



IMPACT REPORT 2018/2019

#MORETHANFOOTBALL

Thank you to our Partners



KEY FEATURES...

- 5. INTRODUCTION
- 6. STRATEGY
- 9. A YEAR IN NUMBERS
- 10. COMMUNITY COHESION
- 14. EDUCATION & TRAINING
- 18. HEALTH & WELLBEING
- 22. NATIONAL CITIZEN SERVICE
- 26. SPORTS PARTICIPATION
- 31. FUTURE PLANS FOR 2019-2020
- 33. CONTACT US



INTRODUCTION

A message from our Head of Foundation **Chris Bailey**

I am delighted to share our Impact Report for the 2018-19 delivery year with you all. You will see, through the pages of this report, the variety of programmes we provide as the clubs' official charity in the heart of the Sheffield community, and the impact these have made throughout the course of the year.

In what is now the 11th year of the Foundation, we continue our journey serving the city of Sheffield through our 4 key themes of Community Cohesion, Education & Training, Health & Wellbeing and Sports Participation, seeking excellence in our provision to ensure the best possible experience for all of our participants.

As a charity of the city, we are totally committed to our vision of helping to make Sheffield “a more healthy, active, educated, respectful and integrated society” and continue to seek ways in which we can support people to be “the best version of themselves”.

In this report there are some very inspiring and powerful stories that highlight the positive changes people have made to their lives and their achievements as a result of being part of the Foundation family.

I wish to offer my sincere thanks to our ever-supportive Trustee board, our progressive and dedicated staff team and all of our passionate volunteers who have worked tirelessly through the year to provide valuable opportunities for our communities.

Of course, our work would not be possible without the ongoing support of Sheffield United Football Club and our local and national partners, these relationships help us to create a tremendous amount of positive impact in our communities and for that, we are truly grateful.

Thank you to each and every one of you for choosing to support the Foundation, for your investment of time, your words of encouragement and for championing our cause across the city.

I am extremely proud of our history, and hugely excited by our future.

Together we are **#morethanfootball**

Chris Bailey
Head of Foundation



STRATEGY



OUR VALUES

PASSIONATE

PROGRESSIVE

TRUSTWORTHY

CONSIDERATE

FLEXIBLE

OUR VISION

“A MORE HEALTHY, ACTIVE, EDUCATED, RESPECTFUL AND INTEGRATED SOCIETY.”

OUR MISSION

“OUR GOAL IS TO BUILD LINKS BETWEEN THE FOOTBALL CLUB AND THE COMMUNITY USING THE APPEAL OF FOOTBALL AND SPORT IN GENERAL TO ENCOURAGE, MOTIVATE AND INSPIRE ALL INDIVIDUALS, REGARDLESS OF BACKGROUND, TO ACHIEVE THEIR POTENTIAL.”



WHY

NEED (LOCALLY AND NATIONALLY) / SUFC FAMILY / OUR CLUB

WHAT

COMMUNITY COHESION | EDUCATION & TRAINING | HEALTH & WELLBEING
| NATIONAL CITIZEN SERVICE | SPORTS PARTICIPATION

WHERE

CITY WIDE

LOCALLY

GLOBALLY

HOW

PROACTIVE OVER REACTIVE

80% STRATEGIC - TO PREVENT, TO PROVIDE, TO PROLONG

20% TACTICAL - TO ALLEVIATE, TO ADDRESS, TO ADVISE

FOUNDATION PROGRAMMES / PARTNERSHIPS / SOCIAL ACTION / RAISING FUNDS / MONITORING AND EVALUATION

A YEAR IN NUMBERS...

