

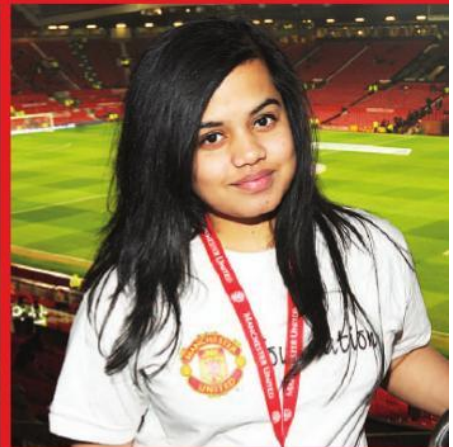
IMPACT REPORT 2011

CHANGING LIVES



Foundation

A look at the past 12 months through the eyes of the young people at the heart of the Manchester United Foundation.





01

FOOTBALL

“My team mates and I were kicking balls around on the pitch when someone behind me shouted, ‘Kick here mate.’ When I turned to pass the ball I saw that it was Ryan Giggs; I was gobsmacked. At last, playing football with the best players in the world.”

– Adam Calow, Ability Counts player and coach

GIRLS' FOOTBALL

There are two aspects to girls' football at Manchester United Foundation; managing the FA Centre of Excellence and developing grassroots girls' football in Manchester, Trafford and Salford.



12 PAST 12 MONTHS

The Manchester United Foundation FA Centre of Excellence

Established in 2009, we provide opportunities for girls to play football at the highest level, with the aim of developing into international players.

Building on its second year as a Centre of Excellence, we saw more great achievements from the 96 girls who currently play for Manchester United with four players achieving national squad selection. Two objectives for this year's coaching strategy were to raise fitness levels and develop a match-winning mentality.

Focus on Fitness

The recruitment of a dedicated sports scientist has had a dramatic effect on both the attitude and fitness levels of the girls. Each week the U15s and U17s visit the sports centre at Salford University for a tailored fitness session. This has proven to raise their agility and stamina, making them more aware of the importance of health and exercise. The U11s and U13s also benefit from essential movement lessons to improve their balance, agility and co-ordination:

"The difference in the girls' fitness has been out of this world. It's just amazing, but, more significantly, their attitude towards fitness has completely changed, especially at the older end."

– Ellie Turner, Sports Scientist

A Competitive Edge

In order to prepare U17 players for adult competition the coaches have adapted their training techniques:

"Up to the age of 17 we would usually make the girls share the game time with rolling substitutions. The emphasis up to now has been on development not competition. However, once they turn 16, we must publish results and the girls have to play for their place in the team. It's to aid the transition into competitive fixtures when they make the adult squad. It's also beneficial for their development and maturity."

– Emma Fletcher, Girls' Development Officer

TESTIMONY

Katie Zelem

Katie has been surrounded by football all her life, so it's no surprise that she has shown a flair for the beautiful game.

Her father was a semi-professional footballer for Macclesfield Town and her uncle played at centre-half for Wolverhampton Wanderers in the 1980s. However, it is her determination and positive attitude, as much as her obvious talent, that has caught the eye of United and England coaches alike and resulted in 15 England appearances before her 16th birthday. Katie has scored each time she has pulled on the England shirt and is the youngest player in the U17s squad after being selected a year earlier than her peers.

"I've been at United since the age of eight when I started in the U10s. I got into football because my dad used to play; he is a big inspiration to me. In terms of professional role models, I

look up to players like Messi who have great feet and are very agile and good on the ball.

"It's great to play for Manchester United because you're playing for a big club and you know you have a lot of support from the coaches and players.

"I've also been privileged to play for England and about six times a year I go to tournaments, friendlies and training camps. It's not just about playing football; you have workshops where you learn other stuff and it's also allowed me to travel to countries I've never been to before.

"Playing for England is a great honour. Wearing the Three Lions badge is fantastic and scoring is even better. You score for United and it feels good but scoring for your country and knowing that you are making a difference feels great!

"I'd maybe like to move to America in the future but whatever happens and wherever I am, I will definitely be playing football."

GIRLS' DEVELOPMENT

Despite physical education being compulsory in school, one in five girls do no physical activity in a week. To address this issue the Foundation runs a Girls' Development Programme, in partnership with Nike, which provides football and coaching opportunities for girls through to senior level.



12 PAST 12 MONTHS

Junior Football

We have provided girls only curriculum-time sessions, lunchtime and after school clubs and holiday courses in 88 schools, with the aim of getting more girls involved in football.

1,362

girls have benefited from these sessions

"I really enjoy the lessons Emma has done with us because they are fun, we learn new skills and it is only the girls who play. The best bit is the games, we don't get the boys hogging the ball all the time." – Olivier Miller, pupil, Button Lane Primary School.

TESTIMONY

Hannah Mitchell

Coaching Awards

Encouraging participants to volunteer is also a big part of the Foundation's work across the board. Hannah Mitchell has been with Manchester United for six years. She is currently an U18s player and has coached on a voluntary basis for the past 12 months. During this time she has taken her FA Level 1 coaching badge and is set to take more qualifications in the coming months.

Another Treble-Winning Season

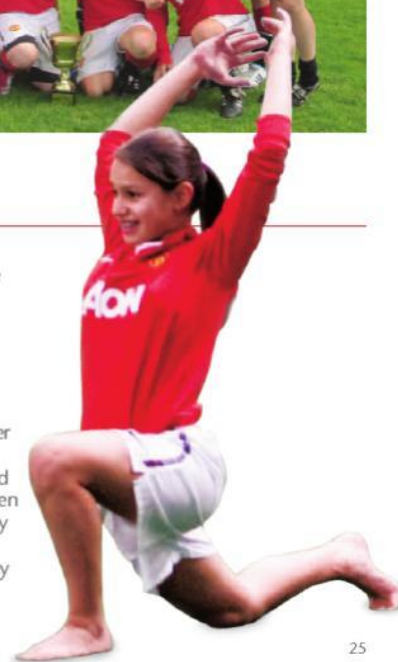
The creation of an U18s team helps us to continue our support of players leaving the Centre of Excellence at 16 who don't feel ready to take the step into ladies' football. Our U18s have dominated their age category for the past three seasons and, in 2010/11, they celebrated yet another Treble win, bringing home the League Cup, Challenge Cup and securing a nine point win in the Cheshire and Manchester League.



Youth Development

Bespoke events throughout the year have encouraged participation in sport and aided the development of girls' football. Girls who were unsuccessful in Manchester United's elite trials were invited to meet Manchester FA affiliated Junior Football Clubs at a specially organised evening in June.

Also this year, we held a seminar to discuss career paths in sport with three female role models, Olympic athlete Sarah Storey, Manchester United yoga instructor Sarah Ramsden and MUTV's Helen McConnell. The girls were given the opportunity to try yoga techniques used by players such as Ryan Giggs and discuss the issue of why so many teenage girls drop out of sport.



DISABILITY FOOTBALL

Offering young people with disabilities the opportunity to play or coach with Manchester United, our Ability Counts programme has grown into one of the largest in the Premier League. Teams focus on players with a sensory, physical and neurological impairment or disability, and sign communicators are present at all sessions.



12 PAST 12 MONTHS

The programme has gone from strength to strength and in the past year, the number of participants has more than doubled. That's thanks to the work of our dedicated coaches and the greater public awareness of our Ability Counts teams' participation in first-team and match day activities.

This season started on a high at the first-team's Open Training session in August. The event raised over £45,000 for Disability Football, ensuring a sustainable and exciting long-term future for its participants. It also gave twenty Ability Counts players the once-in-a-life time experience of a knockabout with the first-team squad on the Old Trafford pitch.

In October, Ability Counts players stepped out onto the hallowed turf once again, following United's 2-1 victory against Norwich, to raise awareness for Kick It Out's 'One Game, One Community' campaign. Over 75,000 fans showed great support as our players realised their 'footy' dreams.

The attention and publicity surrounding these events and other opportunities to meet the first team has given our supporters a much greater understanding of Disability Football and, for our players, it has provided a life-affirming experience. Most participants are unable to enjoy football in a mainstream school environment, let alone play for their local team, yet they now play in the same kit as their Manchester United heroes. Through Ability Counts, the Foundation is able to deliver one simple and very powerful message: 'Everyone has the right to play football'.



TESTIMONY

Adam Calow

Ability Counts Player and Coach

Adam has been playing for Manchester United Ability Counts and coaching the Under 16 squad since 2006. He is a great example of how important the disability programmes are to the local community and his achievements on and off the pitch have been a great source of inspiration to other players – Adam focuses on what he can do rather than what he can't:

"When I was born things didn't go to plan and as a result I have quadriplegic cerebral palsy and epilepsy. Like any young boy, my dream was to play football and become a coach, but with my disability it seemed to be just a dream, never a reality. I couldn't play for my school team or even have a kick about with my mates. That was until I went to a cerebral palsy festival at the Cliff Training Ground. I went along, joined in, made loads of new friends and got to play proper football.

"Through playing football my legs are stronger, my balance has improved, I can run and I'm able to fulfil my dreams. In August this year, some of my dreams came true all at once.

"I was selected to train with the players at Old Trafford as a warm-up for the Foundation's Open Training event. My team mates and I were kicking balls around on the pitch when someone behind me shouted, 'Kick here mate.' When I turned to pass the ball I saw that it was Ryan Giggs; I was gobsmacked. At last, playing football with the best players in the world. I felt proud, excited and also a bit sick because it was so unbelievable.

"Later that month I was invited to the re-opening of the Club Megastore. I had to step forward onto a stage to meet some of the players and Sir Alex Ferguson.

"Sir Alex noticed that I needed help as I walked to the stage so he came forward and said, 'Come on son, stand with me.' Then he supported me while photographs were taken. He asked me some questions and even though I have a stutter he waited for me to answer.

"I cannot thank my coach, Steve Harcourt, and the Foundation enough for the opportunities they have given me over the years. Coaching and playing football are the best two things in my life and now, as a coach, I am helping others to fulfil their dreams too."

FAST FACTS

114 players

attend Ability Counts,
playing in 12 teams

6 players

represent their country
through their specific
impairment team

3 teams

in the 2010/11 season
won their league

“These events have a huge impact on our players. At the start of the season we asked each of them to make a wish list of things they would like from the Foundation and on every list meeting the first-team was top of the agenda. When these dreams come true it has a huge effect on the lads; to know the club is backing them 100% gives them a great boost.”

– Steve Harcourt, Disability Officer.



Manchester United Deaf Friendly Team

After competing in a physical and neurological (PAN) disability league last season it was decided that our 16+ deaf team needed a tougher challenge in the 2011/12 season.

As a result, our players are now competing in the mainstream Eccles Sunday League. Lorri Wilson, the sign interpreter for Manchester United Foundation, accompanies the coaches on the touch-line to assist with tactics and the team is currently sixth in the league.

Disability Officer Steve Harcourt believes the players are already proving they have benefited from their experience:

“The players have come on so much this season and have also become a lot physically stronger. Some of our players have caught the eye of the GB Deaf Team Coach and I have even been contacted by other national managers who are keen to place some of their players in our team to improve their fitness and overall game.”



