-23 TARGET 1,200

AT A GLANCE - THE 2022-23 SEASON



WE ENGAGED

10,301

PARTICIPANTS

AVERAGE CONTACT TIME WAS 20.25 HOURS PER PARTICIPANT

WE ENGAGED

2,245

FEMALE PARTICIPANTS,
542 MORE THAN IN 2021-22

WE ENGAGED

1,549

DISABLED YOUNG PEOPLE AND ADULTS,
490 MORE THAN IN 2021-22

WE ENGAGED

49%

OF OUR PARTICIPANTS IDENTIFIED AS BEING
FROM AN ETHNICALLY DIVERSE COMMUNITY

OUR COACHES ENGAGED

YOUNG PEOPLE IN PRIMARY
SCHOOLS FOR AN AVERAGE OF

21.4

HOURS PER PARTICIPANT

OUR YOUTH AND
COMMUNITY
PROGRAMMES ENGAGED

3,312

YOUNG PEOPLE. 54% OF THESE
WERE AGED 14 TO 18.

WE ENGAGED WITH

705

YOUNG REFUGEES AND
ASYLUM SEEKERS IN 2022-23,
182 MORE THAN IN 2021-22

OUR YOUNGEST
PARTICIPANT WAS

3

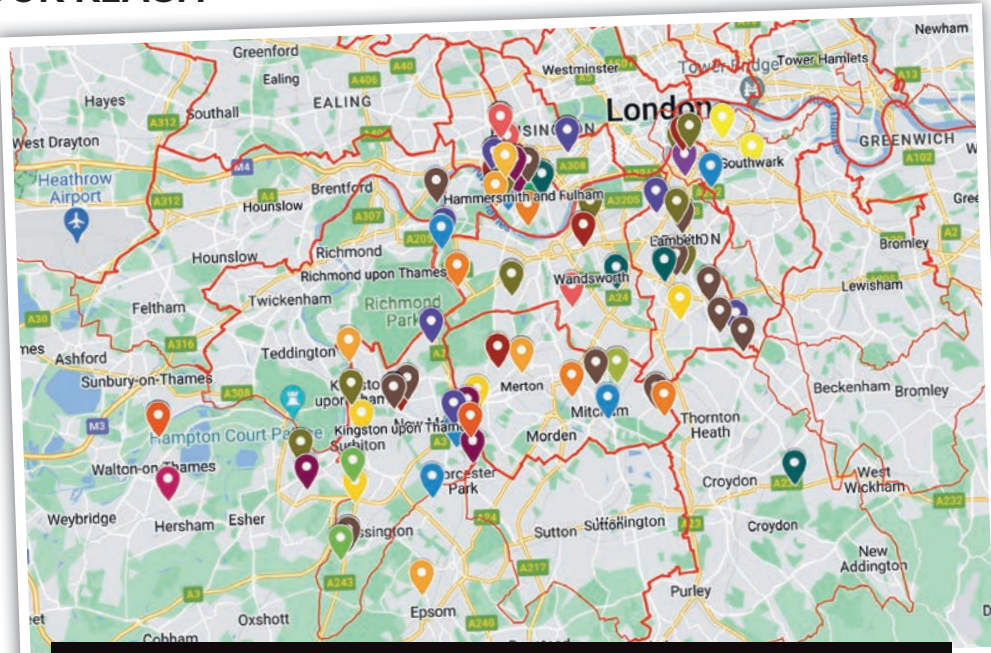
(YEARS OLD)

OUR OLDEST
PARTICIPANT WAS

92

(YEARS YOUNG)

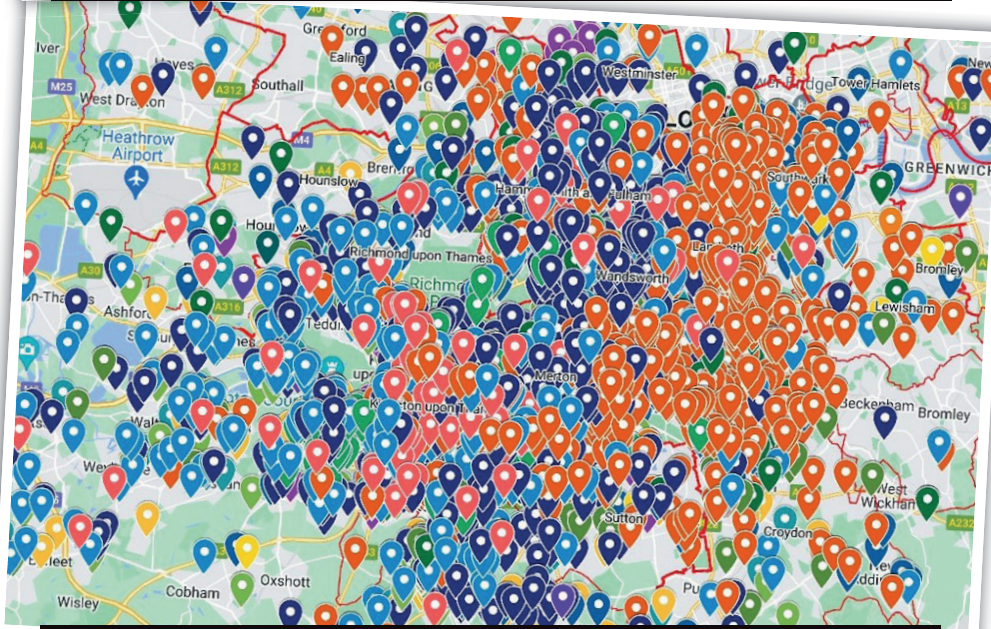
OUR REACH



We are proud to deliver activities and events across South West London...



...sometimes from across the country...



...our participants come from our local community...



...and occasionally from across the globe.

