



FULHAM FC  
Foundation

# Annual Report 2023-24 Season

Registered Charity Number 1111639





FULHAM FC  
Foundation

BUILDING BETTER LIVES THROUGH SPORT



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## Chairman's Introduction

### Our 2023/24 Season

As a Foundation we are delighted to be able to provide another year of achievement in our communities, all linked to our mission of **'Building Better Lives Through Sport'**. Our entire focus is aligned to working in and improving areas of our communities that we can reach.

Managing change has indeed become the norm for the Foundation. The team has shown their capability, resilience and leadership to continue achieving great things for our participants.

**Our programmes cover a wide range of communities across Southwest London**, including our DisAbility (emphasising Ability), Football and Sports Participation, Health and Wellbeing, Player Pathways, Primary Education, Secondary Education and Careers, Women & Girls, and Youth & Community.

**We engaged over 11,000 participants, on average for 19.49 hours each.** Over 3,000 female participants. Almost 1,700 disabled young people and adults. 45% of our participants identified as being from an ethnically diverse community. Our Secondary Education, Training and Careers team engaged young people for an average of 63.32 each.

**Youth and Community** programmes engaged nearly 3,000 young people. We engaged with over 500 young refugees and asylum seekers **Our youngest participant was 3. Our oldest, 96 years (young).**

**We continue to provide many additional opportunities. 76 fully funded bursaries** to attend one of our community activities. Over 4,100 (36%) of our sessions **provided free of charge** to all, attended by **over 4,000 participants** experiencing **over 80,000 hours** of free football, sport and education activities enjoyed by the local community.

- **Over 100 participants supported** to progress to a secondary activity.
- **Over 220 completed** a formal education or training qualification.
- **20 participants entered employment.**
- **More than 120 Fulham FC player engagements** at community activities.
- **Almost 1,800 hours of community activities** held at Fulham FC's Training Ground and Stadium.
- **18 video case studies** evidencing positive progressions.

**As a result of attending our activities...** Almost 86% of our participants **felt their physical wellbeing had improved.** 82% felt their **mental wellbeing had improved.** 90% stated they **felt inspired and engaged.** 82% **made new friends** and social connections. 84% felt **their confidence and self-esteem improved.** Almost 90% stated **their skills and knowledge improved.**

**Our success is a credit to our Leadership Team and the continued support and commitment of Fulham Football Club. The Owner, CEO, Club Manager and the entire team at Fulham FC remain unwaveringly supportive, for which I would like to state my thanks and gratitude.**

Our continued progress enables Fulham FC Foundation to continue investing in activities to support our communities whilst delivering our mission of **'Building Better Lives Through Sport'**.

**Finally, I would like to thank everyone who has participated in helping us to achieve our goals and supporting our communities.** Our partners and participants, my fellow Trustees, all Foundation colleagues, our Leadership Team and CEO who have led the Foundation.



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

















# FULHAM FC Foundation

BUILDING BETTER LIVES THROUGH SPORT

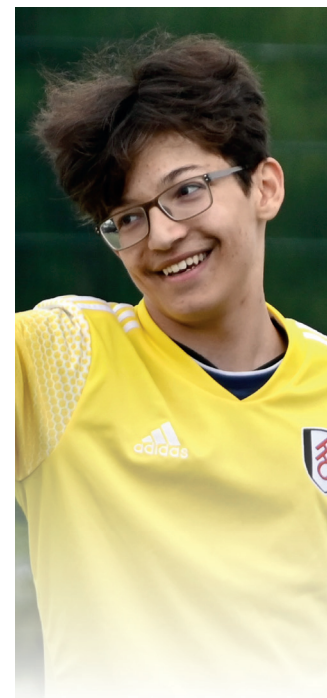
## STRATEGY 2023-2024

### OUR MISSION

Building Better Lives Through Sport

### OUR VISION

A Healthy, Inclusive And Thriving Community



#### 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 2023-2024



### 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.

Young people and adults  
engaged in our activities

2023-24 TARGET 11,000

Average number of hours  
participants engage with us

2023-24 TARGET 21

Participants identifying as  
female

2023-24 TARGET 30%

Participants identifying as  
having a disability

2023-24 TARGET 15%

Participants from ethnically  
diverse communities

2023-24 TARGET 35%

Participants have improved  
physical wellbeing

2023-24 TARGET 80%

Participants have improved  
mental wellbeing

2023-24 TARGET 80%

Participants feel inspired and  
engaged

2023-24 TARGET 80%

Participants receiving and using  
a bursary

2023-24 TARGET 60

Participants completing a formal  
education or training qualification

2023-24 TARGET 100

Participants supported to  
progress to a secondary activity

2023-24 TARGET 100

Case studies evidencing positive  
progressions

2023-24 TARGET 18

Number of Fulham FC player  
engagements in community activities

2023-24 TARGET 50

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

2023-24 TARGET 1,200



## At A Glance - The 2023-24 Season

We Engaged

10



Participants

We engaged with each participant (on average) for **19.49 hours** across the season.



We engaged

3,131

female participants,  
886 more than in 2022-23

We engaged

1,662

disabled young people and adults,  
113 more than in 2022-23

45%

of our participants identified as being  
from an ethnically diverse community

Our Secondary Education, Training  
and Careers team engaged young  
people 13 to 25 for an average of

63.3

hours per participant

Our Youth and Community  
programmes engaged

2,965

Young people, 61% of  
these were aged 14 to 18

We engaged With

505

young refugees and  
asylum seekers in 2023-24

Our youngest  
participant was

3

(years old)