TESTIMONY

Ross McCarthy

Manchester United & Great Britain Deaf Player

“I’ve been playing at Ability Counts since I was 14 years old. I’m a Manchester United fan so it’s a great feeling to play for the Club – all I’ve ever wanted to do is play football.”

“Competing in a mainstream league has really tested me. As a result I have become physically stronger in the last 12 months and I learn more with every match I play.”

“Getting selected for the GB Deaf Team is my greatest achievement to date and it was fantastic to go to the first-team training ground to be congratulated by Rio Ferdinand and to watch the team train. I am a very competitive person and I hope I can build on my footballing experiences so far. My ambition is to be the best footballer I can possibly be.”

FOOTBALL IN THE COMMUNITY

The Club's longstanding Football in the Community programme was relaunched in September 2011 and since then 4,869 children have benefited from structured coaching sessions in 120 schools.

The programme, which operates through the Academy out of Carrington, working closely with Manchester United Foundation, has provided a great opportunity for Manchester United to reach out further into the community. It works with children from local schools and junior clubs to enhance their football experiences and ability. The clear outcome of the project is to provide a fun and enjoyable football experience for every child.



School Football

Offered as a free service to Year 1, 2, and 3 primary school children in the local authorities of Manchester, Salford, Trafford and Tameside, the programme offers structured coaching sessions that cover technique work, core activity skills and fun games over a course of five to six weeks.

Schools are then invited to Carrington for a football festival in the last week of every school term as a reward for their hard work through the course of the programme. As a memento of the day, every child receives a certificate, a copy of the school team photograph with the Premier League trophy and a DVD of the day's activities.



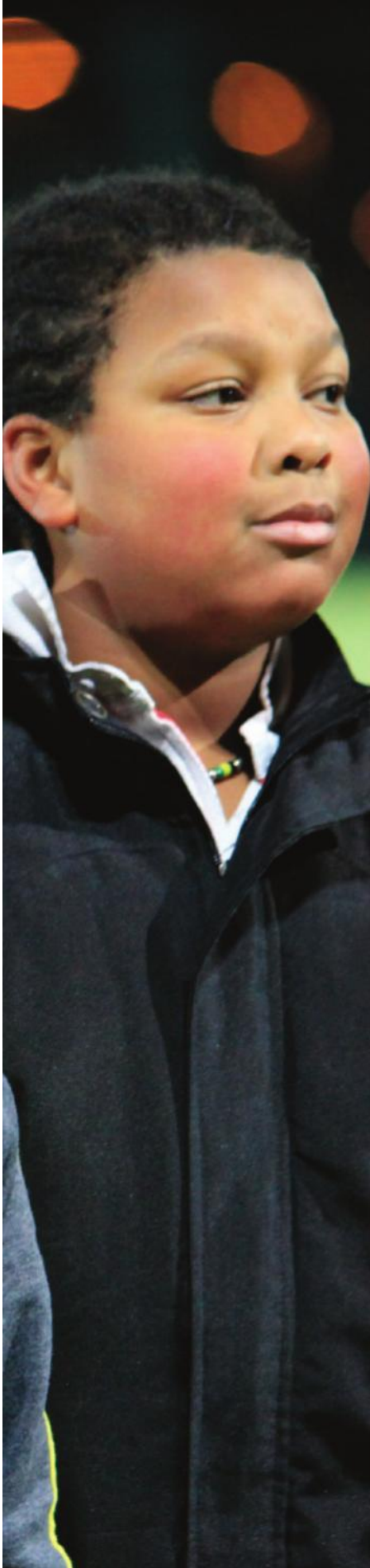
Junior Football Clubs

During the October half term break the coaches also visited a number of grassroots junior football clubs, spending a full day at each club and coaching over 220 children in total. The clubs visited were Fletcher Moss, Dukinfield Youth, Hollingworth Juniors and Marple Hall.

4,869

children have benefited from structured coaching sessions in 120 schools





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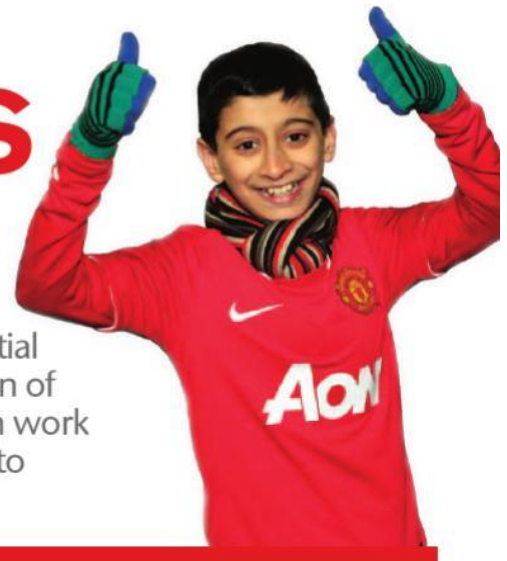
COMMUNITY COHESION

“Half an hour’s football can have a big effect on somebody’s future.”

– Otto Malone, Foundation Coach

UNITING COMMUNITIES

Whether it is working with our disabled supporters to ensure they enjoy the same experience as non-disabled fans, using football or music to encourage youngsters to fulfil their potential or simply delivering the message that discrimination of any kind is unacceptable, our community cohesion work ensures that Manchester United spans boundaries to bring communities together.



Community Cohesion Projects

It is 7pm on a cold Friday evening in Manchester and already six of the Foundation's community cohesion sessions are in full swing. For 48 weeks of the year we provide free football sessions that, in 2011, benefited nearly 1,000 young people.

In addition to established 'Kickz' projects in Salford and Old Trafford, we now have two thriving cohesion schemes in Wythenshawe; an area that has had ongoing problems with crime and anti-social behaviour. We have also consolidated our work in Whalley Range and opened a project in Burnage to encourage more youngsters to join in positive activities.

The benefits of providing a safe place to enjoy sport are far more than just physical. Rob Curran, who runs the sessions in Whalley Range, explains that they are also about diverting young people from negative influences such as drug and alcohol abuse or gang culture.

"It's not just about football," Rob says. **"The idea is to get young people playing football at night rather than hanging around on street corners and possibly getting into trouble. We have had issues in the area but a lot of the kids are now telling their friends to come here instead."**

A similar story is told by the participants at the Old Trafford Sports Barn. Just a stone's throw from the stadium in the heart of the United homeland is the Clifford Ward of

Trafford. It is flagged by the Government as being in the top 10% of the country's most deprived areas and the attendees here make no bones about what they would be doing if they weren't playing football.

"I'd just be walking the streets with my mates with nothing to do," says 16 year-old Abdul. **"The sessions keep me out of trouble so I can go to college in the future."**

Once we have captured the interest of youngsters, the Foundation works with external agencies to educate them about a range of subjects. This year we have delivered workshops on topics such as substance misuse and teenage pregnancy, as well as putting some of the older participants through Junior Football Organisers' courses and coaching qualifications.

The work outlined above has contributed to a significant reduction in certain crimes in these areas. For example, the Manchester Enterprise Academy project has contributed towards a 23% decrease in anti-social behaviour in Wythenshawe in the past year.

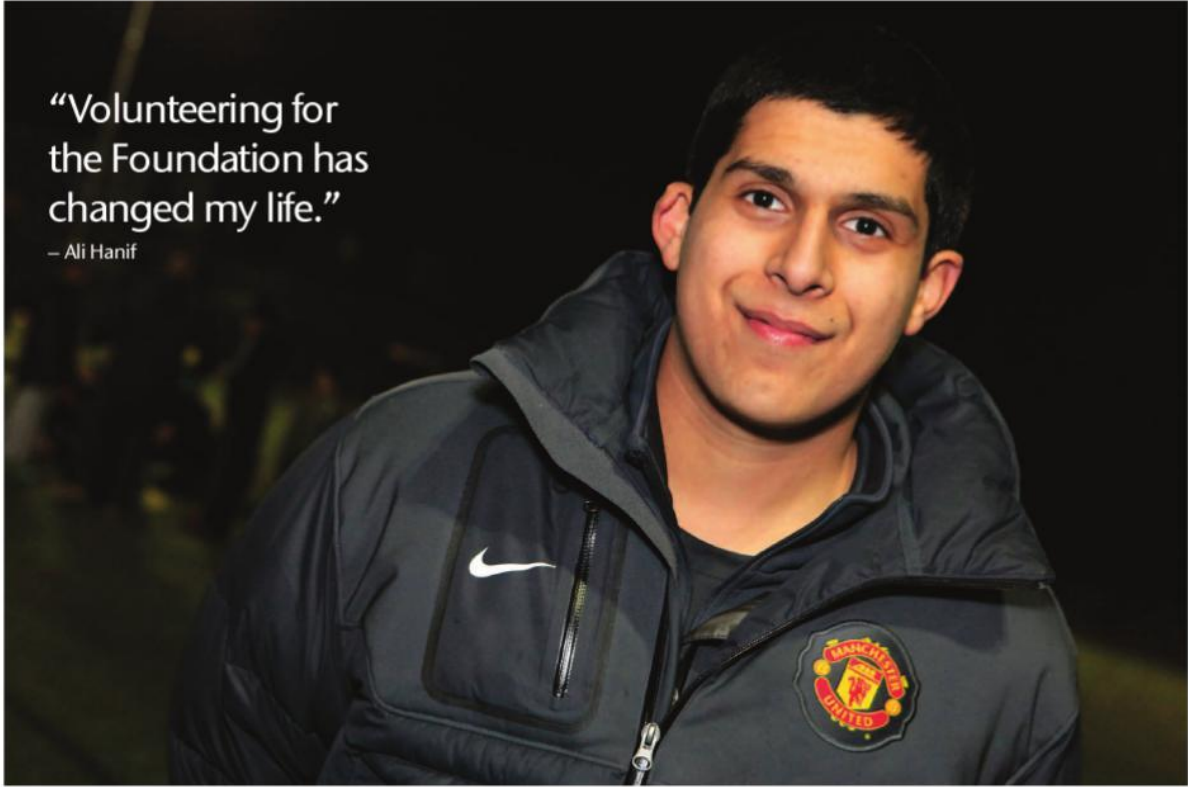
Figures like this speak for themselves but the resounding success of our cohesion work is the unique and inspiring opportunities we can offer to youngsters, who could only dream of where their association with Manchester United would take them. Stephen Boyd is just one shining example of this.

15 year-old Stephen, who attends the Burnage project, was selected to represent the Foundation as a ball boy at every home game this season and will continue his duties at the 2012 Olympics.

"It's a once-in-a-lifetime opportunity," says Stephen. **"I've thought about being on the Old Trafford pitch hundreds of times growing up and now I'm doing it – it doesn't feel real!"**



Wythenshawe has seen a 23% decrease in anti-social behaviour in the past year.



“Volunteering for the Foundation has changed my life.”

– Ali Hanif



Volunteering

Young people who attend our cohesion projects over a period of time are encouraged to volunteer and take qualifications. It is a proven format and, five years on from our first Kickz project, we are starting to see the real value of the long-term commitment we have made to Greater Manchester’s youth.



