

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, INSPIRING A LIFELONG LOVE OF SPORT.



FULHAM FC Foundation

BUILDING BETTER LIVES THROUGH SPORT

KEY PERFORMANCE INDICATORS 2024-2025



STRATEGIC PILLAR 1

ENGAGE, INCLUDE,
INSPIRE AND GROW
PARTICIPATION.

Young people and adults
engaged in our activities

2024-25 TARGET 12,000

Average number of hours
participants engage with us

2024-25 TARGET 20



STRATEGIC PILLAR 2

DEVELOP AND PROMOTE
OPPORTUNITIES FOR
UNDERREPRESENTED
GROUPS.

Participants identifying as
female

2024-25 TARGET 3,600

Participants identifying as
having a disability

2024-25 TARGET 1,800

Participants from ethnically
diverse communities

2024-25 TARGET 35%



STRATEGIC PILLAR 3

IMPROVE THE LIVES
OF PEOPLE ACROSS OUR
LOCAL COMMUNITY.

Participants have improved
physical wellbeing

2024-25 TARGET 80%

Participants have improved
mental wellbeing

2024-25 TARGET 80%

Participants feel inspired and
engaged

2024-25 TARGET 80%

Participants made new friends
and social connections

2024-25 TARGET 80%



STRATEGIC PILLAR 4

SUPPORT PATHWAYS
AND PROGRESSIONS
FOR PARTICIPANTS.

Participants receiving and using
a bursary

2024-25 TARGET 100

Participants completing a formal
education or training qualification

2024-25 TARGET 150

Participants supported to
progress to a secondary activity

2024-25 TARGET 100

Participants supported to enter
employment

2024-25 TARGET 20

Case studies evidencing positive
progressions

2024-25 TARGET 18



STRATEGIC PILLAR 5

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

Number of Fulham FC player
engagements in community activities

2024-25 TARGET 100

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

2024-25 TARGET 1,500