OUR OPPORTUNITIES

48 YOUNG PEOPLE AND ADULTS RECEIVED AND USED A BURSARY. THE TOTAL VALUE OF OUR BURSARIES PROVIDED WAS **£8,724**, EQUATING TO APPROXIMATELY **1,744** HOURS OF FREE FOOTBALL ACTIVITIES.

117 OF OUR PARTICIPANTS COMPLETED A FORMAL EDUCATION OR TRAINING QUALIFICATION.

98 OF OUR PARTICIPANTS WERE SUPPORTED TO TRANSITION TO A SECONDARY ACTIVITY.

109 FULHAM FC PLAYER ENGAGEMENTS AT OUR COMMUNITY ACTIVITIES

1,712 HOURS OF COMMUNITY ACTIVITIES HELD AT FULHAM FC'S TRAINING GROUND AND STADIUM



20 VIDEO CASE STUDIES EVIDENCING POSITIVE PROGRESSIONS. ALL CAN BE SEEN HERE:

fulhamfcfoundation-impact.com/case-studies

AS A RESULT OF ATTENDING
OUR ACTIVITIES....

88% OF OUR
PARTICIPANTS
FELT THEIR PHYSICAL
WELLBEING HAD IMPROVED

85% OF OUR
PARTICIPANTS
FELT THEIR MENTAL WELLBEING
HAD IMPROVED

93% OF OUR
PARTICIPANTS
STATED THEY FELT INSPIRED AND
ENGAGED

85% OF OUR
PARTICIPANTS
MADE NEW FRIENDS AND SOCIAL
CONNECTIONS

89% OF OUR
PARTICIPANTS
FELT THEIR CONFIDENCE AND
SELF-ESTEEM IMPROVED

91% OF OUR
PARTICIPANTS
FELT STATED THEIR SKILLS AND
KNOWLEDGE IMPROVED



PARTICIPANTS RATED
THEIR OVERALL
EXPERIENCE OF
ATTENDING A FULHAM FC
FOUNDATION ACTIVITY AS

8.8

OUT OF

10

AN IMPROVEMENT ON THE
OVERALL EXPERIENCE
SCORE OF **8.6** OUT OF **10**
FROM THE 2021-22 SEASON.

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 8 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 2022-23.





DISABILITY

In the 2022-23 season we engaged 1,225 participants within our DisAbility Programmes, 413 more than in the 2021-22 season. We delivered activities in 10 partner schools and 18 regular community sessions each week.

86 participants represented Fulham FC in 13 different disability fixtures and tournaments, with our Adult Championship Team being crowned Champions of the Surrey Football For All League. We also launched and hosted 2 Primary Football Festivals for over 180 children with disabilities at Fulham FC's Training Ground. We delivered Mental Wellbeing Workshops and developed a FulAbility Journal to support participants to learn how to look after their mental, physical and social wellbeing.

Our end of season survey showed:

- **91% of participants** have improved physical wellbeing
- **83% of participants** have improved mental wellbeing
- **83% of participants** feel inspired and engaged
- **86% of participants** have improved social connections
- **80% of parents/carers** have increased awareness and confidence in support available

“ I FEEL GREAT WHEN I ATTEND THE SESSION WITH THE OTHER FRIENDS, I FEEL LIKE I IMPROVED MY MOVEMENTS AND MY MOOD, I LOVE PLAYING FOOTBALL WITH THE OTHERS ”

JUNIOR PAN DISABILITY PARTICIPANT

“ TOM WILL NOW KICK A BALL TO HIS COUSINS/BROTHER FOR 5 MINUTES, THIS IS A HUGE STEP FORWARDS AND WE ARE THRILLED - IT WOULD NOT HAVE HAPPENED WITHOUT HIS GROUP - THIS IS REALLY A MOST PRECIOUS IMPACT ON OUR FAMILY LIFE ”

PARENT OF JUNIOR PARTICIPANT

3 participants from our DisAbility programmes were selected to be mascots at Craven Cottage. This included the first blind mascot for the England U21 team and Tim Ream, Men's First Team Captain, wearing ear defenders in solidarity with a young girl with Autism.

SOCCKER SCHOOLS

Our Soccer Schools have continued to grow across our venues in Fulham, Kingston and Wandsworth. We engaged with 2,223 participants, of which over 14% 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 enjoyed **13 player visits**, with participants able to meet a total of 38 different Fulham FC Men's, Women's and Academy team players.

83% of our participants felt their footballing ability improved as a result of attending a Fulham FC Foundation Soccer School and,

93% of participants felt a sense of belonging.

" THE HOLIDAY CAMP IS GREAT FOR KIDS, IT'S SO WELL ORGANISED AND THE KIDS HAVE THE BEST TIME. IT'S SUCH A GREAT RESOURCE AND OUR DAUGHTER LOVES GOING. WE WERE OVERWHELMED WITH THE GIFT SHE RECEIVED WHEN WINNING PLAYER OF THE WEEK. THE BOOK WAS ON HER WISH LIST! IT'S REASSURING AS A PARENT TO BOOK YOUR CHILD INTO A CAMP FOR FUN NOT FOR CHILDCARE "

PARENT OF PARTICIPANT



SKILLS CLUB

Our Skills Club programme engaged a total of 881 participants across 4 venues in Hammersmith & Fulham, Wimbledon, Kingston and Epsom. This included 192 female participants taking part in both our mixed and girls only skills clubs, an increase of 71 female participants from the previous year.

The programme also saw the introduction of girls only taster sessions ahead of launching our new Wimbledon Girls Only Skills Club for the start of the 2023-24 season.