TESTIMONY

Ali Hanif

At our newest site in South Manchester, the pitch at Burnage Media Arts College is a hive of energy, buzzing with the sound of 50-60 teenagers enjoying a kickabout in the cold night air. Amongst them is 19 year-old Ali Hanif who volunteered with the Foundation for two years before becoming a paid coach.

“Before I got involved with Kickz I was quite bored,” says Ali. “I wasn’t into sport but I’d heard that United were at the Sports Barn so I thought I’d go and see what it was like and from there I got into volunteering.”

“I love it,” he continues. “No two days are the same. All the kids love a

laugh and a joke. There’s no fighting or messing around, they just love coming to play football.”

Ali has volunteered over 600 hours of his time and, in recognition, was presented with a Torch Trophy Trust Award by Her Royal Highness Princess Alexandra. However, it is not all about awards for Ali, who believes his experience has had a much more profound effect on his life: “Not many people can say they are working for the most successful football club in the world at the age of 19. I’ve taken so many qualifications but I’ve also learnt about responsibility, organisational skills, time-keeping and day-to-day things that you can only learn through experience. I’m much more mature and I’ve done so much – it is just unbelievable.”





“I’m a young lad from Salford who is now working for United, which is just massive.”

– Otto Malone



The Cage

The summer of 2011 saw the worst riots in England since the 1980s and Salford was one of the areas worst hit by the violent disturbances. In response to the trouble, Salford Council and the Foundation teamed up on a project that took football right to the heart of the community.

Working on the same premise of some of our longstanding cohesion projects, an 18m x 12m portable football cage is taken to crime ‘hotspots’. Lee Adams, Community Cohesion Manager, explains, “The cage makes the project completely mobile, meaning we can operate in housing estates, parks and urban areas - anywhere we feel that young people need something positive to do with their time. We can take the project right to their doorstep, which means we have a much better chance of engaging them.”

TESTIMONY

Otto Malone

A towering 6’ 8” tall, Otto Malone is a Salford lad who has previously volunteered for the Foundation and found himself back on his home turf for this exciting project.

“It’s like heavy Lego,” jokes Otto, as he explains how the cage is set up. “We had to assemble the boards and the last process was the netting on the top. It attracted young people; it’s a spectacle because it’s more exciting than just cones. By the time we’d got the boards up we’d have young people crowding and volunteering to help.”

The Cage project was piloted in Prince’s Park, Irlam and moved to Salford precinct after the riots.

“Young people were on the park drinking, taking drugs and getting up to mischief,” says Otto. “By moving the cage to the precinct they could see that we were trying to do something after the riots. We went out persistently each night to try to keep them involved and they could see we were trying to bring the area back up.”

Otto continues, “This had a positive effect as friends would tell each other and they would get off the street and into the cage instead.”

Whilst the young people played football in the cage, Salford City Council brought along a ‘mobile youth club’ bus, which was used to provide alternative activities like arts and crafts or hair and beauty. The bus ensured that the entire project could be set up in almost any location.

Perhaps the most motivating element of the Cage project was the decision to place Salford lads back into their own community to act as role models who could further inspire youngsters.

“The fact that I have lived in Salford all my life really helps as I can relate to them,” says Otto. “I’m a young lad from Salford who is now working for United, which is just massive as most people round here support the Club. I’ve been reasonably successful and enjoy what I do so hopefully that effect can knock on to them.”

“You see kids who are shy and quiet; when they come they are nervous and have no confidence, but by the time the session is over they come out of it, not just having played football, but with more confidence. They are socialising with other people and that’s a lot for a young person; it can bring out a big character.”

He concludes, “Half an hour’s football can have a big effect on somebody’s future.”

YOUTH CHOIR

It may surprise some to hear that Manchester United has a choir, but for the young people who attend rehearsals every week, Old Trafford is a place where they feel welcome and can nurture their musical talent.



AIMS

The choir uses the pull of the Club to bring together those who may not ordinarily get the chance to be part of Manchester United and aims to:

- bring together youngsters from diverse backgrounds
- help participants gain skills that will help them throughout their lives and allow them to realise their musical ambitions

Up to 65 young people attend choir rehearsals at Old Trafford every week

"Danny loves singing but it's not very 'masculine' so he feels inhibited at school. He felt better at the choir because the other boys like singing too and there is the link with Manchester United!"

– Kathryn, parent

"The choir is just one of the other teams that represent the Club off the field. What they learn is very similar to what we teach the first-team. They have to listen, work together and appreciate each other's talents. They must have discipline, determination, focus; they need to challenge themselves and strive for excellence, just like our footballers."

– Rene Meulensteen, first-team coach

TESTIMONY

Andy Fowler

Andy Fowler is a talented young musician who was born and raised in Manchester.

He has recently overcome a difficult time in his life and attending the regular choir rehearsals at the stadium every Monday has been a huge support. Combining the two loves of his life, music and football, the choir has encouraged him to grow in terms of both his musical and personal development.

"I've grown up with football in my life," says Andy. "It's the thing that's sort of raised me as well as music. I'm a massive Red. I wanted to join the choir in the first place because it was linked to United; being part of the Club is just massive for a teenage lad who supports them. For me, it never gets old coming to Old Trafford on a Monday night."

Throughout his 14 months with the choir, Andy has been given the opportunity to sing to thousands of people and has

also met some of his Old Trafford heroes along the way. Recollecting his highlights of the choir's debut performance Andy said, "The first concert we ever did was at Manchester Town Hall where we met John O'Shea and Jonny Evans. It set a benchmark and meeting the players and influential people there just demonstrated to me where we could go."

Since then, the choir has performed on match days, at Gary Neville's testimonial and even sang to Sir Alex on his 70th birthday. A fantastic year culminated with a performance alongside the BBC Philharmonic, which was broadcast on BBC Radio Manchester over the festive period.

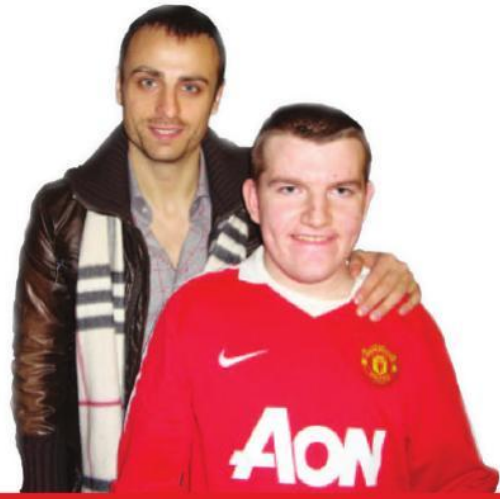
"Performing with the BBC Philharmonic was really overwhelming," Andy comments. "We gave it our all because we knew how many important people were in the crowd. In the end I was in tears because it got to me. I was proud of everyone in the choir and of what we'd achieved. Twelve months' work came together in one night."

The concert was a very special evening for Andy, whose solo performance received high praise from Sir Bobby Charlton who attended the event.



MUDSA

Manchester United Disabled Supporters Association (MUDSA) is housed within the Foundation and the two organisations work closely together to ensure that disabled supporters receive the same high standard of customer service and facilities as non-disabled fans.



Home Games

At Old Trafford we offer a service to disabled supporters from both home and away teams, which is second to none.

Currently there are three wheelchair platforms that accommodate 120 wheelchair places, together with easy access seating for 70 people. This meant that around 6,090 fans attended home games last year.

A development that has benefited visually impaired supporters this year, means they can now take advantage of radio headsets, which provide full match commentary and can be operated from anywhere within the stadium.

Away Fixtures

This year MUDSA has helped over 600 fans to attend fixtures both in the UK and internationally.

Manchester United was the first club in the world to provide an accessible, custom-made coach, designed specifically with a platform lift, which helps wheelchair-bound supporters, or those with a physical impairment, to travel to away games.

6,090
fans attended home games through MUDSA

MUDSA also gave 90 wheelchair users and 20 visually impaired fans the opportunity to attend the Champions' League final at Wembley

600
attended UK and international away games through MUDSA

"I'd like to thank everyone involved in providing my Dad with a ticket within the disabled enclosure. After a very difficult few weeks it was great to see my Dad with a smile on his face again. The treatment was first class and as a family we cannot thank you enough."

– James Buckley

TESTIMONY

Nigel Taylor

Nigel Taylor is a true Red who has been attending matches at Old Trafford since his school days in the sixties.

Although partially sighted since childhood, Nigel has never let his impairment stand in the way of supporting his team. He has been a MUDSA member from their outset in 1989 and here he shares his experiences.

"With the formation of MUDSA, match day experiences for disabled and visually impaired people really kicked off. The facilities are amazing now. I used to have to rely on people telling me what was going on but these days I take advantage of the commentary that MUTV provide through the headsets and I use a monocular which helps me to see up to about half way.

"Through MUDSA I have had some amazing experiences. The Champions' League Final against Barcelona in 2011 was absolutely magic. We got to Wembley in the late afternoon and it was absolutely heaving. As we worked our way down Wembley Way the atmosphere was incredible. Although we didn't win I wasn't so bothered because it was just the best experience.

"There have been so many good times with MUDSA and because you have a common interest with the people you meet they often stay friends for life.

"It's a great privilege to go to Old Trafford and to get tickets for away matches, but I think the biggest thing for me is the Christmas lunch where we can meet the players. You realise that they are nice guys and you can talk to them in an ordinary way. It's a great feeling to say I've spoken to them on a number of occasions.

"Football is everything to me; it's a way of life. If someone took United away from me, it would be the worst thing that could happen. Marriages come and go, houses come and go but United always stays the same."



03

HEALTH

“We all have bad days and can suffer minor lapses of depression. People on the outside see us as superstars, they don’t think we have any problems in our lives. But everyone does, we’re just normal people at the end of the day. It was great to visit the Imagine Your Goals project and to see the lads playing in the tournament, they seemed to really enjoy it and I was happy to take the time out to see them.”

– Jonny Evans

PREMIER LEAGUE 4 SPORT

Premier League 4 Sport (PL4S) is a national initiative that we have adapted to use the Manchester United brand to engage children with four Olympic sports - badminton, basketball, table tennis and volleyball - ahead of the London 2012 Games.

The project's objectives are to engage young people in at least five hours of exercise a week and to encourage them to continue with sport once they leave secondary education.

Sessions are delivered at schools, colleges and sports centres that have been identified by the Foundation and National Governing Bodies (NGBs) as providing excellent facilities and where staff show a keen interest or skill in the specific sport.



12 PAST 12 MONTHS

The PL4S focus in 2011 was to evaluate the impact of the first two years of delivery and to strengthen the partnerships with the individual sports' NGBs, local authorities and the County Sport Partnership.

As a result, we have been able to align our delivery to meet higher targets, improve the quality of coaching, provide more qualified coaches in community sports clubs, increase participation and retention and explore further opportunities to develop the programme.

A significant change in strategy that took place this year was the decision to replace judo with basketball. As a result of this, we have doubled the number of delivery clubs and quadrupled the number of participants.