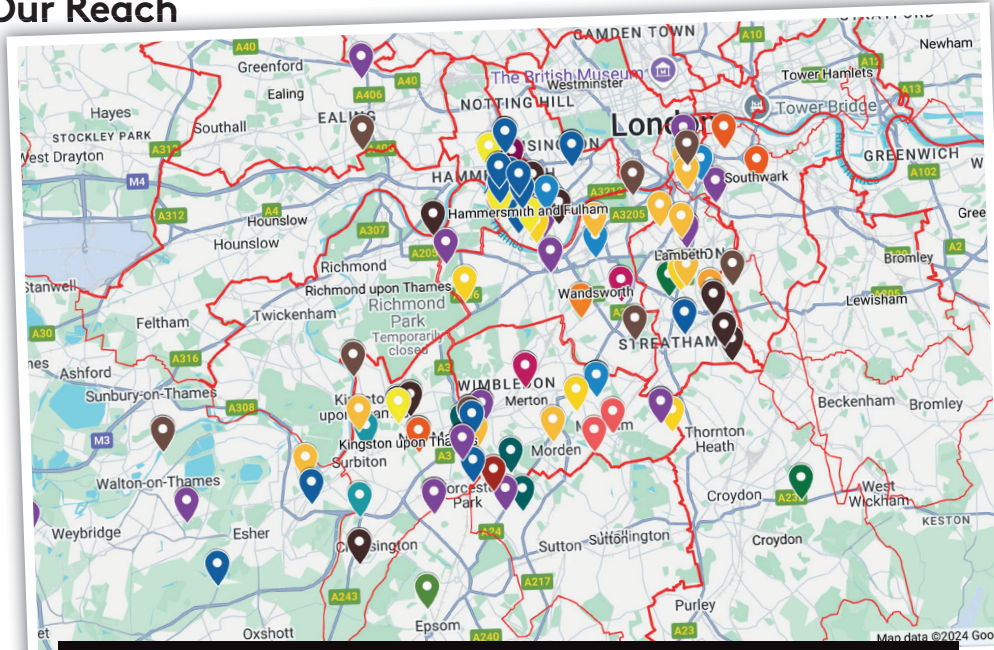
Our oldest  
participant was

96

(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

**76** young people and adults received and used a fully funded bursary to attend one of our community activities. The total value of our bursaries provided was **£12,159**, equating to **2,210** hours of free football activities.

**4,166** (36%) of our sessions were provided completely free of charge to all. These sessions were attended by **4,034** participants. Equating to a huge total of 80,194 hours of free football, sport and education activities enjoyed by the local community.

**101** of our participants were supported to progress to a secondary activity.

**221** of our participants completed a formal education or training qualification.

**20** of our participants were supported to enter employment.

**122** Fulham FC player engagements at our community activities.

**1,781** 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](https://fulhamfcfoundation-impact.com/case-studies)



## The Difference We Make

As a result of attending our activities....

**85.7%** of our participants felt their physical wellbeing had improved.

**82.4%** felt their mental wellbeing had improved.

**89.8%** stated they felt inspired and engaged.

**82.0%** made new friends and social connections.

**84.4%** felt their confidence and self-esteem improved.

**88.4%** stated their skills and knowledge improved.

Participants rated their overall experience of attending a Fulham FC Foundation activity as

**8.7**  
OUT OF  
**10**







## UN Sustainable Development Goals

We have mapped our outcomes against the UN Sustainable Development Goals.

Our activities and services have a positive impact on the following 9 UN Sustainable Development Goals.





## Programmes

### Year In Review

At Fulham FC Foundation, our Mission to 'build better lives through sport' drives everything we do.

Our work spans a wide range of communities across South West London, and is broad in terms of its delivery. Including:

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

This programme-by-programme year-in-review highlights the impact our programmes have had on participants throughout 2023-24.





## Disability Our DisAbility Programmes

During the 2023-24 season, our DisAbility programmes engaged with 1,360 participants, an 11.5% increase from the 2022-23 season. 21% identified as female and 30% were from ethnically diverse communities.

Among this season's highlights, was the Foundation's first ever Frame Football Festival, which welcomed 20 players with physical disabilities to take part in the unique event. Another highlight saw 60 adults with disabilities enjoy the unforgettable experience of playing in the inaugural Adult DisAbility Football Festival on the pitch at Craven Cottage. In addition, over 20 participants attended our first Adult DisAbility social outing, marking a key step toward enhancing the social aspect of our programme.

April 2024 saw a significant development in our Kingston Junior Pan DisAbility Football Club, which was split into two age groups. The change allowed us to better cater to the individual needs of participants, offering more tailored support and opportunities for personal development. We aim to adopt this model at our other Pan DisAbility Football Clubs in the future.

In our most recent survey, our participants said, as a result of attending our activities:

- **93% improved** physical wellbeing.
- **88% improved** mental wellbeing.
- **93% feel** inspired and engaged.
- **90% made new friends** and social connections.
- **93%** felt skills improved.
- **96% improved** confidence and self-esteem.
- **99%** felt **welcomed**.

**"I want to express my appreciation for your support, George had his first football session yesterday at Emmanuel school and I can't describe how excited he was, I didn't see him this happy for a long time. He really enjoyed it, and he met some of his friends as well. My son always struggles at home and is bedridden due to the fact that he is unemployed, but we are extremely happy for him that he found his most passionate thing to do which is football. George can't stop talking about Fulham Football Club, I booked him the Friday sessions too and he is really looking forward to it."**

Parent of DisAbility participant



## Football and Sports Participation Soccer Schools

Our Soccer Schools have continued to grow across our venues in Fulham, Kingston and Wandsworth, with a new venue established in Merton.

We engaged with **2,183 participants**, of which over 18% were female. Girls and DisAbility Soccer Schools are an integral part of our Soccer Schools delivery.

**86% of our participants** felt their football skills improved as a result of attending a Fulham FC Foundation Soccer School and, **96% of participants** felt a sense of belonging.

"My son has been attending the Fulham FC Foundation Soccer School since he was 4 years old, and he has always loved it! The coaches are friendly, professional, and consistently display good manners and kindness toward the players. My son's skills and confidence have improved significantly, and this holiday school remains his top choice."