The programme aims to provide participants with the opportunity to learn new football skills, make new friends, improve confidence and self-esteem, and improve their mental and physical wellbeing. Across the 2022-23 season:

- **80% of participants** have improved physical health
- **64% of participants** have improved mental wellbeing
- **80% of participants** feel inspired & engaged
- **82% of participants** have improved football skills
- **62% of participants** have made new friends
- **75% of participants** have improved confidence & self-esteem

" I CAN'T PRAISE THE FULHAM SKILLS CLUB TEAM ENOUGH. SO WELL ORGANISED, WELCOMING AND POSITIVE AS WELL AS GREAT TEACHING, OF COURSE. SHE LOOKS FORWARD TO THE WEEKLY SESSIONS AND FEELS SUPPORTED AND INSPIRED BY THE COACHES, WHICH SPEAKS VOLUMES. THE EFFECT THAT YOU HAVE ON YOUNG PEOPLE'S LIVES GOES WAY BEYOND THE ACTUAL FOOTBALL "

PARENT OF PARTICIPANT



PLAYER PATHWAY

Our Player Pathway programme provides players who have previous knowledge and experience of the game with high-quality coaching. The programme develops players, encouraging creativity and supporting the holistic development of a player, whilst allowing participants to take ownership of their own learning.

The programme engaged with **365 participants** this year, an increase of 43 compared to the previous year.

30% of our participants identify as from an ethnically diverse community. An uplift from 24% in 2021-22.

76% of participants felt that their physical health improved, **78% of participants** stated they felt inspired and engaged and, **74% of participants** stated they had made new friends.

“ I HAVE NOT HAD THE OPPORTUNITY TO THANK YOU AND THE COACHING TEAM FOR THE DEVELOPMENT OF MY SON AND THE MOST WELCOMING ENVIRONMENT, SO THANK YOU. IN ADDITION, I HAVE NOTICED HOW YOU CONSTANTLY, ACTIVELY WALK AROUND, GETTING TO KNOW THE PLAYERS FROM EACH YEAR GROUP AND THIS HAS BEEN A POSITIVE ASPECT THAT MY SON HAS MENTIONED AS HE FEELS HE GETS NOTICED BY THE COACHING STAFF, SO WELL DONE ”

PARENT OF PARTICIPANT



GIRLS DEVELOPMENT CENTRE

The 2022-23 season saw 349 girls engage on the programme through weekly sessions, development holiday camps, festivals, tournaments and open sessions, a 66% participation increase from 2021-22.

This year the programme added many additional opportunities in an effort to enrich the Girls Development Centre experience, including: end of term player feedback cards, the opportunity to attend both Fulham FC Men’s and Women’s matches as well as meeting the players at our development camps. We’ve hosted female football tournaments, community festivals, delivered social action projects

and mental wellbeing workshops. Across the season, our participants told us:

- 91% felt inspired and engaged
- 85% have improved mental wellbeing
- 80% stated they had improved confidence and self-esteem
- 71% felt they had improved social connections
- 92% felt they had improved technical and tactical knowledge

“ I HAVE BEEN ATTENDING FULHAM GIRLS’ DEVELOPMENT CENTRE FOR OVER A YEAR NOW AND I LOVE IT! THE COACHES ARE SO WELCOMING AND FRIENDLY AND THEY HAVE BEEN SO SUPPORTIVE THROUGHOUT MY FULHAM JOURNEY. THEY WORK US HARD BUT WE ALWAYS HAVE LOTS OF FUN AND LEARN SO MANY NEW SKILLS! I ALSO ATTEND THE HOLIDAY CAMPS TOO BECAUSE I KNOW I WILL HAVE SUCH A GREAT DAY! I HAVE MADE SO MANY FRIENDS AT FULHAM AND I LEAVE EACH SESSION SMILING! IF YOU ARE AN EXPERIENCED FOOTBALLER OR WANT TO GIVE IT YOUR FIRST TRY, FULHAM IS THE PLACE FOR YOU! ”

PARTICIPANT OF GIRLS DEVELOPMENT CENTRE

YOUTH AND COMMUNITY

During the 2022-23 season, Fulham FC Foundation has engaged with 3,312 young people from some of the most high need areas in South West London. Utilising the Premier League Kicks programme, we deliver free football sessions, plus additional opportunities across Merton, Lambeth, Kingston, Hammersmith & Fulham, Croydon and Wandsworth.

Football continues to be the primary 'hook' we use to engage with the young people we work with. This allows us to create relationships to offer additional opportunities such as:

- Gaining a qualification in football coaching, refereeing, futsal and talent identification.
- Engaging in Holiday Kicks, where young people get to play football, enjoy a meal, attend local trips and play in holiday tournaments.
- Playing in a number of competitions, including our monthly Kicks League at Fulham FC's Training Ground and the Paul Smithers Cup at Craven Cottage.
- Engaging in a variety of workshops such as 'stop and search' led by the Met Police, Mental Health and Anti-bullying workshops led by our very own Mental Wellbeing Practitioners.
- Fulham Kicks Youth Forum, delivering Social Action projects in order to raise money and awareness for young refugees.

At the end of the 2022-23 season:

- **96%** of participants felt their contribution to a stronger, safer and more inclusive community had improved
- **96%** of participants report increased social connections with friends from different communities
- **97%** of participants felt their skills and knowledge had improved
- **95%** of participants felt their confidence and self-esteem had improved
- **92%** of participants felt their mental wellbeing had improved

" MY CONFIDENCE HAS IMPROVED AS WELL AS MY FOOTBALL ABILITY, I SUFFER WITH ANXIETY NORMALLY BUT WHEN I'M WITH FULHAM KICKS AND THE GIRLS I CAN RELAX AND BE MYSELF. ALSO A LOT OF PEOPLE HAVE COMMENTED HOW MUCH I'VE COME OUT OF MY SHELL AND THIS IS I THINK DOWN TO ATTENDING MY KICKS SESSION "

FULHAM KICKS PARTICIPANT



REFUGEES

Across the 2022-23 season, 705 young people from a refugee or asylum seeker background have taken part in our Refugee Kicks programme. This is more than ever before and 179 more than in the 2021-22 season. These participants have taken part in weekly football sessions, with opportunities to participate in workshops focusing on their mental health and wellbeing.