We are seeing a vast improvement in the skill level of participants with an increasing number now competing in tournaments across the region. One student from Altrincham Grammar School for Boys even competed at a national level at the Fred Perry Table Tennis Urban Cup in December. Hal Dwobeng, 13, won his school's heat to progress to the finals in London where he represented Manchester United against the top 100 11-14 year-olds

from each Premier League Club across the country. Hal and his partner also received the added bonus of visiting Manchester United's Carrington Training Ground to meet star winger, Nani. Hal commented, "It was a great experience meeting Nani. He said he used to play table tennis when he was younger and that it's good to see people getting more involved in the sport."

Hal's coach at Altrincham Grammar School for Boys, Brian Keane, is a former Scottish international player. He added, "Through the Premier League 4 Sport initiative the youngsters have really blossomed. We're seeing them around the country and going to major training events so they are developing very well."

Check out this photo with two ping-pong finalists who wanted to meet the MU undisputed ping-pong champion.

– @luisnani, Nani



"It was a great experience meeting Nani."

– Hal Dwobeng





“I want badminton to take me as far as I can; I want to be the best.”

– Reece Ogazi

 TESTIMONY

Reece Ogazi

Reece, 14, is a student at Parrs Wood High School and has been playing badminton for the past two years.

The badminton sessions were set up at the school in Didsbury as part of the Foundation’s PL4S programme and prior to this Reece had no experience of the sport.

Through his attendance Reece’s skill level rose quickly as he developed into a confident player. “I try to train four-five times a week and over time I have learnt new techniques,” he comments. “My favourite thing about playing is going up against tougher opponents because then I get to challenge myself and improve.”

As Reece’s talent emerged, David Edgar, his coach at Parrs Wood, encouraged him to attend the PL4S sessions at the Levenshulme Energy Box, a new community club that has been developed with support from Manchester United Foundation.

David says, “Reece is extremely dedicated to the sport, he is always enthusiastic and loves training as much as playing games and competitions.”

Reece has continued to develop his badminton skills, gaining success in competitions and tournaments. He is now an integral part of his school team and regularly competes against older pupils. In October 2011, he represented Manchester United at the PL4S Regional Badminton Competition in Liverpool, helping his team to win the competition.

Last year Reece began attending the Manchester Badminton Performance Centre. He went on to represent the centre with a winning performance at a regional competition in Bolton and aims to continue improving himself to eventually compete at a national level.

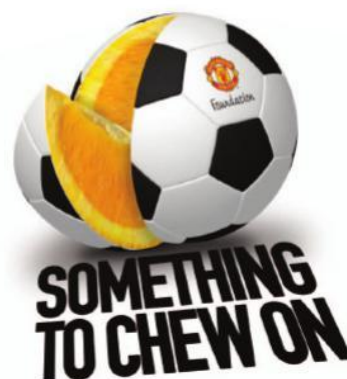


SOMETHING TO CHEW ON

Something to Chew On encourages youngsters to lead a healthier lifestyle in a bid to combat rising childhood obesity levels.

Funding ended in 2011 for the three-year programme, which overall has seen 3,012 children take part in classroom-based healthy eating lessons and practical fitness activities.

To provide a legacy to the project, we will continue to deliver Something to Chew On in our partner schools. A rugby version of the programme is now being delivered by Premiership Rugby nationwide.



12 PAST 12 MONTHS

2011 saw a further 1,485 children in 50 schools benefit from the project.

An independent report by EdComs into the behaviour and knowledge of children, teachers and parents who had participated highlighted the positive outcomes we achieved in key areas.

Physical Wellbeing

The programme had a huge influence on physical literacy and was seen by teachers as especially beneficial to the small minority of children who were very disengaged with PE. One example of this is Harlie from Heyes Lane Junior School:

"Harlie had been very withdrawn since joining the school. He was reluctant to take part in PE lessons; he didn't bring a kit into school. He is a lot smaller than the other children, many of whom take part in team activities outside of school. The Manchester United coaches identified this immediately and made an effort to ensure he felt confident enough to join in. They emphasised teamwork and encouraging each other; focusing on the positives and highlighting Harlie's skills. This had an immediate impact on him and he has moved from strength to strength."

— Simon Downes, teacher, Heyes Lane Junior School, Timperley

Healthy Eating

Pupils' understanding and attitude towards healthy eating improved across the board and many children tried new foods that they hadn't tasted before:

100% 68%

of teachers thought the programme had a positive impact on children's knowledge and attitude towards healthy living

of teachers thought that Something to Chew On impacted on pupils' healthy eating behaviour at school



"We tried foods we thought we didn't like but we did."



“We’ve learnt that we don’t need to eat junk food. It’s more about eating healthy food - with a little bit of junk food.”

Other Benefits

The study also proved that Something to Chew On provided positive outcomes outside of the healthy lifestyles subject. Coaches were seen as male role models for children. One teacher commented, “When the children see the lads coming in with the United jackets on, they are role models. The lads are so good, they have a good sense of humour and they will joke with the kids that Alex Ferguson is on the phone.”

The project also supported community cohesion and dealt with behavioural problems in class. Furthermore, 80% of teachers stated that the programme had positively impacted upon children’s confidence and communication skills.

Teachers claimed that the link with Manchester United acted as a hook for disengaged parents to become more involved with school. One parent commented, “We’re so close to Old Trafford so the programme just links well into the community.”

“Self-esteem, confidence and positivity; that’s what these kids got from it.”

– Headteacher

Teacher Training

Something to Chew On helped teachers to broaden their understanding and skills in relation to healthy eating and physical activity.

All schools received a resource pack so they could continue teaching independently. This provided teachers with a bank of ideas for future lessons and was identified as a key strength of the programme.

56%

of schools reported that they are currently using the resource pack

“The resources have become part of our induction pack for new members of staff. They are providing non-specialist staff with new knowledge and skills.”



HEALTH

The Foundation health team delivers two programmes. Imagine Your Goals (IYG) is a unisex programme designed exclusively for people with mental health problems. Premier Men's Health addresses the needs of hard-to-reach young men in the community. Both projects use the pull of Manchester United to attract participants and then help them to turn their lives around for good.



Imagine Your Goals

This two year programme uses physical activity to improve social inclusion and wellbeing for people with mental health problems, and aims to help change public attitudes towards mental health.

AIMS

The issue of suicide linked to mental health issues has tragically not strayed far from the headline news this year. But for Health Project Coordinator, Stephen Hoy, it's business as usual on IYG as he steers this ground-breaking mental health project into its second successful year.

A former professional European and Commonwealth Heavyweight Wrestler, Steve is a giant of a man who instils the importance of adopting a very gentle approach to the participants who walk through the gates of the Cliff Training Ground every Wednesday afternoon:

"We're not asking a lot from the people who come here. If they want to they can just have a cup of tea, sit down and watch the session, that's fine. We want them to turn up without putting any pressure on them to take part. I know from experience that this can be a great stepping stone because either myself, or the coaches, will go and have a chat with them and they'll reveal things to us. If we can't help directly we might know a service that can."

This is essentially the primary aim of IYG. As Steve puts it, "We are a one stop shop for anything they need." Participants can take part in football sessions and enjoy alternatives such as badminton, skittles and Tai Chi. In addition, Steve's team runs

classes on healthy eating and fitness. "After a couple of hours here they do feel better about themselves and build a level of confidence and communication that they might not have had before. We can also give them information and refer them to specialist agencies if they have identified a specific problem that we can't help them with."

The second and fundamental aim of IYG is to break down misconceptions about mental health:

"We all have our own idea of mental health. Our participants cover the full spectrum - autism, bipolar, learning difficulties and depression," says Steve. "People think that if you have a mental health problem you're 'crazy', but they're normal people just like anyone else. For example, depression is a common problem. People think if you have depression then you're not going through a happy time, but there are so many varying depths of depression and it can literally leave you bedridden."

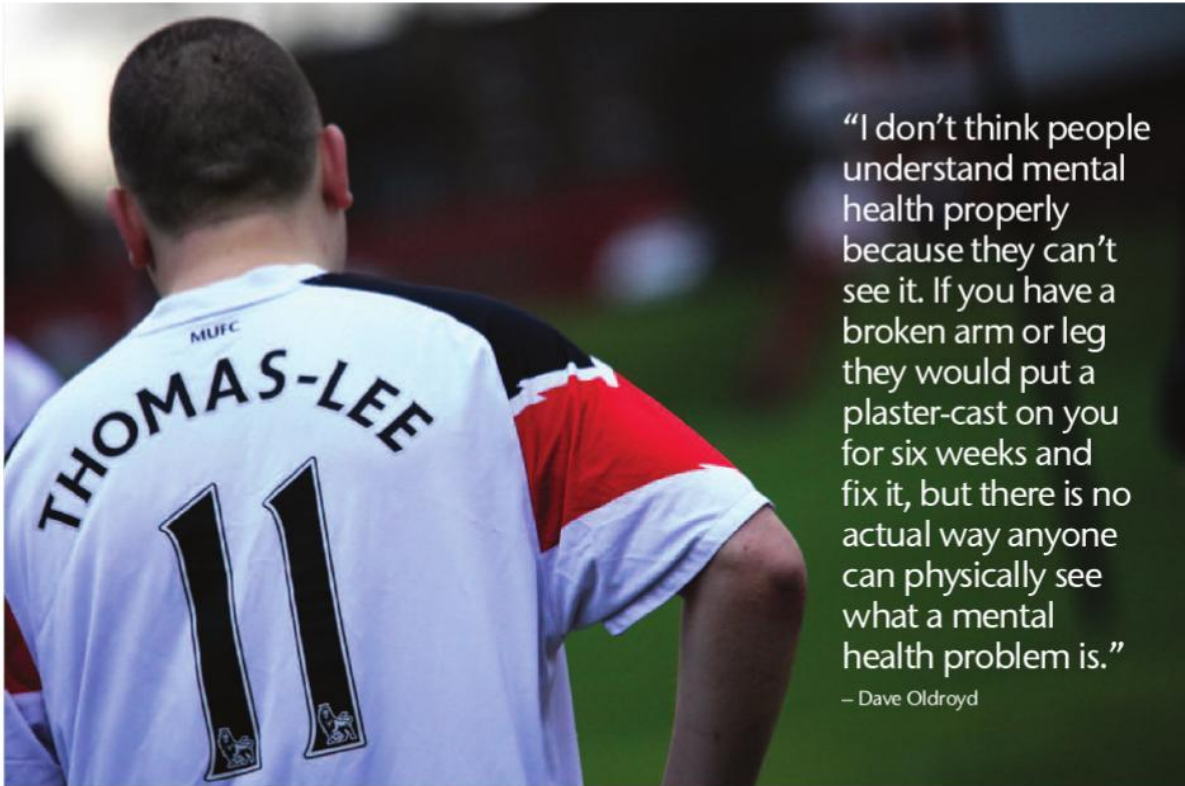
"The worst thing you can do with any mental health condition is not declare it, and think you will cope on your own."

Steve concludes, "The more we can use the badge of Manchester United to give people access to this type of programme and to send out awareness of mental health issues, then it not only benefits our participants, but society in general."