Parent of Soccer Schools participant





## Football and Sports Participation Skills Club

Our Skills Clubs engaged with over **850 participants**. This included **182 female participants** and **315 participants** from an ethnically diverse community. When gathering feedback, **88% of parents** stated their child's football skills had improved due to attending, increasing by 6% from last season. **85% stated that their child's confidence** had improved, 14% more than the season before.

Skills Club has expanded this season, with the introduction of midweek sessions, including a Tuesday evening session in Hammersmith & Fulham, and a girls session on a Thursday evening in New Malden, providing a great opportunity to further grow participation in these areas next season.

This season also saw our first Skills Club Festival, which was a major success. Over **70 participants**, 25% of which were female, were inspired by their day at Fulham FC's Training Ground.

**"It was a fantastic festival for both my son and I. The coaches were great and really encouraged the kids to get involved, do their best and have fun. Their enthusiasm and knowledge of the game was clear to see. The parents were also well looked after with the festival staff offering bottles of water to the parents which further enhanced the experience. From start to finish it was a great experience and one I will be recommending to other parents. Well done Fulham FC!"**

Parent of Skills Club participant



## Football and Sports Participation Player Pathway

The Fulham FC Foundation Player Pathway Programme provides ambitious, accomplished and/or experienced grassroots players with high-quality coaching in a footballing environment that encourages creativity and ownership of learning.

The comprehensive training syllabus covers both the technical and tactical aspects of the game with a focus on developing well-rounded young people.

The programme engaged with **533 participants** this year, an increase of 168 compared to the previous year. **35% of our participants** identify as from an ethnically diverse community. An uplift from 30% in 2022-23.

**76% of participants** felt that their physical health improved, **81% of participants** stated they felt inspired and engaged and **62% of participants** stated their mental wellbeing benefitted.

**"It has given me an opportunity to develop my skills as a footballer. The coaches really help and encourage me. It is nice when I get good feedback about how I'm improving in my football journey."**

Player Pathway participant







## Football and Sports Participation Girls Development Centre

This season our Girls Development Centre saw 436 participants aged 7 to 16 years engaged in weekly sessions, holiday provision and open sessions across three venues at Fulham FC's Training Ground in Motspur Park, Blagdons Sports Ground and Fulham Cross Girls School - this was an increase of 25% on the 2022-23 season.

22% of engaged participants were from an ethnically diverse community, whilst 4% disclosed they had a disability. Both of these were an increase on the 2022-23 season.

Parents/guardians told us, as a result of attending, their child:

- **85%** had increased confidence and self esteem.
- **87%** had increased physical wellbeing.
- **85%** had increased mental wellbeing.
- **98%** was inspired and engaged.

One of the highlights of the season was the introduction of the new venue at Fulham Cross Girls School, Fulham. This is the first season where our Girls Development Centre programme has been delivered in Hammersmith & Fulham. The Girls Development Centre also saw the successful transition of 6 participants into the Foundation's Football & Education programme.

**"Summer has really enjoyed her year with the GDC (Girls Development Centre) and has gained so much from the sessions. It is such an achievement for Summer to maintain her participation for the full year. She has increased resilience and confidence socially and in working as a team, and has stretched herself by trying new things with the consistent support of coaches, Andrew and Chris. She's also appreciated your consistent presence, help and encouragement throughout."**

Parent of Girls Development Centre Participant



## Health and Wellbeing Fulham Teammates

In 2023-24 the Health and Wellbeing Team were incredibly proud to engage with 366 unique participants across Fulham Memories Clubs and Walking Football.

This season we:

- Increased our engagement with female walking footballers by **7% to 43%**.
- Engaged **96 adults** at risk of loneliness or living with dementia in Fulham Memories Clubs.
- Supported **77% of participants** to improve their mental health.
- Provided activities that **85% of participants** felt improved their physical health.
- Helped **79% of participants** to feel inspired and engaged.
- Supported **92% of participants** to improve their social connections.

The season has also provided us an opportunity to grow further in our communities by securing a new grant from the Premier League and Professional Footballers' Association Community Fund supported via the Premier League Charitable Fund, Merton Council and Kingston Council.

The fund has allowed us to align our Fulham Memories Clubs and Walking Football activities, forming them into the overarching banner of 'Fulham Teammates'. Over the next two seasons we will see these activities develop across more areas of South West London and engage more adults at risk of loneliness, as well as those living with dementia.



"People are faced with all manner of difficulties and to be able to bring together people who have shared experiences and shared problems and put them in a place where they feel safe and welcome is brilliant. Fulham Football Club Foundation and The Hurlingham Club Foundation are bringing real joy to people and a change in their lives. To be seeing this resource (The Hurlingham Club) enjoyed by members of our local community is just a great thing and I think the project of working together with you (Fulham FC Foundation) is inspired."

Daska Lyell, The Hurlingham Club  
Foundation Volunteer





## Health and Wellbeing

### More Than a Game

In 2023-24 we engaged with 2,237 participants aged 7 to 88 through More Than A Game, Fulham FC Foundation's flagship Mental Health programme.

53 Foundation staff attended mental health training to improve their confidence in talking about and supporting their participants' mental health. **136 participants** have also been supported by attending our "More Than A Game Football" sessions and More Than A Game Open Days, which is 74% more than last season. We also increased the number of "More Than A Game Football" sessions by collaborating with key organisations.

We have collaborated with St Mungo's to support the mental health of those experiencing or at risk of homelessness. With the support of Hammersmith and Fulham Council we also launched a session to support refugees and asylum seekers within the borough.

Through our continued partnership with Movember we had the opportunity to deliver their renowned mental health literacy programme, Ahead of the Game, to **560 young people** (11-18), **94 parents** and **83 coaches** supporting young people. As a result of this:

- **94%** participants stated having improved physical wellbeing.
- **89%** participants stated having improved mental wellbeing.
- **95%** participants stated having improved confidence.

We also delivered our Kick Off A Conversation campaign, and held two mental health matchdays with the support of Movember, the Mental Health Foundation and Fulham FC.