We introduced a Girls Only Refugee Kicks session, which has engaged 45 young people. These girls have also attended Fulham FC Men's and Women's matches and were mascots at a women's game during Amnesty International's Football Welcomes month.

We also welcomed former Fulham FC player, Alain Goma, as the official programme ambassador.

Alain played a key role in helping raise awareness of the programme to a wider audience of Fulham FC supporters.

The programme also hosted an Iftar event at Craven Cottage, the first time this celebration has been celebrated inside the stadium. Refugee participants were invited to pray in the stands and break their fast together. The programme has also seen more participants gain football-based qualifications than ever before through our "Refugee Education Day" projects.



- **95%** of participants felt the programme improved their physical well-being
- **95%** of participants felt the programme improved their mental well-being
- **100%** of participants felt inspired and engaged
- **100%** of participants felt they established social connections and made new friends

“ FULHAM HAVE GIVEN ME THE CHANCE TO DEVELOP MY FOOTBALL SKILLS, MAKE NEW FRIENDS AND GIVEN ME QUALIFICATIONS TO HELP ME ON MY PATH TO BE A COACH. I AM ALWAYS THANKFUL FOR WHAT FULHAM DO FOR ME ”

REFUGEE KICKS PARTICIPANT

FEMALE FOOTBALL

Fulham FC Foundation are dedicated to creating equal opportunities for women and girls to take part in football. The 2022-23 season saw 2,245 women and girls engaged across all programmes, a 31% participation increase from 2021-22.

Our sessions provide inclusive and engaging environments for women and girls to reach their full potential through the holistic development of each individual. This allows women and girls of all ages and abilities a safe environment to improve their football skills as well as:

- **84%** feel inspired and engaged
- **87%** feel a sense of belonging
- **72%** improved physical wellbeing and 70% improved mental wellbeing
- **71%** improved confidence
- **60%** made new social connections
- **80%** feel included in physical activity

HIGHLIGHTS FROM OUR SEASON INCLUDE:



LAUNCHING THE NEW EMPOWER PROGRAMME AND FOOTBALL AND EDUCATION GIRLS TEAM FOR 2023-24. THESE PROGRAMMES AIM TO EXTEND THE FEMALE FOOTBALL PATHWAY AT THE FOUNDATION, PROVIDING OPPORTUNITIES FOR GIRLS AGED 16-18 YEARS.

" MY DAUGHTER LOVES THE GIRLS DEVELOPMENT CENTRE SESSIONS, WHICH HAVE IMPROVED HER IN MANY WAYS, NOT JUST FOOTBALL. SHE HAS MADE LOTS OF NEW FRIENDS WHOM SHE SEES OUTSIDE OF TRAINING AND HAS JUST ENROLLED IN THE NEW EMPOWER SESSIONS. "

PARENT OF PARTICIPANT



INTERNATIONAL WOMEN'S DAY AND WOMEN'S WORLD CUP FOOTBALL FESTIVALS OPEN TO ALL FOUNDATION PARTICIPANTS.

" THE WHOLE DAY WAS AWESOME! THE MATCHES, MEETING THE LADIES TEAM AND WATCHING THE GAME AFTER. THANK YOU. ROSE HAD A GREAT DAY! "

PARENT OF PARTICIPANT



INTRODUCTION OF WIMBLEDON GIRLS ONLY SKILLS CLUB.

“ OUR DAUGHTER IS A BIT INTROVERTED AND HAS NEVER PLAYED FOOTBALL BEFORE (OTHER THAN KICKING ABOUT AT HOME), BUT SHE REALLY LOVED THE SESSIONS! AS IT WAS GIRLS-ONLY, IT ALSO MEANT SHE HAD A DECENT CHANCE OF GETTING THE BALL WHICH MEANT HER CONFIDENCE LEVELS ROSE. I’M HOPING SHE WILL GET TO LEARN MORE ABOUT HOW TO PLAY A GAME (IN ADDITION TO THE BALL SKILLS) NEXT TERM, AS SHE HAS NEVER REALLY HAD THIS EXPLAINED TO HER (IE THE IMPORTANCE OF PASSING AND WORKING AS A TEAM!) ”

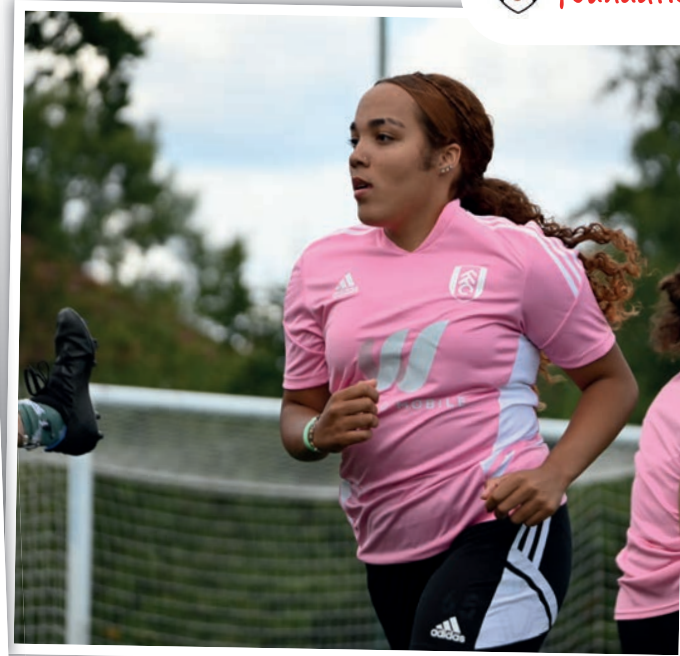
PARENT OF PARTICIPANT



INCREASED PARTICIPATION IN BOTH MAINSTREAM PRIMARY SCHOOLS AND DISABILITY SCHOOLS SESSIONS.