25%
of attendees are female

75
people have benefited from
Imagine Your Goals in 2011





“I don’t think people understand mental health properly because they can’t see it. If you have a broken arm or leg they would put a plaster-cast on you for six weeks and fix it, but there is no actual way anyone can physically see what a mental health problem is.”

– Dave Oldroyd

TESTIMONY

Dave Oldroyd, 31, Salford - IYG participant

The Cliff Training Ground has always played a big part in Dave’s life. As a boy he would battle against the crowd to watch the first-team train and get autographs from the likes of Cantona, Sharpe and Kanchelskis.

Now, after the death of his son, it serves an even greater part in his life - as Dave fights with his depression on the Imagine Your Goals project.

“My depression started three years ago. My son, Thomas-Lee, was born with various problems, Down’s Syndrome, a hole in the heart and a bowel condition. Soon after his first birthday he had a stroke and I watched him go from a happy baby, to a baby that couldn’t do much. He spent 17 out of the 20 months of his life in a hospital bed with me beside him 24/7. Me and his mum also split up during this time - it just tore us apart basically.

“The day after my son died the doctor gave me a different type of anti-depressant and put me in touch with health workers. I was devastated, suicidal near enough. It just felt like my life was non-existent and I didn’t feel like there was anything to look forward to.

“I don’t think people understand mental health properly because they can’t see it. If you have a broken arm or leg they would put a plaster-cast on you for six weeks and fix it, but there is no actual way anyone can physically see what a mental health problem is.

“A health worker told me about Imagine Your Goals. I love football and I always have done, so doing something that you love takes your mind off everything else - even if it’s just for a couple of hours, it’s something to look forward to and enjoy.

“IYG has given my life more meaning. It gives me something to look forward to and a reason to get out of the house. They do good coaching sessions, which gives me confidence and its helped me health wise, because I’d just been living in a hospital, eating junk food and I wasn’t doing any exercise. It’s improved my health and given me the will to go out.

“I’m giving this testimony on the first anniversary of Thomas-Lee’s death and my long-term aim is to try and get back to some sort of normal life again. When I think of my son I try and think of all the happy times we had; every time he smiled and when he giggled. I like looking at his pictures; it makes me sad sometimes but other times it fills me with happiness. I’m the proudest dad in the world to have had a son like him.”

Steve Hoy says, “Dave was treated just like anyone else, we didn’t ask any questions or make any judgements. His son’s death didn’t transpire for a few months. You have to be patient, let things come out naturally and wait until they are ready. Since he joined IYG, Dave’s progress has been phenomenal. He has not only fundraised to buy a plaque for his son but now does voluntary work at the hospital. He’s got focus through his voluntary work and he’s moving on with his life.”

Premier Men's Health

Also called 'Raise Your Game', this three year project is part of the Premier Men's Health scheme and was set up to address the needs of unemployed, 18+ men living in the area of Wythenshawe. The project deals with health issues, ranging from weight problems to drug and alcohol misuse.

TESTIMONY

Health Project Coordinator, Steve Hoy, describes how Raise Your Game has turned around the life of one individual on the programme. His description summarises perfectly the effect two sessions of football a week can have on the lives of hard-to-reach men in our local community.

"One individual, who I will keep anonymous, was a bit of a feisty character and in my opinion wasn't employable when he came to us. He suffered from dyslexia and was neither in training or education, but joined the group and became a regular member.

"From time to time the coaches had to talk to him because his behaviour was not acceptable to us. We explained the issues we had with him and helped him understand how he communicates with other people. I wouldn't like to say we lectured him, our approach is much more subliminal than that, but every now and then we'd bring up a situation about what an employer is looking for; is it someone who can get on with people? Or is it someone who swears his head off every few minutes? I don't think he'd experienced that kind of learning.

"I'm happy to say he's now on a two year training course to be a personal fitness instructor. I don't think he would have been anywhere near the right place to tackle something like that if he'd not been on the Premier Men's Health project. He still comes to the sessions now and fits it around his course. That's what makes this project so important."

AIMS

The pull of Manchester United is vital in attracting participants on all Foundation projects but none more so than Raise Your Game.

The men coming through the doors of the Wythenshawe Forum may be disengaged or have problems with authority, so the lure of free 'footy' sessions and joining a project that has given away match tickets is often enough to attract the most disillusioned:

"By coming to us we stop the management issue," says Steve Hoy. "Some of these men may never have been to a doctor before because they find that level of authority very intimidating, but in the atmosphere we create they find it more comfortable to reveal their issues and ask for things.

"We also get referrals from Job Centre Plus, but I never ask them how long they've been out of work. If you start asking that they just think we're another form of the job centre and the barriers will go up. We let them settle down

into the group, get fitter, let them make friends and start feeling good about themselves - it allows them to make that next step without feeling any pressure."

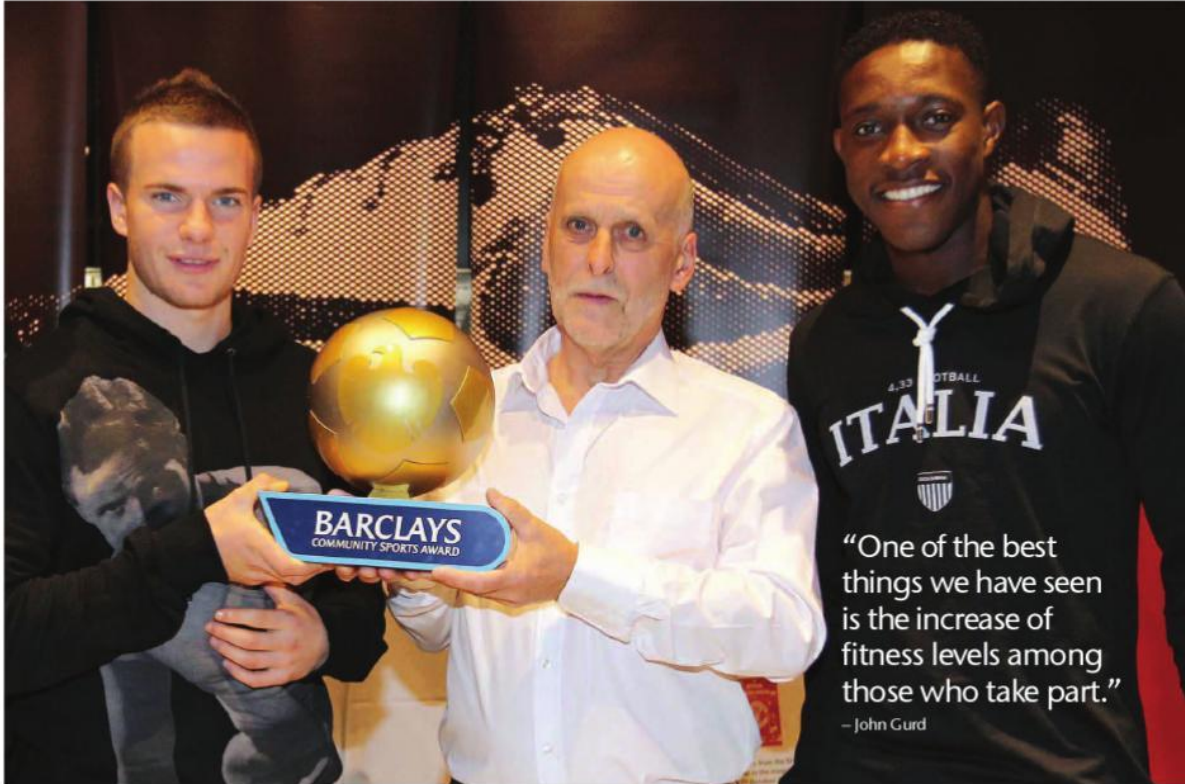
The 'next step' is for Steve and his team to address any health issues the participants have and, like the Imagine Your Goals programme, assist the men in getting specialist help if this is required:

"Two men have been referred to anger management classes this year. They asked to go on the course, because through our conversations they have revealed to us that they had issues and agreed to the help we found for them."

Working with employment and educational agencies, the team then work on motivating the men into getting back to work, or training in a pressure-free environment:

"What seemed completely impossible a couple of months before now doesn't seem quite so hard because they are feeling more confident about themselves. That's the essence of the programme - to allow people time without any pressure to become the best that they can be."





245
men have taken part since the project began

30
have gained employment

17
have gone into training

56%
of Wythenshawe is in the top 5% of the most deprived areas in England for poor health. (Poor health linked to heart disease, asthma, depression and mental health)*

It is estimated that 50% of Incapacity Benefit claimants in Wythenshawe have mental health problems*

*Manchester City Council, Wythenshawe Strategic Regeneration Report – 2008

12 PAST 12 MONTHS

Manchester MENCAP

John Gurd, Chief Executive of Manchester MENCAP, was awarded a Barclays Community Sports Award for his innovative link up with Manchester United Foundation. The partnership resulted in members of Manchester MENCAP experiencing their own Premier Men's Health Programme and receiving the same coaching sessions with the same objectives - to get men fitter, more confident and ultimately into employment or training.

From the six participants who turned up for the first session, the programme now regularly attracts an average of 30 and some members have gone on to join the main Premier Men's Health group. Three from the Manchester MENCAP group have even taken training courses as a result of the social skills and confidence their time on the programme has given them.

"One of the best things we have seen is the increase of fitness levels among those who take part," said John, as he was presented with his award by Tom Cleverley and Danny Welbeck in August. "There's half an hour of physical skills and a half hour match and a lot of the lads are getting healthier without even realising it."



04

EDUCATION

“My mum threatened that if I didn’t pass my exams, she wouldn’t let me sign for Manchester United!”

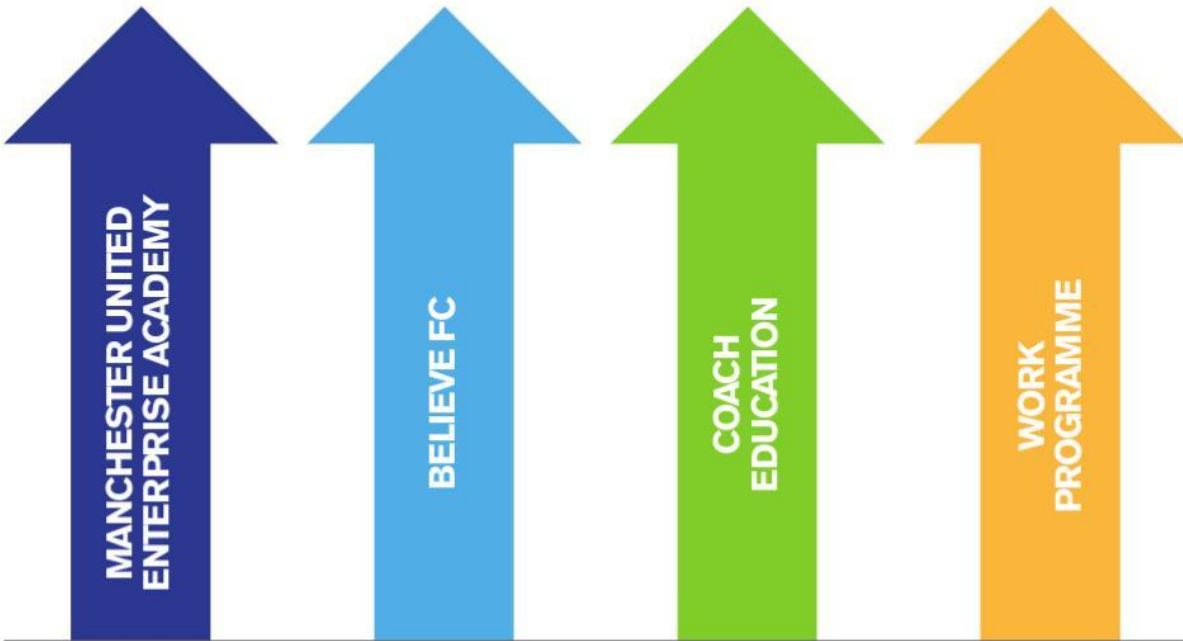
– Darren Fletcher

FOUNDATION EDUCATION

Since launching its flagship Manchester United Enterprise Academy (MUEA) programme in 2010, the education team has developed a range of courses and work experience. It aims to serve a wide spectrum of young people – from those who are completely disengaged with formal education to others seeking an opportunity to boost their future career prospects.