"I've benefitted from More Than A Game Football in terms of my mental health. It makes me feel very good mixing with people who probably I wouldn't mix with. Being with them and playing football, it's like the cherry on top! When I come here, it makes me feel very good. It's like a family, all different ages people who you wouldn't think you would mix with."

More Than a Game Football participant

"We at St Mungo's are excited to collaborate with Fulham FC Foundation. We believe in the transformative power of sport, and the positive impact of regular playing through More Than A Game Football has already been seen. We are grateful that working together with Fulham FC will enable people experiencing homelessness to do much more than just play sports but to build and foster connections and achieve benefits to their physical and mental health."

Stewart Proudley, Key Partner, St Mungo's





## Primary Education Inspiring Primary School Children

In the 2023-24 academic year, our work in primary schools has grown and we've delivered more opportunities and memorable experiences than ever before. We have engaged with 5 nurseries and 93 primary schools across our broad range of activities and interventions.

This inspired over 2,800 children in their classrooms and playgrounds. Up from 1,800 last year. We have gifted over 1,000 match tickets to children and school staff in our partner schools, delivered 14 school visits from Fulham FC Men's and Women's First Team players past and present and conducted numerous school visits from Fulham FC mascot Billy the Badger.

On average, we engaged with each of our participants for 22.5 contact hours across the academic year. From reading in the classroom to rainbow flicks on the playground, 77% of our participants reported improvements to their skills and knowledge and 85% reported improvements to their mental wellbeing.

**"One of the children, Elliot, has made significant progress and is now working at the expected standard in reading, writing and maths for his age"**

**Head Teacher, Partner Primary School**



## Secondary Education, Training & Careers

### Premier League Inspires

This year we delivered the Premier League Inspires programme in 6 key partner schools. We supported over 100 students at risk of not reaching their potential, to develop their personal skills and positive attitudes needed to succeed in life. Over the year we worked with each student for an average of 70 hours during which we:

- Delivered two separate qualifications, with a **100% pass rate**.
- Helped the students plan, present on and run new 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.

The Premier League Inspires programme continues to grow, with an increase in qualifications being achieved by the students, more events and trip opportunities, and an increase in the number of female participants. 40% of our Premier League Inspires participants are female, with a new female cohort starting in 2024-25.

The highlight of the year was the nationwide Social Action Challenge, the theme this year was 'mental health'. Our Fulham FC representatives went on to be voted the most impactful social action project across all football clubs. 'Fulham Support' went into a care home to deliver activities such as painting, walking and games. The young people also created a pen pal scheme whereby letters were exchanged, before attending the care home and continuing the social connections after the project.



Across Premier League Inspires, participants told us:

- **95% improved** physical wellbeing.
- **94% improved** mental wellbeing.
- **92% inspired** and engaged.
- **97% improved** skills and knowledge.
- **97% improved** confidence and self-esteem.

**"The students of this year's cohort have felt a real sense of achievement and they have really enjoyed the programme. I have seen an increase in confidence and attitude from all of the group. There has been a positive impact on the cohort this year, particularly in confidence and communication. There were instances of improved behaviour in those that found challenges previously. However, the biggest change was in school engagement and attitudes. The staff are fantastic! Our students really value the work the staff put in and so do we as a PE Department. The relationships the staff have built with our students is invaluable and allows them to have a positive impact."**

Department Lead, Premier League Inspires Partner School



## Secondary Education, Training & Careers Football and Education

The 2023-24 season saw another highly successful year for the Football & Education programme, with the growth of all three of our male teams as well as launching our first female team. Across these four teams we supported 84 student athletes, providing each of them up to 390 hours of football training and matches.

The programme aims to provide student athletes with an exceptional footballing experience to support their football development, combined with a high-quality academic pathway. The impact this programme had on its participants last year is demonstrated through our feedback:

- **100% of participants** improved their physical wellbeing.
- **81% improved** their mental wellbeing.
- **98% improved** their footballing skills and knowledge.
- **88% were provided** experiences to challenge and develop themselves.
- **81% were inspired** to continue their education.

One key focus area this year has been the development of our exit routes for our student athletes post-programme. This year we established a partnership with an American Scholarship programme which has seen four boys offered a scholarship at universities in America and Canada. Alongside this, 15 participants also progressed on to our 'Made in Fulham' programme, which supports young people to take their first steps into a football coaching career.



"The programme has been the best part of my sixth form experience, and I have enjoyed everything from training with the girls to playing in matches. I also now know far more about the game than I used to, learned tactics, patterns and match discipline that I never knew before I came here."

Football and Education College  
Programme participant



## Secondary Education, Training & Careers Made in Fulham

Made in Fulham offers a pathway for aspiring football coaches through mentoring, work experience, education and qualifications. Season 2023-24 was the first full year of delivery for the programme. We supported 44 participants, across 3 cohorts, to take their first steps into a football coaching career and we are immensely proud that 11 of our Made in Fulham participants have already progressed into employment since completing the 13-week programme.

Of the 44 participants:

- **48%** were from ethnically diverse communities.
- **25%** were female.
- **18%** stated they had a disability.

Throughout the season Made in Fulham has evolved and developed, with a significant addition seeing participants benefit from interacting with amazing guest speakers during the programme.

13 guest speakers, ranging from a CEO to an Academy Manager, to current professional first-team coaches and ex-professional players, to coach developers and grassroots coaches, all contributed to the success of Made in Fulham this season, inspiring and engaging all the participants.

- **100% of participants** reported they developed their coaching skills and knowledge.
- **98% of participants** reported that Made in Fulham helped them to contribute to a stronger, safer community.
- **100% of participants** reported improved confidence and self-esteem.
- **83% of participants** reported that Made in Fulham helped them to progress in/into education, employment or training.
- **100% of participants** reported improved physical and mental wellbeing.