“ GREAT SESSIONS. AMAZING STAFF AND THE FIRST ACTIVITY MY DAUGHTER HAS EVER STUCK WITH FOR ANY LENGTH OF TIME. THANK YOU. ”

PARENT OF PARTICIPANT



IMPROVED ENGAGEMENT AT GIRLS KICKS SESSIONS. FEMALE PARTICIPANT NUMBERS UP FROM 333 IN 2021-22 TO 487 IN 2022-23.

“ I ENJOYED THE SESSION. WHENEVER I AM HERE I AM JOYFUL AND MOTIVATED. ALL THE STAFF MEMBERS AND ALL THE YOUNG PEOPLE ARE VERY WELCOMING AND SIMPLE TO CREATE FRIENDSHIP. I AM SO HAPPY AFTER I JOIN THIS SESSION. THANK YOU SO MUCH!!! ”

GIRLS KICKS PARTICIPANT



PRIMARY EDUCATION

In the 2022-23 academic year, our work in primary schools has been reinvigorated. We've delivered more opportunities and memorable experiences than ever before.

We have engaged with 4 nurseries and 81 primary schools across our broad range of activities and interventions. This inspired over 1,800 children in their classrooms and playgrounds. Up from 1,079 last year.

We have gifted over 1,000 match tickets to children and school staff in our partner schools, delivered 3 school visits from Fulham FC Men's First Team players and conducted 8 school visits from Fulham FC mascot Billy the Badger.

On average, we engaged with each of our participants for 21 contact hours across the academic year. From reading in the classroom to rainbow flicks on the playground, **88% of our participants** reported improvements to their skills and knowledge and **78% reported** improvements to their physical wellbeing.

" I WANT TO REITERATE WHAT A MASSIVE IMPACT JORDAN HAS HAD AT ALL SAINTS SINCE HE JOINED. IN SUCH A SHORT SPACE OF TIME, HE HAS BUILT STRONG RELATIONSHIPS WITH THE CHILDREN AND HAS FITTED IN REALLY WELL INTO OUR STAFF TEAM. HE IS PROACTIVE, SENSITIVE AND VERY PROFESSIONAL AND HAS LED BY EXAMPLE IN THE PLAYGROUND. HIS ATTITUDE AND MODELLING OF ACTIVITIES HAS REINVIGORATED OUR STAFF AND I NOW SEE SO MANY MORE ADULTS COPYING HIS LEAD AND JOINING IN TO SORT OUT GAMES FOR THE CHILDREN. "

HEAD TEACHER

SECONDARY EDUCATION, TRAINING AND CAREERS

This year the Premier League Inspires programme delivered in 6 schools, where we supported over 100 'at risk' or 'marginalised' 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 and 1-1 wellbeing checks for every student
- Provided opportunities to engage the students in a range of inspiring trips and events

Premier League Inspires has had its most successful year to date with increased numbers of participants, double the amount of students receiving a qualification and double the amount of female participants.

The highlight of the year was our International Women's Day event at Dunraven School. One of our female cohorts organised and hosted an event, inviting over 50 young girls from the school. The aim was to inspire the young people through talks by women in 'traditionally male dominated' roles. The event included creating and crafting posters to display within their hub area. The event helped to educate and motivate the students to #EmbraceEquality and it was a great way to bring everyone together.



Across PL Inspires:

- **86%** of participants stated the programme improved their mental wellbeing
- **89%** of participants stated they had improved confidence and self-esteem
- **89%** of participants stated their skills and knowledge improved

" I LIKE HOW THE SESSIONS ARE ALWAYS ENGAGING AND IT IS A WAY OF LEARNING THINGS FOR THE FUTURE. IT GIVES ME A BREAK FROM WORRYING ABOUT WHAT GRADES I AM GOING TO GET. IT HELPS ME BUILD MY CONFIDENCE AND LEARN NEW SKILLS. "

PL INSPIRES PARTICIPANT



FULHAM FOOTBALL CLUB

FOOTBALL & EDUCATION

The 2022-23 season was another successful year for the Football and Education programme. We expanded our programme into a new school, with our Ark Globe Academy programme officially launching. We also began recruiting for our first female Football and Education programme, in partnership with Raynes Park High School, which officially started in September 2023.

Playing in the Community and Education Football Alliance League, all three of our teams had a successful season. In particular, our Raynes Park first team, finishing 6th in the highly competitive top league.

The aim of the Football and Education programme is to develop our student athletes footballing ability, as well as supporting their academic and personal development. To do this we set ourselves a target of achieving 80% in each of our 6 core programme outcomes. As you can see from below, we were successful in doing so this season:

- 98% of participants stated they have improved physical wellbeing
- 91% of participants stated they have improved mental wellbeing

“ THE FOOTBALL AND EDUCATION PROGRAMME HAS PROVIDED AMAZING EXPERIENCES SUCH AS PLAYING AGAINST THE FULHAM ACADEMY, PLAYING AT FIRST TEAM STADIUMS, AND TRAINING AT ST GEORGES PARK, ALL OF WHICH HAVE DEFINITELY DEVELOPED ME AND PROVIDED ME WITH UNFORGETTABLE EXPERIENCES. ”

FOOTBALL AND EDUCATION PARTICIPANT

- 98% of participants feel inspired and engaged to continue their education
- 98% of participants developed their football knowledge and skills
- 85% of participants stated they have improved confidence and self-esteem
- 96% of participants are provided with experiences and challenges to develop themselves

MADE IN FULHAM

Our newest programme, Made in Fulham, successfully launched in August 2023.