Having established four educational projects, which include national qualifications and vocational awards, we seek to develop partnerships with schools, housing trusts and official club partners to deliver an innovative brand of Manchester United education to young people.



BUSINESS INNOVATION



abc BUSINESS INNOVATION

DEVELOPING PARTNERSHIPS

- Working with local schools to deliver Foundation Education
- Creating links with local housing trusts and club partners to fulfil Regeneration and Corporate Social Responsibility (CSR) objectives

abc BELIEVE FC

CONFIDENCE BUILDING AND SELF BELIEF WORKSHOPS

- Mental strength: What it takes to become a champion

RESEARCH AND DEVELOPMENT

- Continued research into up-to-date methods and theories in positive psychology

728

young people have worked with the Foundation education team in the past year

abc MANCHESTER UNITED ENTERPRISE ACADEMY

OCR CERTIFICATE IN BUSINESS AND ENTERPRISE

- A unique way of learning: By studying Manchester United as a business rather than a football club

ENTERPRISE WORKSHOPS

- 1 and 2 day workshops providing challenges which incorporate team work and enterprise skill building

SUMMER SCHOOLS

- Educational challenges and activities for young people during their transitional summer between school and college

abc COACH EDUCATION

FA LEADERSHIP THROUGH FOOTBALL

- FA qualification studying leadership skills in coaching, refereeing and match event organisation for 14-19 year olds

FA JUNIOR FOOTBALL LEADERS

- First level of coaching award for 12-16 year olds

BTEC LEVEL 3 QUALIFICATION IN SPORT WITH FOOTBALL EDUCATION

- In partnership with Irlam and Cadishead College for 16-19 year olds

abc WORK PROGRAMME

OCR EMPLOYABILITY SKILLS

- Teaching the fundamental skills involved in looking for and gaining employment

INTERNSHIPS

- Providing local school and college leavers and university students with work experience at a Premier League club

WORK EXPERIENCE

- Providing local young people with the opportunity to gain work experience at a Premier League club

12 PAST 12 MONTHS

abc MANCHESTER UNITED ENTERPRISE ACADEMY

We have enjoyed continued success with MUEA. Engaging young people in the study of business, by using a football club as a template, has not only proved to be a winning formula with our students but has allowed us to develop some valued partnerships:

Parkway Green Housing Trust joined us to ensure the education team delivers MUEA to all secondary schools in Wythenshawe.

In October, Grove Village (a housing management organisation) in Ardwick, celebrated the fact that its partnership with the Foundation not only resulted in twelve young residents securing a business qualification, but that United midfielder, Darren Fletcher, was on hand to personally give out their certificates.

To further develop the MUEA programme we have updated and redesigned our core programme workbook and are pursuing opportunities to produce the booklet in an electronic format in the future. The education team is also developing an MUEA film to give students an even greater behind-the-scenes insight into Manchester United as a business model.



“The Enterprise Academy is a great way for youngsters to learn and I’m sure it will set them on their way to a successful career.”

– Darren Fletcher

abc BELIEVE FC

abc COACH EDUCATION

abc WORK PROGRAMME

MUEA continues to be our flagship programme; however the education team has also enjoyed great success by combining and adapting our four educational programmes to provide bespoke courses to suit the needs of our partners.

Manchester Young Lives Independent Pupil Referral Unit (PRU) provides alternative education for young people who have social, emotional and behavioural difficulties and have either been excluded or are at risk of exclusion from mainstream education. This year we have developed partnership work to increase the employability skills of our learners.

NESTA (National Endowment for Science, Technology and the Arts) initiated an alternative way for young people to engage in innovative workshops and activities, by providing them with ‘virtual

money’ to pay for experiences via their website. As a recognised provider, the Foundation team duly embarked on workshops in leadership, business and sports science, delivering to over 250 students at venues ranging from Dulwich to the Highlands of Scotland.

This summer, in partnership with Parkway Green Housing Trust we launched the “Manchester United Summer School of Excellence”. The course ran for two weeks and was offered to Year 11 school leavers from South Manchester.



Getting Down to Business with DHL



237

young people have received an OCR Certificate in Business and Enterprise

In May we embarked on an exciting collaboration with a club sponsor. As the official logistics partner of Manchester United, DHL were keen to work with MUEA, ensuring hundreds of local students gain an OCR Certificate in Business and Enterprise.

£26,500 funding was received from DHL, which has allowed our team to customise the Enterprise booklet, so that students will now learn from two multinational business templates – Manchester United and DHL.

DHL employees who are based in North West service centres will also assist Foundation coaches in the delivery of this exciting business programme.

Phil Couchman, CEO of DHL Express UK and Ireland commented, "With a wealth of experience and skills, our staff will help bring the world of work and business to life for pupils taking part in the Enterprise Academy. We want to put something back into the community in which we work. This partnership with Manchester United Foundation should open young peoples' eyes to new ideas and possibilities."

"The significance of this provision is that the Foundation will be working with the most vulnerable young people in Manchester."

– Lami Sonola, Foundation Education Manager



TESTIMONY

Fatima Noor, 17 – Match Day Runner

Students who enrolled in the Manchester United Summer School of Excellence learnt different aspects of the Foundation Education programme, as well as taking part in a "Dragons' Den"-type challenge.

For those who enrolled, a potential job opportunity was offered to work on match days. Putting into practice what they had learnt over the two weeks, the students underwent an interview process and nine candidates were successful. The match day runner job involves printing, collating and delivering team sheets in a time-pressured environment to all of the executive suites before kick-off. For many of our students this is their very first taste of employment and since the start of the 2011-12 season it has become evident that this role has not only built up their CVs, but their confidence too.

Fatima says, "I live just around the corner from the stadium in Old Trafford and when I saw a poster for the summer school I thought it

sounded really interesting and signed up for it. I didn't know anyone on the course but the group was friendly and we all got on really well. When we were given challenges we all felt comfortable pitching ideas, no one took over and we all felt we'd played our part.

"We didn't do work experience at my school so I jumped at the chance of getting a match day job. The interview really tested my nerves but I felt it went well and I was never put on the spot by the interviewers.

"It felt really good to know I'd got the job. I remember telling my dad, he's a big fan so he was delighted. He said, 'You're heading the right way!' I love my work and now that I know where

I'm going and what's expected of me I feel really confident. I also think I have developed my skills both working as part of a team and independently. I think I am a more responsible person now; the staff in the suites are relying on me to do my job on time and I take that responsibility seriously.

"I never imagined that I would work for Manchester United. It's like meeting a celebrity, you just don't think it will happen to you, so when it does it's incredible."

HUB OF THE COMMUNITY

In 2009 the Foundation initiated a scheme to expand on one of its core objectives – to take Manchester United to the heart of the community and inspire young people to reach their full potential.



Now entering its third year, the Hub of the Community project is going from strength to strength.

Dedicated Hub Development Officers (HDOs) are based in six 'hub' schools across Greater Manchester in order to enhance the profile of the schools and build lasting relationships within the local communities.

The HDOs work with children and teachers within the hubs and also extend their delivery to feeder primary schools, parents, local community groups and partnership organisations.

After an initial assessment of provision in the area, programming is tailored to meet the needs of that particular community and specific objectives are outlined for each hub. This includes sports coaching, healthy eating programmes, educational projects and extra-curricular community cohesion sessions.

The quality of delivery in the six hubs has meant the Foundation is building a strong reputation out in the heart of our community. Through our hub coaches alone we have used football to engage with over 6,000 children across the Manchester, Trafford and Salford this year.



2011 Hub Highlights

Broadoak School, Partington

In May 2011, Broadoak hosted the regional Let's Play Volleyball Tournament in association with Volleyball England and the Foundation's Premier League 4 Sport programme. The school was chosen because of its excellent facilities and accessibility. The tournament was a great success and over 500 players attended from across the North West.

Burnage Media Arts College, Burnage

"As Burnage is a new hub I think the start of the partnership is a massive highlight in itself and, in October, Sir Alex came to officially open the new school building. He had a tour of the school and gave a motivational speech to the pupils, which was a great experience." – Ben Charlton, HDO

Irlam and Cadishead College, Irlam

"The Premier League Trophy Tour was great because it gave pupils from each feeder primary school the opportunity to have their picture taken with the CHAMP19NS trophy, as well as being able to see the brand new building where, hopefully, they will be going to high school." – Rob Curran, HDO

Manchester Enterprise Academy, Wythenshawe

Pupils at Manchester Enterprise Academy received a huge boost when former United star, Edwin van der Sar visited in March 2011. The goalkeeper toured the school before putting on a training session for children from the Academy's feeder primary schools.

Manchester Health Academy, Wythenshawe

In April 2011, sixth form students from Manchester Health Academy were selected to enter a football competition organised by Nike. They came out on top at a regional tournament in Trafford putting them through to the national final at the brand new London Soccerdome. Although they didn't win, one of the boys was named 'player of the match' and four of the players were selected to travel to Northern Ireland to represent Manchester United Foundation in the George Best Memorial Trophy.

Stretford High School, Stretford

As a reward for being committed to their education and becoming sporting ambassadors for their school, two lucky pupils were chosen to represent Stretford High and Manchester United Foundation as ball boys at Old Trafford. Stephen Profit has assisted at all home matches during the 2011/12 season and Jack Ferguson has been offered the opportunity to work at the Olympic football matches in the summer.





"I get to see the positive impact the Foundation's involvement has on local communities and have witnessed first-hand the life changing work that is being done."

– Dave Chapman

TESTIMONY

Dave Chapman

Wythenshawe Hub Development Officer

Dave Chapman is the Hub Development Officer for Manchester Enterprise Academy. Having previously worked at the neighbouring Manchester Health Academy, he has been instrumental in developing the Hub of the Community model in Wythenshawe.

Dave has a diverse coaching background, having worked not only within mainstream schools but also with a focus on girls' football and coaching children and adults with various disabilities.