**"The experience (Made in Fulham Celebration) was nothing short of humbling. Hearing first-hand that the VSS sessions were one of the many highlights of their journey - and that connecting with a professional coach provided them with invaluable tools to navigate mental health - was deeply moving. This is exactly why we do what we do."**

Tom Lamb, Key Partner,  
Virtual Soccer Schools





## Women and Girls EmpowHer

The 2023-24 season saw the introduction of the EmpowHer programme. This programme aims to inspire and provide female players aged 14 to 18 with enhanced confidence and self-esteem, whilst providing opportunities to increase knowledge and skills across physical and mental wellbeing, leadership and career pathways.

The programme also provides increased knowledge and understanding of the female pathway at Fulham FC and Fulham FC Foundation, FFC Women's Under 18 programme, external opportunities and exit routes into careers in football.

Across the season the programme engaged 23 young people, with an average contact time of 21 hours. 21% of engaged young people were from an ethnically diverse community, with 13% identifying as having a disability.

Across the season, the programme ran workshops including sessions on mental health, nutrition, emotional control, exam stress support and an entire Women in Football series.

- **82% of young people** reported being able to support their own and other's mental wellbeing better.
- **82% of young people** reported the programme supported their physical wellbeing.
- **80% of young people** had increased knowledge and understanding of the female pathway.

The programme also successfully supported 7 young people into other programmes such as our Girls Development Centre, Football & Education and Made in Fulham.



"I just wanted to say thank you for allowing us to be part of the group this evening. We got to meet Poppy and Josie who have been to every panel session, which for me shows real commitment to make the effort in their own time outside of their training/ participation to attend these sessions and get to meet all the different staff from the business!

It was lovely to hear about them as well and they let us ask them some questions about their goals and aspirations they are a credit to the programs you run and i hope they continue their journey with the Foundation!

Also a shout out to Mia, her story of participant to coach was brilliant and she told it so well! You can clearly tell how much she loves the Foundation family!"

Hayley Baker, Operations Manager and  
PA to the Chief Operating Officer,  
Fulham FC







## Female Football Across The Foundation

During the 2023-24 season, **3,131** Women and Girls engaged in our activities and events – this was 882 more participants than in the 2022-23 season, an increase of **39%**.

**1,284 women and girls** participated in specific female activities, this is 259 more participants than in 2022-23 – an increase of 25%.

In total, across the Foundation, **27.95% of our participants** identified as female.

Overall, this is the highest number of women and girls that have engaged in Foundation activities in the past 5 years. It's vitally important that intersectionality is also highlighted within our statistics. The 2023-24 season saw **403 women and girls** from an ethnically diverse community take part in female specific activities – this was an increase of **31%**.

**248 women and girls** also disclosed that they had a disability, which was 166 more participants than the previous season.

Our female participants rated us 8.5/10 in terms of how inclusive our activities are for women and girls. **96.85% of participants** stated they felt welcome and included when attending Foundation activities.

The highlight of the year was **120 women and girls** taking part in an end of season play on the pitch festival at Craven Cottage which was the first of its kind.

**"I feel like my daughter has experienced some great opportunities by attending Fulham Kicks and GDC as well as grown in confidence and football abilities. Thank you for the valuable work put into providing accessible and inclusive football activities for my daughter and other girls in the local area."**

Parent of Kicks/Girls Development Centre participant



## Youth and Community Kicks

During the 2023–24 season, Fulham Kicks has continued to make a significant impact, delivering free weekly football sessions at 22 venues across South West London. These activities have engaged 2,945 young people from the boroughs of Hammersmith and Fulham, Kingston, Lambeth, Merton, Wandsworth and Croydon.

In addition to the regular football sessions, the programme has provided numerous opportunities for young people to grow, develop, and contribute to their communities:

- **545 girls** and young women participated in Girls Kicks sessions and events.
- **18 young people** took part in Kicks Mentoring, receiving group or 1:1 support.
- **224 participants** joined Holiday Kicks, aligned with the Holiday Activity Fund.
- **234 young people** engaged in Kicks Development Club (KDC) across U12, U14 and U16 age groups.
- **736 young people** competed in tournaments across Kicks League, Holiday Kicks tournaments, the Paul Smithers Cup, and KDC Fixtures.
- **31 young people** were involved in Kicks Youth Forum and Social Action projects.
- **32 young people** benefited from education and employability opportunities, including the Premier League Changemakers programme, coaching courses, careers fairs and employment opportunities.
- **30 young people** engaged with volunteering opportunities through work experience, refereeing, and supporting weekly Fulham Kicks sessions.



The programme has positively impacted participants. 96% reported improved physical wellbeing, 94% experiencing better mental wellbeing, 94% increasing their confidence and self-esteem and **94% of participants** felt their contribution to creating a stronger, safer, and more inclusive community had improved.

**"I have grown in confidence; I feel fitter, and I am glad that we do not have to pay for these sessions as this helps my family - It's been amazing and has really helped my mental health and social anxiety."**

Kicks participant

**"Since attending Fulham Kicks, my son is so much more confident and has a positive attitude towards school and home life. Keeping active has made him happier and his passion for football has grown. He loves being social and has made some great friends – it has been a positive effect on his overall view of life and what he plans to do in the future, its helped shape him into a really pleasant young man and I am proud of him"**

Parent of Kicks participant



## Youth and Community

### Refugee Kicks

The Refugee Kicks programme has continued its growth over the 2023-24 season. With over 500 participants engaging in weekly football sessions and additional opportunities. A key highlight of the programme this season has been its commitment to developing and fostering new partnerships with Fulham Football Club and grassroots football clubs.

This has seen:

- **14 Refugee Kicks** participants enter employment with Fulham Football Club's match day hospitality provider, Sodexo.
- **12 Refugee Kicks participants** signing up with grassroots football clubs and now have access to more regular football activity.
- **6 Refugee Kicks participants** transition into other Fulham FC Foundation activity, including the Made in Fulham programme, Player Pathway and Kicks Development Centre.

We have delivered several wellbeing workshops and initiatives across our Refugee Kicks sessions this season. Delivered by our Mental Wellbeing Practitioners and supported by our Kicks staff.