Recruiting 15 young people to its first cohort, the programme has been able to offer a pathway for aspiring young coaches. Made in Fulham is still very much in the early stages of delivery, however has already reached some significant milestones:

- Successfully delivered a 1-week intensive programme introduction at Craven Cottage, where participants completed their first football coaching qualification and practiced fundamental coaching skills.
- By September 2023, Made in Fulham supported all 15 participants in the first cohort to achieve 2 football coaching qualifications: The EE Playmaker and Disability Football Introduction.
- Collaborated with 8 internal programmes to enable every Made in Fulham participants to access 2 Fulham FC Foundation coaching sessions per week to gain work experience.
- Provided individualised support to all 15 Made in Fulham participants through weekly mentoring sessions.

The programme is on track to successfully support and inspire the next generation of football coaches that are Made in Fulham.

" IT'S BEEN AN INCREDIBLE EXPERIENCE TO BE PART OF A FIRST CLASS COACHING PROGRAMME. THE SUPPORT FROM THE TEAM HAS BEEN EXCEPTIONAL. I HAVE MADE SOME NEW FRIENDS, LEARNED SOME NEW SKILLS AND HAVE BECOME MORE CONFIDENT IN MYSELF. "

MADE IN FULHAM PARTICIPANT

HEALTH AND WELLBEING

In 2022-23 the Health and Wellbeing Team engaged 1,245 people across South West London in Walking Football, Fulham Memories and More Than A Game.

This year, our Walking Football programme engaged 219 participants across a range of weekly clubs and events including a Walking Football Festival at Craven Cottage and a women's only tournament at Fulham FC's Training Ground for International Women's Day. Female engagement within the programme has increased by 20% over the last year, seeing us engage 86 women in 2022-23.

Fulham Memories has seen the introduction of new partnerships this season to increase engagement across South West London. We launched a new monthly lunch in partnership with the Hurlingham Foundation, engaging 50 adults who are affected by dementia. We also launched a new session in partnership with the South Mitcham Community Association to support adults in the local community and decrease social isolation and loneliness.

- **96%** of participants have improved physical health
- **92%** of participants have improved mental health
- **89%** of participants have improved confidence

" IT'S GOOD TO COME OUT AND MEET UP WITH OTHER PEOPLE. A CHIT-CHAT AND GOOD LAUGH IS GOOD FOR OUR MENTAL HEALTH, AT LEAST WE DON'T FEEL SO ISOLATED. I CAN'T RECOMMEND THIS MEMORIES EXERCISE MORE HIGHLY. "

FULHAM MEMORIES PARTICIPANT


FULHAM FC
Foundation

FULHAM MEMORIES PARTICIPANT

LEARN TO PLAY
THE FULHAM WAY

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MENTAL HEALTH MORE THAN A GAME

In the 2022-23 season the More Than A Game programme has seen significant growth. We engaged with 1,038 participants aged 7 to 95. We were also shortlisted for Community Project of The Year at the London Football Awards 2023 and received the Bronze award for Community Scheme of The Year – Premier League at the Football Business Awards 2023.

65 Foundation delivery staff attended training to become more confident in talking about mental health and supporting their participants' wellbeing. 78 participants have also been supported by attending our "More Than A Game" football sessions.

- **94%** participants stated having improved physical and mental wellbeing
- **93%** participants stated having increased awareness of mental health and services
- **96%** participants stated having increased knowledge on how to support their and others' wellbeing

This year we delivered Movember's renowned Ahead of the Game programme for young people 11-18. As part of the programme we delivered mental health literacy workshops to 674 young people, 46 parents and 46

" IT'S MORE THAN A GAME BECAUSE WE DON'T JUST PLAY FOOTBALL. IT'S ABOUT KEEPING FIT AND THEN KEEPING MENTALLY FIT, SO WE ALWAYS HAVE THE DISCUSSIONS ABOUT MENTAL HEALTH AND STRATEGIES TO IMPROVE YOUR WELLBEING, YOUR MOOD, AND JUST TALK ABOUT ANYTHING THAT IT MIGHT HELP TO TALK ABOUT. IT'S NOT JUST THE FOOTBALL THAT'S ENJOYABLE, IT'S (THAT) WE TALK ABOUT ANYTHING, AND HAVE A GOOD TIME, AND YOU KNOW YOU FEEL BETTER AFTERWARDS "

MORE THAN A GAME PARTICIPANT

coaches and teachers who support young people.

We also collaborated with South West London and St George's Mental Health NHS Trust to host wellbeing events raising awareness about mental health to the community. We also launched our Kick Off A Conversation campaign, and held two Mental Health Match Days in partnership with Fulham FC, supported by the Premier League and Movember.

EVENTS

We held so many events in the 2022-23 season that it's impossible to name them all. Our events take on many forms, all with the aim of inspiring and engaging participants across our community, and hopefully igniting a lifelong love of football, sport and just possibly, Fulham FC!

We regularly held Inclusive Football Festivals at Fulham FC's Training Ground, Female Football Tournaments to celebrate the Women's World Cup and Primary Schools Festivals to mark National Schools Sports Week.

The highlight of our events across the year was our 2nd annual Foundation Community Day. With over 200 participants getting the opportunity to play on the hallowed Craven Cottage turf and score a goal just like their heroes. Followed by our Paul Smithers Cup in the afternoon, with 300 young people aged 11 to 18, from our Kicks programme, showcasing their football.

During the Islamic month of Ramadhan, Fulham Kicks hosted the first ever Iftar event held at Craven Cottage. Those in attendance had the opportunity to enjoy a meal and break their fast amongst fellow Muslims, Fulham staff and partners who work closely with Fulham FC Foundation.

We took multiple teams to national events, including to the Premier League Primary Stars National Girls tournament in Leeds. Our players meeting England star Ellen White and having their photo taken with the PL and European Championship Trophy.





Our Social Action Challenge Finals were hosted at Craven Cottage, five lucky groups representing their schools presenting their social action ideas to a panel of judges in a 'Dragons Den' style competition. For the first time ever, we ran a Ball Design Project, inviting young people to design a 20th anniversary football, with one lucky winner having their ball created and signed by Fulham FC's players.