As a result of Dave's earlier coaching experience, he was offered the Hub Development Officer position in Wythenshawe when the scheme originated in 2009:

"When I took on the role Manchester Health Academy was a failing school. However, through working alongside the school, and with the support of the Foundation, we achieved fantastic results. In one year, pupil enrolment rose by 160% and the community cohesion sessions the Foundation

initiated attracted over 100 children per week, contributing to a 35% decrease in anti-social behaviour reported to the local police."

After a successful year at MHA, Dave transferred to Manchester Enterprise Academy:

"Once again circumstances were challenging; attendance at the school was below the national expectation, the percentage of pupils attaining five GCSEs (including Maths and English) at grade A-C was extremely low and recruitment was down by 50%. The school also had tenuous relationships with their local feeder primary schools and there was a poor perception in the community of students' behaviour."

Dave's first year at MEA has seen a substantial improvement in pupil recruitment which rose by 130%, attendance has now reached the national expectation of 92% and examination results have risen by 6%.

Dave adds, "The number of participants in the community cohesion project has increased from 15-20 to 60-70 per session and we now have three pupils working as volunteers at the sessions which is fantastic."

Nikki Birch, former head teacher at MEA, commented on Dave's impact at the school:

"Dave has made exceptional progress in transforming the profile of the Academy within the community and strengthening links with our primary schools. He is inspirational in his delivery and even inspires the hard-to-reach students. His contribution cannot be underestimated."

In recognition of his dedication, Dave has been nominated for numerous awards. In 2011 he was shortlisted in the North West Football Grassroots Coach of the Year Awards and also made the top 50 in the Independent on Sunday's 'Happy List' of people who make Britain a better place. For the past two years he has been nominated for Manchester United's Employee of the Season and has also received an Employee of the Month award.

Regarding these accolades Dave comments, "I thoroughly enjoy the work I do and to be recognised for this is fantastic. I get to see the positive impact the Foundation's involvement has on local communities and have witnessed first-hand the life changing work that is being done. To be a part of this is a privilege and a responsibility I will continue to respect."



05

CHARITIES

“Chicharito was the United player that I wished I could meet, even before my diagnosis. As soon as I saw him I shouted, ‘Oh my god! I love you!’ and he burst out laughing. My friends were really jealous because most of them are United fans.”

– Calvin Lam, patient at The Christie

FRANCIS HOUSE

Francis House Children's Hospice offers the families of terminally ill children a respite from their role as carers and gives the children a loving home-from-home.

With the funds raised through the partnership with Manchester United, Francis House has been able to employ a team of outreach Home Care nurses, so that it can extend its fantastic service into the community.



CASE STUDY

A special visit for Francis House



On 29th September, residents of Francis House in Didsbury received a visit from Chris Smalling, Phil Jones and Coronation Street actress, Shobna Gulati.

It was the footballers' first experience of Francis House and they were clearly impressed by the incredible atmosphere the hospice creates: "It's brilliant to be able to come and see first-hand the fantastic work that goes on here," Chris commented. "It gives families a break and they know their children are being well looked after."

Shobna is a lifelong Manchester United fan and a passionate supporter of the Foundation's work: "I think it's really important to visit places like Francis House and see how much joy the staff bring into the lives of the parents and children. It's just the most amazing place."

During the visit Shobna spent time chatting with young patient Charlotte and her mother Tracy, who spoke about the impact Francis House has had on both of their lives:

"Francis House is an oasis – there is just nowhere else like it. I went to London for the weekend a few weeks ago and it was the first time I had left Charlotte since she started her treatment two years ago. She loves it at Francis House and the staff feel like family – I wouldn't have trusted anyone else to have looked after her."

Charlotte added, "I love spending time in the creative room doing arts and crafts. I also enjoy the sensory room, baking cakes, going to the cinema and being in the garden. I've made lots of friends and we have 'girly weekends' where we get pampered!"

Tracy concluded, "It's reassuring to know that Charlotte is in a safe environment with professional staff who look after her day and night. Francis House has made a huge difference to our whole family."

"It gives families a break and they know their children are being well looked after."

– Chris Smalling



THE CHRISTIE CHARITY

The Christie Charity raises essential funds for The Christie, one of Europe's leading cancer treatment centres. Manchester United's support of The Christie helps with the vital rehabilitation of cancer patients in the Young Oncology Unit (YOU) and enables staff to continue to provide the very best care, allowing patients to lead as normal a life as possible.



□ CASE STUDY

Chicharito at The Christie



The Christie

In September 2011, Manchester United star Javier 'Chicharito' Hernandez made a special visit to teenage cancer patients when he brought the Premiership trophy to The Christie as part of the CHAMP19NS Trophy Tour.

Chicharito toured the YOU and showed off the famous silverware to patients in the teenage and young adult unit. Whilst he signed autographs and chatted to football fans on the wards, coaching staff from the Foundation engaged patients in a range of games to help promote the benefits of physical activity during their treatment.

After posing for pictures with patients, Chicharito said, "It's a pleasure to be here and visit these people. Hopefully we can make them happy today – that's the most important thing."

17 year-old patient Calvin Lam was especially excited to see the Mexican striker and commented, "It felt great meeting 'Little Pea' because he is the United player that I wished I could meet, even

before my diagnosis. As soon as I saw him I shouted, 'Oh my god! I love you!' and he burst out laughing. My friends were really jealous because most of them are United fans."

Calvin, from Warrington, was diagnosed with osteosarcoma in April 2011 and attended The Christie for the next eight months. He recently completed his treatment and has nothing but praise for the leading cancer centre: "The staff at The Christie are amazing! My treatment there was absolutely wonderful, I couldn't have asked for more. They even had Sky TV so I could still watch the football!"

"It's a pleasure to be here and visit these people. Hopefully we can make them happy today - that's the most important thing."

– Javier 'Chicharito' Hernandez

"The staff at The Christie are amazing! My treatment there was absolutely wonderful, I couldn't have asked for more. They even had Sky TV so I could still watch the football!"

– Calvin Lam

UNITED FOR UNICEF

Entering its 13th year, the relationship between Manchester United and UNICEF is going from strength to strength as we continue to hold the longest running partnership between a charity and a sporting organisation.



Fundraising Highlights

Bryan Robson and Andrew Cole embarked on a whistle-stop journey across the Eastern continent as part of a fundraising tour of Asia. The United Legends visited UNICEF projects in Hong Kong, Kuala Lumpur and Bangkok and attended charity dinners which raised over £95,000 for the Foundation and the United for UNICEF partnership.

The 12th annual United for UNICEF Gala Dinner was attended by Sir Alex Ferguson and the first-team squad and successfully raised over £132,000.

£62,000
was raised for UNICEF
from the Legends
Asia Tour

£132,000
was raised at the 12th
annual United for
UNICEF Gala Dinner

CASE STUDY

David Gill's trip to Senegal



In October 2011, David Gill visited Senegal to experience first-hand how the United for UNICEF partnership is helping some of the world's most vulnerable children.

Children in Senegal face many challenges but, for many, the main struggle is mere survival. An astonishing one in eleven children die before their fifth birthday. However, the funding raised through the United for UNICEF partnership will ensure that many more children both survive and thrive.

A total of £600,000 has been pledged to Senegal and during his trip David witnessed how the first £200,000 is helping to provide 35 child survival centres, training for health workers, motorbikes to deliver vaccines and fridges to store drugs.

The new centres also offer critical advice to mothers on how to protect themselves and their children from disease, whilst supplying vital medicines and vaccines.

Reflecting on his experience, David commented, "Obviously I've seen news coverage on the television but what these people go through is really harrowing. However, the sheer compassion, community spirit and the work going on has been one long highlight of this trip."

FAST FACTS

2.2 million
children in Europe, Africa
and Asia benefited from
the United for UNICEF
partnership

£2.5 million+
has been raised from this
the partnership to date

In 2010, the Club pledged to raise **£1 million** for the charity over three years and a number of prestigious fundraising events throughout 2011 have ensured that we are well on the way to achieving that target

DREAM DAYS

Each season we work with Wish Foundations to organise 'Dream Days' for Manchester United supporters who are suffering from life-limiting illnesses.

In 2011 we hosted two of these events, during which guests watched the first-team train at Carrington before meeting their footballing heroes in the players' lounge.



"I told Wayne Rooney we were from Australia and he asked us if we'd been to a game yet. We'd missed the Chelsea game so he said, 'I've got a couple of spare tickets for the Liverpool game, if you want them?' I said, 'Yes please!' and within ten minutes I was holding the tickets."

— Jason Brady



"We hope to make it a day to remember for the kids and make sure they have a good time. When they come here and watch us train their faces just light up; you can only imagine what they are going through. It's quite humbling and it's a pleasure for us to be able to help in some way."

— Michael Carrick



Meeting some lovely kids who came to watch training through our @mu_foundation - good day all round!

— @Rioferdy5, Rio Ferdinand



HOSPITAL VISITS

Christmas comes early each year for young patients at the Royal Manchester Children's Hospital and The Christie, as the first-team players pay a visit bearing gifts for those unfortunate enough to be spending the festive season in hospital.

The players arrived on 23rd December, armed with presents ranging from cuddly toys to iPads and set out to put a smile on the faces of the brave boys and girls.



TESTIMONY

Miah Lumley

Eight year-old Miah Lumley returned to the Royal Manchester Children's Hospital, where she was a patient two years ago, to be reunited with her hero, Michael Owen.

When she was just six-years-old, Miah was the victim of an unprovoked attack by a neighbour's dog. The animal severely mauled her face causing her to spend Christmas in hospital recovering from extensive facial surgery.

Following her treatment Miah's face was badly swollen and she had a blue dressing covering her stitches. Her mother, Caroline, commented, "She refused to take her dressing off for anybody; she just wouldn't let us see her face or smile."

A turning point for Miah was the arrival of the Manchester United first-team players who visit the Children's Hospital every year. Caroline recalled, "When Michael Owen came into Miah's ward he actually sat on the floor in the corridor with her to have a chat. He said that he understood because his little girl had also had an operation on her mouth and told her, 'You can't have your picture taken with me without being able to see your beautiful smile'."

Despite being apprehensive, Miah eventually agreed to remove her dressing. She found it upsetting to see herself in the mirror as her face was swollen but Michael didn't flinch at all. Instead he exclaimed, "Oh my goodness, I can see

your beautiful smile now!" He gave her a hug and when she had her picture taken with him she smiled for the first time since the attack.