This has been evidenced in the data from surveys completed by Refugee Kicks participants:

- **96%** felt their mental wellbeing has improved.
- **98%** made new friends at sessions.
- **94%** felt inspired and engaged at their sessions.



"We started working with Fulham FC Foundation in early 2019 at our refugee football session in Croydon. Fulham has been a great addition to our sessions, taking it to the next level by providing professional, fun and friendly coaching. It has opened up other opportunities for our young people too, being able to participate in tournaments and attend games at Craven Cottage, giving young refugees new to the UK a great introduction to English football!"

Key Partner, Hillsong



## Fulham FC Foundation In Action Events

Delivering high quality, inclusive, welcoming events that engage and inspire our community is a key part of what we do.

Our events take on many forms, from huge festivals, celebratory events, tournaments and more intimate open sessions. We believe they all form a part of igniting a lifelong love of football, sport and just possibly, Fulham FC!

We ran far too many events to name them all, below are just a few key highlights.

Our Social Action Challenge finals took place in February. The finalists from our community groups, primary schools and secondary schools coming together to present their social action project and be in with a chance of winning the coveted Fulham FC Foundation Social Action Challenge. Winning teams from Hollyfield Secondary School, Sacred Heart Primary School and the Kicks Youth Forum were all presented with a signed Fulham FC shirt and the funds to go out and deliver their social action project.

Across the month of March, Fulham FC and Fulham FC Foundation came together to celebrate International Women's Day and provide women and girls with opportunities to take part in events and activities to mark the occasion. Over 300 women and girls aged 5 years to adults attended open evenings, festivals, tournaments, workshops and matchdays.

In the spring term, Fulham FC Foundation worked in partnership with Transport for London and local organisations to help young Londoners prepare for life in







secondary school. The Junior Citizenship Scheme (JCS) is a partnership initiative aimed at giving young children the skills to deal with a wide range of emergency situations, and to enable them to make a valued contribution to their local community through good citizenship. The scheme provides a hands on approach to situations children may encounter in their transition to secondary school and beyond.

Across two weeks, over 1,200 pupils from 37 local primary schools based in Hammersmith & Fulham were hosted at Craven Cottage. 95% of children stated they learned how to develop good relationships and respect.

Our 3rd Annual Foundation Community Day took place in early June. Giving over 500 young people the opportunity to play on the hallowed turf at Craven Cottage and also giving us the opportunity to remember our dear colleague, Paul Smithers, through hosting the Paul Smithers Kicks Cup. A beautiful summers day was a fitting way to celebrate the end of the football season and pay tribute to Paul.

Our Fundraising Events included our 5th annual DisAbility Matchday March, our Away Day Cycle to Nottingham and our first ever Stadium Sleepout, hosted at Craven Cottage. The events raising over £50,000 in total for our community programmes.

**"Taking part in the (Social Action) Challenge was an amazing experience. Being able to actually design a project, present on it and then deliver it was amazing and something I never thought I'd be able to do. It was scary to do but it's helped me learn so much by taking part and improved my confidence massively."**

**Social Action Challenge participant**



## Fulham FC Foundation In Action Equity, Diversity and Belonging

The Fulham For All Equality, Diversity and Inclusion strategy is the Club and Foundation's comprehensive commitment to promoting equality, diversity, inclusion and belonging, both within Fulham FC and throughout the broader community. By creating an environment where all individuals, regardless of background or identity, feel empowered and valued, the strategy aims to break down barriers, challenge inequality, and promote inclusivity.

Creating opportunities for underrepresented groups is one of the Foundation's key strategic pillars.

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We are delighted that in the 2023-24 season, we engaged more female participants and more participants that identified as having a disability than ever before. 45% of our participants identified as from an ethnically diverse community, 10% more than the local population that we primarily work in.

We believe in the values of education, in creating a sense of belonging, in raising awareness and in celebrating diversity. We have engaged with various partners throughout the year to bring this to life. Below are just a few examples of the Foundation in action.

We hosted an Iftar event at Fulham FC's Training Ground, bringing together members from two local Islamic centres. Before breaking fast together after sunset, participants engaged in a friendly game of football, creating memories and bonds to last a lifetime. Over 40 members from the New Malden Muslim Association and West London Islamic Centre





joined in the festivities, celebrating the traditions of Ramadan and promoting unity through sports.

To celebrate International Women's Day we ran a wide range of activities and events across an entire month. From working with partners such as The Baytree Centre to run inspiring panels on 'Breaking through the glass ceiling', running 'Inspiring the next generation' question and answer sessions with local secondary schools to hosting huge EmpowHer Female Football Festivals at Fulham FC's Training Ground.

We worked with local LGBTQ+ Community Football Club, London Falcons, to provide insightful training to our staff, developing our understanding and promoting good practice on inclusivity. As part of the Rainbow Laces 2024 campaign, we were delighted to offer our partner schools Rainbow Laces workshops, supporting pupils to learn more, understand how to be an ally, and demonstrate active allyship to the LGBTQ+ community.

Our DisAbility programmes continued to grow. We delivered Female Football DisAbility Festivals, launched Fulham Frame Football, delivered Blind Football Workshops to our Kicks participants and hosted Deaf Football Celebration Days at Fulham FC's Training Ground. This just a small part of our total engagement with over 1,600 disabled young people and adults.