For the first time ever, Craven Cottage hosted the Junior Citizenship Scheme. Over 1,000 young people from 34 primary schools across Hammersmith & Fulham enjoyed a series of workshops led by a range of community partners. The workshops, designed to support young people with the transition from primary school to secondary school, while also promoting and developing personal safety.

Our Fundraising Events included our 4th annual DisAbility Matchday March, our Away Day Cycle to Southampton FC and our Foundation Matchday vs Newcastle, celebrating our 20th year. The events raising over £50,000 in total for our community programmes.



EQUITY, DIVERSITY AND BELONGING

The Foundation continued to develop our Equity, Diversity and Belonging Action Plan.

In 2022-23 we had a strong focus on celebrating diversity across the season, through a series of events and initiatives.

These included staff training on Black History Month, Holocaust Memorial Day, Refugee Awareness and Neurodiversity. Hosting an Iftar at Craven Cottage, celebrating the Rainbow Laces campaign and supporting refugees and asylum seekers through a specialised Wellbeing and Careers fair.

We hosted a whole series of events to celebrate International Women's Day. Including Female Football Festivals for young participants and Female Walking Football Festivals for adults. We hosted a female careers event at Dunraven School, inviting over 50 young girls. The aim was to inspire the young people through talks by women in 'traditionally male dominated' roles with guest speakers. The event helped to educate and motivate the students to **#EmbraceEquality** and it was a great way to bring everyone together.

To celebrate International Day of Persons with Disabilities, Fulham FC filmed a case study with one of our long standing DisAbility participants, Matthew.

Mathew joined Fulham FC's Grounds Team on an initial 12 week work placement, supported by the Foundation.

Matthew did such an amazing job during the placement; he was immediately offered a permanent role as Assistant Groundsperson at the football club.

As detailed above, one of our core strategic pillars is creating opportunities for underrepresented groups. We are pleased to see large growth in the number of female participants we engage with, the number of disabled participants who participate with us and the number of participants who identify from an ethnically diverse community.



BURSARY

This season was the third year of our Bursary Scheme.

In 2022-23, a total of 48 participants applied for and were granted a Foundation Bursary to take part in regular activity in one of our programmes, including our Skills Club, Girls Development Centre, Player Pathway and DisAbility programme. Our Bursary participants also had the opportunity to take part in our holiday activities too.

46% of the bursaries issued in 2022-23 were for female participants and 33% were utilised by participants with a disability. 100% of our bursary recipients stated they felt a sense of belonging.

“ MY DAUGHTER HAS HAD A GREAT SEASON AS A BENEFICIARY OF THE BURSARY. SHE ATTENDED THE GIRLS DEVELOPMENT CENTRE ON MONDAYS AND A PLAYER PATHWAY CAMP THAT REALLY HELPED WITH HER CONFIDENCE. SHE ALSO ATTENDED A GAME AT CRAVEN COTTAGE AND DID A BUCKET COLLECTION AS WELL AS STARTING TO ATTEND KINGSTON KICKS. ALL THESE THINGS HAVE HELPED HER CONFIDENCE ON AND OFF THE PITCH. ”

PARENT OF BURSARY RECIPIENT



EmpowHer participants who gratefully received new kit, wearing it proudly alongside former England captain, Rachel Yankey.

SUSTAINABILITY

The Foundation is committed to developing sustainable practices.

A key focus for the 2022-23 season was supporting the re-use of clothing and kit. Across the season we were delighted to distribute a total of 2,150 items of clothing and kit to young people and adults across our community.

This is not only a great way of ensuring kit remains out of landfill, but is also a huge benefit to our participants, bringing a sense of belonging to our players.

The Fulham vs Chelsea home fixture in 2022-23 was postponed from its original fixture date. However, due to the postponement, together with our food distribution partner, City Harvest, we were able to organise 1,312 food packs to be collected from the stadium and distributed to local shelters, food banks and charities. By rescuing this food for consumption we also prevented 2,094kg of CO2 emissions.

PARTNERSHIPS

We continue to enjoy a vast number of partnerships across the community. These partnerships support us to develop and improve our work.

The Premier League Charitable Fund supports so much of our community work through a wide range of their programmes. Local Authorities, Public Health bodies, Safer Neighbourhood Teams and Police forces across South West London support us in a range of different ways. Providing vital facilities, resources and expertise to enhance our offerings.

We are delighted to work with a number of primary school partners, secondary schools, SEN schools and local colleges, with far too many to name them all.

Emanuel School, Donhead Prep School, Roupell Park Residents Management Organisations and so many others provide in-kind facilities, allowing us to stretch our resources and reach more young people and adults.

We enjoy partnerships with The FA and the LTA to deliver high quality disability activities at world class facilities. London FA and Surrey FA have supported us to deliver a comprehensive programme of coach development workshops.

Movember have joined us a key partner within our Health and Wellbeing work, supporting us to raise awareness of mental health and to educate and empower people with support and guidance to improve their mental wellbeing.

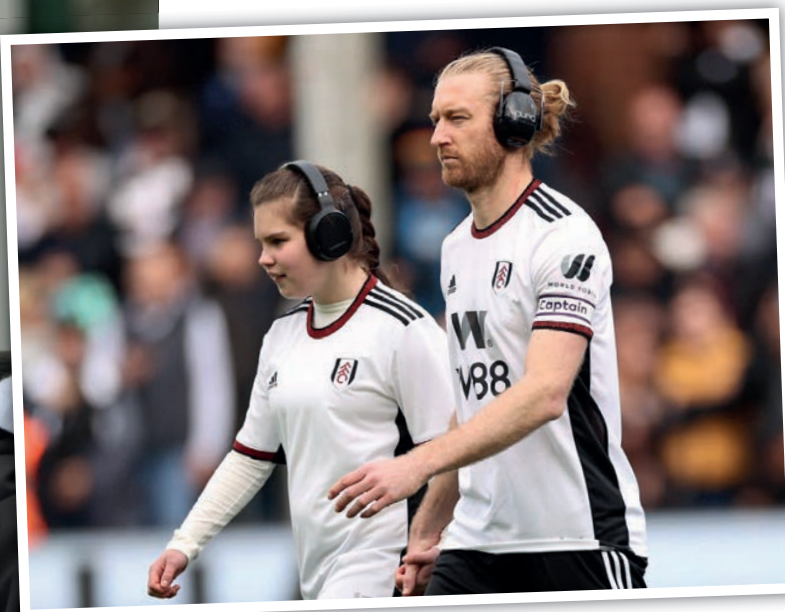


FULHAM FC COMMUNITY TICKETS

During the 2022-23 season Fulham FC provided over four thousand tickets to members of the Fulham FC Foundation community including;