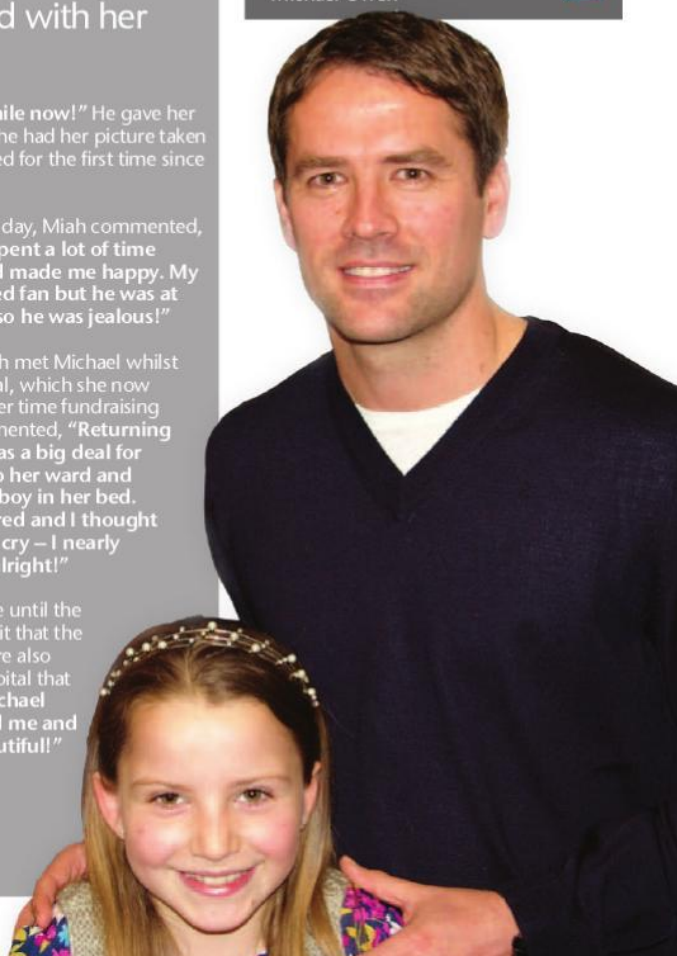
Remembering the day, Miah commented, "Michael Owen spent a lot of time talking to me and made me happy. My dad is a big United fan but he was at work on the day so he was jealous!"

Two years on, Miah met Michael whilst visiting the hospital, which she now spends much of her time fundraising for. Caroline commented, "Returning to the hospital was a big deal for Miah. We went to her ward and there was a little boy in her bed. She went bright red and I thought she was going to cry – I nearly did but she was alright!"

Miah was unaware until the morning of the visit that the United players were also attending the hospital that day. She said, "Michael Owen recognised me and said I looked beautiful!"

Can I just say that the surgeons, nurses etc., do an unbelievable job and their work is appreciated by so many people.

– @themichaelowen,
Michael Owen



SIGNED MERCHANDISE

Each year we receive hundreds of requests via our online application system for signed merchandise for beneficiaries to use to fundraise for their own charitable causes.

We also provide match tickets for fans who suffer from life-limiting illnesses, disabilities or are experiencing special circumstances.



? FAST FACTS

£131,000+
was raised in 2011 for
800+
national charities
and organisations

851
complimentary
match tickets
were provided

In November one
signed shirt raised

£2,000
for Barnardo's
Children's Charity

One signed
football raised

£1,450
for Sparks Medical
Research Charity

345
signed shirts

459
signed footballs

"Thank you for the tickets you gave me and my parents for the game against Manchester City. I enjoyed the whole experience, the atmosphere and the build-up to kick-off was fantastic. However I wasn't so keen on the result! I am continuing to make a good recovery from my brain tumour and days like this really cheer me up."

— Ben Somers.

416
signed photographs

176
signed pennants

155
museum passes



06

FUNDRAISING

“It was an amazing day because despite what we’re all going through we just had fun. It helped us to forget for one day what’s been going on in our lives.”

– Charlotte Hughes, former patient at The Christie

FUNDRAISING

As a registered charity the Foundation fundraises to support its delivery, as well as raising funds for the Club's charity partners.

An exciting calendar of events that offers unique Manchester United experiences helped to raise £517,811 for the Foundation in 2011.

The match day lottery continues to be our main source of income, which this year raised £256,565 – almost half of our fundraising income.

A further £261,861 was raised for UNICEF with The Christie and Francis House benefiting from £174,617.

This year we diversified our fundraising activities by selling charity wristbands. They carried the CHAMP19NS message and sold out within 6 weeks of going on sale, raising £5,000.



£517,811

was raised for the Manchester United Foundation in 2011

Played in a golf tournament today for Man Utd Foundation. Our team won it. And I won overall individual tournament. @themichaelowen. #Fuming

- @WayneRooney



£256,565

was raised from the match day lottery, almost half of our fundraising income in 2011

£261,861

was raised for UNICEF

£174,617

was raised for The Christie and Francis House

£5,000

was raised from CHAMP19NS charity wristbands



CHARITABLE ACTIVITIES

abc EDUCATION - 37.2%

⚽ FOOTBALL - 40.9%

🤝 COHESION - 12.9%

📄 HEALTH - 6.5%

🎯 OTHER ACTIVITY - 2.5%



INCOMING RESOURCES

👤 VOLUNTARY INCOME - 13.0%

🏠 INCOMING RESOURCES FROM CHARITABLE ACTIVITIES - 47.9%

📄 ACTIVITIES FOR GENERATING FUNDING - 38.6%

📄 INVESTMENT INCOME - 0.5%

Figures to 30 June 2011

Highlights from our calendar of events

FEBRUARY

LUNCH WITH LEGENDS

£8,500 was raised at the annual Lunch with Legends, attended by Gary Pallister, Patrice Evra and Nemanja Vidic.



MAY

GOLF DAY

Wayne Rooney, Angus Deayton, Paddy McGuinness and Michael Owen took part in our annual Golf Day at Dunham Forest, and over £30,000 was raised.

JUNE

CHARITY CHALLENGE

Fans were invited to a football tournament at the Carrington training ground to raise money for The Christie and Francis House.

OCTOBER

MACHU PICCHU

13 United fans travelled to Machu Picchu and raised £16,000 trekking alongside David May.



MARCH

CHARITY ZIP WIRE

A charity zip wire across the Old Trafford pitch raised over £50,000 for The Christie and Francis House.



NOVEMBER

LADIES' LUNCH

The Ladies' Lunch attracted some well-known faces and raised over £19,000 to be split between the Foundation, The Christie and Francis House.



APRIL

LEGENDS ASIA TOUR

Bryan Robson and Andy Cole set about a tour of Asia which raised over £95,000 for the Foundation and the United for UNICEF partnership.



JULY

HUBLOT FASHION SHOW

A Hublot fashion show in New York during the first-team tour of America raised over £38,000.



AUGUST

OPEN TRAINING

Open Training raised over £45,000 for our disability football programme.



DECEMBER

SANTA RUN

Over 1,000 fans got into the festive spirit at the annual Santa Run at Old Trafford, which was officially started this year by Tom Cleverley.

Up nice and early to set the Santa Run off at Old Trafford #freezing

-@tomclevez23,
Tom Cleverley



LADIES' LUNCH

The second annual Ladies' Lunch took place at Old Trafford in November to raise money for the Foundation and the Club's charity partners – The Christie and Francis House.



The event was hosted by life-long Red and Foundation Trustee, Eamonn Holmes and his wife, Ruth Langford.

Entertainment was provided by illusionist, Dynamo, with singing performances from Cole Page and actor, Will Mellor. A special appearance by Robbie Savage and his 'Strictly' dance partner, Ola Jordan, also delighted the 400 guests in attendance. Department store Harvey Nichols supported the lunch and showcased its winter collection on the catwalk before joining forces with patients from the Young Oncology Unit at The Christie - giving six young ladies an experience they would never forget.

"As one of the few men here I feel quite privileged to have been a guest at such a magnificent event. In terms of working in partnership with the Foundation this has been a perfect day for Francis House."

– David Woodrow, Fundraising Relationship Manager

TESTIMONY

Charlotte's Shining Star

Charlotte Hughes, from Hulme, Manchester, was diagnosed with cervical cancer in 2006 when she was just 20 years old.

She has endured four courses of chemotherapy and radiotherapy and two life-threatening operations, during which she had a full hysterectomy and her bladder and bowel removed.

Since her diagnosis, Charlotte has been treated at the Young Oncology Unit and is now in remission. It was through The Christie that Charlotte became involved with the Ladies' Lunch and after taking to the catwalk she was interviewed by This Morning's Ruth: "It was an amazing day because despite what we're all going through we just had fun. It helped us to forget for one day what's been going on in our lives," she recalls. "I loved being interviewed by Ruth; I like to tell my story because I'm creating awareness of cervical cancer and the fantastic work of the Young Oncology Unit."

Taking part in the fashion show was a big step for Charlotte as she would like to get involved in modelling. "As a result of my treatment, I've had to go through a transformation to accept the way my body is now; I lost my hair and I've had stoma bags fitted so I've had to learn to live with certain things. Through modelling I want to help other people by showing that despite what I've been through and what my body is like, it is still possible to achieve your dreams."

Two years ago Charlotte set up her own charity to raise awareness of cervical cancer and petition the government to reduce its age policy on cervical screening from 25 to 18 years of age. Together with her friends and family, Charlotte holds regular fundraising events and all proceeds are donated to the Young Oncology Unit at The Christie.

For more information about Charlotte and her charity visit: www.charlottesshiningstar.org.uk



Thanks to everyone at the @MU_Foundation for having me in to entertain all the beautiful ladies today :)

– @Dynamomagician, Dynamo



OPEN TRAINING

In August, around 13,000 United fans turned out to Old Trafford for the annual Open Training fundraising event.

Over £45,000 was raised in order to develop the Foundation's disability football provision, enabling us to run more sessions, buy new equipment and offer more opportunities to the community.

Foundation disability players led the first-team out onto the pitch and had the unforgettable experience of a kick around with the likes of Rooney, Giggs and Ferdinand.



£45,000+

was raised to develop the Foundation's disability football provision

“My dreams have come true today. To play football with my heroes on the Old Trafford pitch was just amazing and, from a coaching point of view, to meet the likes of Sir Alex Ferguson and Rene Meulensteen was just unbelievable.”

— Danny Boylan, Foundation disability coach and player

“This has been the best day of my life; I've just played football with Wayne Rooney.”

— Tom Salt, 13, disability player



MACHU PICCHU

In October 2011, 13 adventurous United fans embarked on a once-in-a-lifetime expedition to Machu Picchu in Peru.

Trekkers were joined by former player, David May for the nine day trail which culminated at the breath-taking site of the 'Lost City of the Incas'. Over £16,000 was raised from the event and all proceeds were donated to the Foundation.



TESTIMONY

Adam Mitcheson

Adam, from Altrincham, is a huge Red and couldn't pass up the opportunity to take part in the trek:

"I saw the poster for the trek outside Old Trafford and knew if I didn't take part I'd regret it forever. I saw it as an opportunity to have a fabulous experience whilst giving something back to Manchester United and raising money for the Foundation.

"I cannot do justice to the experience with words. The friendships forged will be there forever; we are all from different backgrounds but had the common theme amongst us that we all love Manchester United.

"A highlight of the experience was playing football with David May at 13,000 feet in the middle of the Andes; that's something I will never forget. Another was reaching the highest point of the trek. We were in the middle of two glaciers on a beautiful clear day and even Maysie was brought to tears by how unbelievable it was.

"When we completed the trek everyone felt very emotional. The clouds lifted at Machu Picchu, I saw this 'Wonder of the World' and knew we were somewhere special. It was a huge reward and it has had a lasting impact on me personally."

"The experience has certainly changed my life and to know that all the effort we put in will change children's lives for the better is a great feeling."

– Adam Mitcheson