**"My son has Autism and ADHD and three years back had been struggling at school with bullying amongst other things. His mum was recommended the Fulham Foundation football schools for being really good for children with Autism. My son at this point had never really kicked a ball. She took him along and he struggled at first but the Foundation coaches took him to one side and patiently worked one on one with him. His confidence and abilities grew and he was so proud to play with the Fulham DisAbility team in goal and fell in love with the beautiful game.**

**The coaches helped and inspired him so much. He became football obsessed and with his hyper focus, became very good at it! He went from his school D team all the way to the A team! Even getting to try out for his district. He now plays weekly for Met Police Youth and is a key member of his team.**

**Fulham and the Foundation inspired him so much and it is thanks to them that he lost so much weight and through the love of football gained so many friends. Plus it brought us as a family much closer together. I was a West Ham fan, former East Londoner and my next door neighbour growing up was the groundsman, but I had fallen out of love with Football but seeing how much Fulham and the Fulham Foundation had changed my son's life made me fall head over heels back in love with the game and in turn in love with Fulham Football Club.**

**Our family is Fulham mad and so grateful for the club and Foundation for everything it has done for our son and family."**

Parent of DisAbility participant



## Fulham FC Foundation In Action

### Keeping Everyone Safe

**We believe keeping young people and vulnerable adults safe is at the heart of everything we do. We also know this works best when we work together with a range of partners – safer when we work together.**

We deliver a range of workshops and education for our staff across the year. Staff Training in the 2023-24 season has been widespread and continual, including training provided by external partner agencies. For example, the Met Police and London Ambulance Service provided Critical Incident Training to all of our staff.

We host participant and parent/guardian forums across our programmes. This ensures we have regular dialogue with our young people and their families. Through this we are able to gain vital feedback and look at how we can continue to improve our activities and services.

We are proud to provide additional education and raise awareness in line with national campaigns.

**For example, in the past season we promoted the following:** Safer Internet Day, Anti-Bullying Week, FA Safeguarding Campaign, Play Safe Weekend and the Keeping your Child Safe in Sport Week (NSPCC). As part of this commitment, we provided additional resources, training and highlighted through our communication channels the importance of providing safe environments for young people.

We also regularly complete safeguarding quality assurance visits across our activities. This year, we completed over **40 visits in total.**



**"First time at the session, as we live abroad, and I felt very happy to leave my child here. The sign in process was fantastic and Coach Sean was professional and friendly. Definitely will be coming back and feel very happy to leave my child here."**

Parent of Soccer Schools participant

**"The sessions are always great quality, the coaches are a credit to the foundation and are really good people."**

School Head, Primary School Partner School

**"Great coaches, I appreciate the coaches very much. The coaches work hard to improve players and make them feel happy. Coaches really care about us."**

Kicks participant



## Fulham FC x Fulham FC Foundation Fulham FC Community Tickets

During the 2023-24 season Fulham FC provided 3,358 tickets, to both men's and women's team matches, to members of the Fulham FC Foundation community including;

- **Over 250 tickets** given out to disabled young people and adults.
- **Over 300 tickets** given out to refugees and asylum seekers.
- **Over 500 tickets** given out to female only groups.
- **Over 1,000 tickets** given out to local primary schools.

This season, at each Premier League fixture, we welcomed different communities that Fulham FC Foundation engage with across South West London. Each of these community groups was represented by a 'Foundation Champion', someone who embodies the values of Fulham FC, who had the honour of presenting the match ball on the Premier League plinth pre-game. For many of these Fulham fans it was their first ever game at Craven Cottage, and hopefully their first win!

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

**"We had the best day ever! It was the first time the boys had ever been to a football match and they loved every minute - as did I! Edward has been converted and is now an official Fulham supporter like me! Thank you again they had a ball! And are desperate to go back!"**

**"This is to express our immense gratitude for the complimentary tickets to the Fulham FC women's match yesterday, which our families attended together.**



**It made for a truly exciting afternoon of football spectating, culminating in Fulham winning a nail-biting penalty shoot-out. It was difficult to say who enjoyed it more - the parents or the students! We also proudly saw our school name feature several times on the stadium ticker tape. Many thanks for extending the experience to school parents 😊"**

**"Many thanks for the complimentary tickets for Fulham FC Women on Sunday. My daughter Emily had a great day out and she was so excited by the whole experience. She has taken the programme into school today - not sure it warrants a show and tell but she has the best day out with her dad! Many thanks for bringing these sporting events to our school and families."**

**"I am writing to express my heartfelt gratitude to you and your entire football team for the extraordinary hospitality and unforgettable experience you provided to the children and families during our recent visit to your stadium.**



**It was a remarkable day that will forever hold a special place in our hearts. Your team's dedication to making our visit memorable did not go unnoticed. From the warm welcome at the gates to the thrilling moments on the field, you truly made our dreams come true. 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."**



## Fulham FC x Fulham FC Foundation Fulham FC Player Engagement

We love bringing Fulham FC and the stars of the football club to our local community. We know first hand how inspiring this can be to both young people and adults.

Across the 2023-24 season we were lucky to host 122 Fulham FC player engagements at our community activities. Players from the men's first team, the women's first team, the academy and former Fulham FC players all joined participants – engaging in activities, answering questions, having photos taken and of course, signing all sorts of footballs, shirts, boots and more!

Bobby De Cordova-Reid was welcomed by St Mary's Catholic Primary School, Willian and Andreas Pereira joined a meet & greet at All Saints C of E Primary School and pupils at Hinchley Wood Primary School were starstruck when Ella Tagliavini, Georgia Heasman and Olivia Dale joined them at their after-school club. Harrison Reed and Harry Wilson joined the Fulham Memories Mad Hatter's tea party, including playing games like 'Crazy Eights,' and enjoying tea, sandwiches and cakes.

**"It was a really special afternoon and I honestly never imagined having two superstars in our hall meeting our children. They were so patient and very kind giving so much of their time."**

Kieran Gorman, Head Teacher, Partner Primary School







9 players from across the men's and women's first teams headed to local children's hospitals shortly before Christmas, meeting children and handing out Christmas gifts. To celebrate World Book Day, Kenny Tete and Issa Diop read books to children at local primary school, Melcombe Primary. Handing out books to children that Fulham FC fans had donated on match days.

Luis Boa Morte joined our Made in Fulham programme cohort, providing insight and expertise to the aspiring coaches, while Alain Goma signed up for our first ever Stadium Sleepout.

The Under 18's joined a variety of our activities, including playing our Down's Syndrome Badgers in their annual fixture, participating at our Walking Football training and joining our summer holiday soccer schools, not only playing with the participants, but also gaining valuable coaching, communication and leadership skills.