- **271 tickets** given out to refugees and asylum seekers
- **312 tickets** given out to disabled young people and adults
- **890 tickets** given out to local primary schools
- **376 tickets** given out to female only groups

On this page is just some of the feedback we received from new members of the Fulham Family celebrating their Craven Cottage experiences last season.



" I JUST WANTED TO LET YOU KNOW HOW MUCH THE MEMBERS AND THEIR FAMILIES WHO WENT TO FULHAM LAST SATURDAY ENJOYED THE EXPERIENCE. THEY PARTICULARLY WANTED ME TO THANK YOU FOR THE GENEROSITY OF THE TICKETS. "

MORE THAN A GAME FOOTBALL PARTICIPANT

" THANK YOU SO MUCH FOR THE TICKETS OUR FAMILIES REALLY APPRECIATED IT AND HAD AN AMAZING DAY. SO GREAT THAT THERE WERE LOTS OF GOALS AND YOU WON! "

ASSISTANT HEADTEACHER, WOODLARK AUTISM PROVISION

" THANK YOU. STILL HYPER FROM ALL THE ACTION WITNESSED FROM A BRILLIANT VANTAGE POINT. EVERYTHING WAS BRILLIANT. TOM CAIRNEY WAS BRILLIANT AND LENO'S PENALTY SAVE WAS BRILLIANT. WAS A JOB GETTING MY SON OFF THE PHONE AS HE RELAYED ALL THE TALKING POINTS WITNESSED! THANK YOU. "

FEMALE ONLY GROUP LEADER

" THE SMILES ON THE FACES OF THE CHILDREN WERE PRICELESS, AND YOUR PLAYERS' KINDNESS AND SPORTSMANSHIP LEFT A LASTING IMPRESSION ON THEM. IT'S NOT JUST ABOUT THE GAME; IT'S ABOUT THE POSITIVE ROLE MODELS YOU ALL ARE FOR OUR YOUNG ONES.

YOUR ORGANISATION'S COMMITMENT TO THE COMMUNITY AND ITS UNWAVERING SUPPORT FOR YOUNG FANS EXEMPLIFY THE VALUES OF SPORTSMANSHIP AND CAMARADERIE. YOU'VE SHOWN THAT WINNING ISN'T JUST ABOUT THE SCORE ON THE BOARD BUT THE IMPACT YOU MAKE ON THE LIVES OF THOSE WHO LOOK UP TO YOU.

ONCE AGAIN, THANK YOU FOR YOUR INCREDIBLE GENEROSITY AND FOR GIVING OUR CHILDREN AN EXPERIENCE THEY WILL CHERISH FOR A LIFETIME. WE ARE PROUD TO SUPPORT A TEAM THAT NOT ONLY EXCELS ON THE FIELD BUT ALSO EMBODIES THE TRUE SPIRIT OF SPORTS. "

PARENT



FULHAM FC PLAYER ENGAGEMENT

Fulham FC Foundation's close working relationship with the Football Club continued to positively impact our participants across all programmes in the 2022-23 season. A key part of creating a sense of belonging within the Fulham Family is the opportunity for our young people and adults to engage with Fulham FC's stars.

Over the past year, 987 Fulham FC Foundation participants engaged with Fulham FC's players from the senior men's and women's sides, as well as our U18's teams. These 49 players volunteered their time to visit programmes like Premier League Inspires or Primary Stars, at Premier League Kicks tournaments or by visiting our Soccer Schools activities.

These engagements included Fulham FC's U18 Women's team for the first time, who were busy passing on their skills and knowledge to the next generation of Fulham FC Women's stars during February Half Term. Other highlights included Carlos Vinicius dropping into Melcombe Primary School one afternoon in March to rapturous applause, or Joao Palhinha awarding medals to the winning team of our Brixton Kicks tournament in April.

The impact of these role models upon our participants cannot be understated, offering people of all ages exclusive opportunities to meet the heroes they see each week at Craven Cottage or on Match of the Day.





“ OUR SCHOOL WAS BUZZING DURING THE VISIT OF CARLOS VINÍCIUS AND MANOR SOLOMON; BOTH STAFF AND PUPILS ALIKE WERE EAGER TO SPEAK WITH THEM. A PARTICULAR HIGHLIGHT WAS THE QUESTION AND ANSWER SESSION WITH OUR YEAR 6 PUPILS. CAMERON ASKED WHAT IT FEELS LIKE WHEN YOU MISS A GOAL AND MANOR SHARED SOME REAL WISDOM ABOUT MOVING FORWARDS POSITIVELY AND NOT ALLOWING THE MORE CHALLENGING MOMENTS OF THE GAME TO CLOUD YOUR THINKING – A REAL LIFE LESSON INDEED, BOTH ON AND OFF THE PITCH. THIS IS SUCH AN EXCELLENT EXAMPLE OF HOW PREMIER LEAGUE PLAYERS CAN POSITIVELY INFLUENCE THE LIVES OF YOUNG FANS. ”

DEPUTY HEAD TEACHER



FULHAM FC
Foundation