**"It was amazing to meet an incredible footballer like Bobby De Cordova-Reid, he was interesting and I enjoyed asking him questions."**

**Year 5 Pupil, Partner Primary School**



## Fulham FC x Fulham FC Foundation Fulham FC Matchday Engagements

Matchdays are such a special experience for fans. They also provide a great opportunity for us to raise awareness, deliver memorable experiences and celebrate our local community.

For the first year ever, we celebrated a Community Champion at every single home Fulham FC fixture. These Community Champions ranged from participants, to coaches, to volunteers and to inspirational members from our local community. Each Community Champion had the honour of placing the Premier League match ball on the match day plinth and being introduced to Craven Cottage prior to the game.

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We raised awareness of mental health, hosting a mental health matchday with the aim of urging fans to 'Kick Off a Conversation' with their friends, family and fellow Fulham FC fans.

We also celebrated everything that the Premier League Charitable Fund and football club charities do up and down the country, highlighting the difference and the positive outcomes young people and adults benefit from through engaging with their local football club.





## Fulham FC x Fulham FC Foundation Fan Engagement

The 2023-24 season saw the introduction of the Premier League Fans Fund. This fund provides grants to support football clubs at all levels of the game to strengthen connections between them, their fans, and local communities.

The fund supports a range of fan-focused and fan-led projects, helping to foster a sense of belonging through meaningful engagement. This includes schemes for under-represented groups, to further develop an inclusive and welcoming matchday experience for everyone.

Fulham FC Foundation have worked in collaboration with Fulham FC Women to focus on three key areas:

1. Provide Playing opportunities for local women and girls.
2. Allow us to better understand the motivations for playing and barriers to participation.
3. Improve the match day experience at Fulham FC Women's Fixtures.

To date, the project has engaged with 238 participants.  
Of which:

- **98%** identify as female.
- **37% of participants** are from an ethnically diverse community.
- **7% of participants** identified as having a disability.

The project has seen over 1000 match day tickets provided to the local community and organisations to attend Fulham FC Women's home fixtures at Motspur Park and Craven Cottage.



"Bringing Jorgie to FFC and FFCW started out as my dad used to bring me to the FFC when I was young. The fact the Jorgie then wanted to come and join us was brilliant, she really enjoys watching football. The 3 of us go to the games together – both at Craven Cottage and Motspur Park. We especially like it at Motspur Park as we may see a player on our way in. Jorgie loves playing football wherever she's playing and watching as long as she's enjoying it that's the main thing for me, that's what makes us happy- see her happy!"

Parent of participant



## Fulham FC Foundation

### Meet Our Community



#### Meet Ben

"I enjoy Active Autism, because you learn a load of skills, you enjoy with your friends, you make friends. It makes me part of the Fulham Family"



Scan QR Code for video



#### Meet Levi

"They've always brought out the best in him, he's really been able to develop and grow as a young man"



Scan QR Code for video



#### Meet Alexis

"I've developed my resilience" "I've gained a sense of leadership" "I feel like I've got a sense of inclusion"



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### Meet J'Naye

"The programme has supported my confidence and self-esteem, just by letting me know I have time to focus on what I need to improve and the support I've been getting"



Scan QR Code for video



### Meet Essam

"His ability to communicate, his ability to lead and be a really key volunteer"



Scan QR Code for video



### Meet Becky & Simon

"It helps to make me feel that you're not alone. I like chatting with people anyway, but even better if we can sort of know I'm not the only one that's going through something"



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## Our Year in Highlights Moments to Remember



### September:

Dedicated to creating equal opportunities for women and girls to take part in football, we launch a new Girls Development Centre at Blagdons Sports Ground.



### October:

Our Fulham Memories group at Manresa Clubroom hosted a tea party with two very special guests – Fulham FC stars Harry Wilson and Harrison Reed.



### November:

Our Premier League Kicks venue in West Norwood embraces a new 4G playing surface for our participants, benefitting hundreds of young people every week.



### December:

We host our first ever Made in Fulham graduation celebration. The event marked the culmination of a 13-week programme for the Made in Fulham participants, with their friends, family and Fulham FC Foundation coaches all in attendance.



### January:

We deliver our inaugural Frame Football Festival at Fulham FC Training Ground, Motspur Park.



### February:

We launch a new partnership with St Mungo's to support the mental wellbeing of people who are experiencing, or are at risk of, homelessness within the London Borough of Hammersmith and Fulham.



**March:**

To celebrate World Down's Syndrome Day, Fulham FC Foundation's Badgers take to the pitch for their annual game against Fulham FC's under 18 squad.

**April:**

Billy the Badger joins members of the Fulham Family - Foundation participants and staff, as well as Fulham fans and their families - in taking on the challenge of walking up to 12 miles for the Fulham Family Walk.

**May:**

Craven Cottage plays host to our very first Fulham FC Foundation EmpowHer Women and Girls Football Festival.

**June:**

Our first ever two week 'Fulympics' tournament takes place, bringing some of the Olympic spirit along, with a variety of sporting exercises to our regular Fulham Memories weekly clubs.

**July:**

Our Premier League Inspires participants host a #MoveYourWay festival at Ark Globe Academy. Focused on supporting the physical and mental health of the female students at their school, while developing their confidence and leadership skills.

**August:**

Fulham FC Foundation's partnership with The Children's Book Project culminates with Fulham FC stars Issa Diop and Kenny Tete reading books to pupils at Melcombe Primary School and us distributing over 800 books that were donated by Fulham FC fans.





# Thank you

Thank you to all of our participants, our supporters, our volunteers, our fans, the players and everyone else who has helped us build better lives through sport.



Premier League  
**Inspires**



Premier League  
**Kicks**



Premier League  
**Primary  
Stars**



Premier League  
**Professional  
Footballers'  
Association**



## Strategic Network



## Partner Schools



## Community Network







# FULHAM FC Foundation

*Registered Charity Number 1111639*