21,796

PARTICIPANTS

£270

AVERAGE SOCIAL VALUE PER PARTICIPANT

OVER £5.8M

SOCIAL VALUE

17

PROJECTS

29

STAFF MEMBERS

ONE COMMUNITY





COMMUNITY COHESION

“OUR GOAL IS TO BUILD LINKS BETWEEN THE FOOTBALL CLUB AND THE COMMUNITY USING THE APPEAL OF FOOTBALL IN GENERAL TO ENCOURAGE, MOTIVATE AND INSPIRE ALL INDIVIDUALS REGARDLESS OF BACKGROUND, TO ACHIEVE THEIR POTENTIAL.”

IN NUMBERS...

856

PL KICKS
PARTICIPANTS ENGAGED

554

PL KICKS
PARTICIPANTS RETAINED

1198

**ENGAGEMENT
HOURS**

29

VOLUNTEERS

PL KICKS

PL Kicks started in 2007 and has a long history of using the power of football and the value of sports participation to help youngsters in some of the most high-need areas.

By engaging young people in constructive activities, including a wide variety of sports, coaching, music and educational and personal development sessions, communities up and down the country have been transformed with impressive football and sports participation rates and the authorities reporting significant reductions in anti-social behaviour in the areas in which it is delivered.





MARLEY'S PL KICKS STORY

PL Kicks football with Sheffield United Community Foundation gave Marley a focus and helped him escape from daily struggles.

Marley first started coming to our PL Kicks sessions when he was 12 years old. These sessions gave him the opportunity to play football a number of times a week, improve his footballing skills and represent SUCF at national tournaments around the country.

As Marley got older and continued to play football, he decided he wanted to take it more seriously and pursue his ambition of playing professional football. Alongside training he continued to volunteer with us at the Foundation, on our PL Kicks sessions accross the City. As a reward for all of Marley's hard work, the Foundation supported him in completing his FA Level 1 coaching qualification. As a result of this, he secured a job working with the Foundation, which helps support him around playing football semi-professionally.

Marley said: "Kicks made a positive difference to me, it gave me the mind set to do the right things and push myself to take opportunities.

My message to young people reading this, be yourself. Be the best version of yourself always."

"KICKS MADE A POSITIVE DIFFERENCE TO ME"
- MARLEY GRANT, PL KICKS PARTICIPANT

EDUCATION & TRAINING

IN NUMBERS...

96%
PASS RATE

105
LEARNERS

**ESTABLISHED
WOMEN'S FOOTBALL
EDUCATION PROGRAMME**

**90% FOUNDATION
DEGREE STUDENTS
VOLUNTEERED WITH
THE FOUNDATION**

Study Programme

Further education for 16-19 year olds. Learners will study 39 weeks of the year with us undertaking a qualification in sport as well as gaining work experience and unique enrichment opportunities such as Sports Coaching, football and Futsal.

Traineeships

A 12 week employability programme that allows learners to undertake vital work experience as well as gain a number of small qualifications in employability, maths and English.

Foundation Degree

A higher education course where learners study at level 4, 5 and 6 (optional). Designed to identify the type of skills and qualities that are required to work within professional football clubs community departments or national governing bodies in areas of growth such as social inclusion, community coaching and football development.



CHARLOTTE ON FUTURE EDUCATION OPPORTUNITIES



“Since joining the Education Academy, I have had lots of different opportunities and experiences. The opportunity of studying alongside playing football everyday was a real driver for me attending the course.

My footballing ability has improved massively over the last two years. This is a result of being trained by quality coaches everyday and this has helped me progress from grassroots football to development football.

Alongside playing football, I have been studying the Btec Level 3 Extended Diploma. I have always been pushed by my tutors, which has allowed me to achieve the best grades possible. There are lots of other opportunities to develop at the Education Academy. I have been put through my FA Level 1 and Level 2 coaching qualifications, which has resulted in securing a job with the foundation as a football coach in the community.”

“THE OPPORTUNITY OF STUDYING, ALONGSIDE PLAYING FOOTBALL EVERYDAY, WAS A REAL DRIVER FOR ME ATTENDING THE COURSE”

- CHARLOTTE BENNEHAN, STUDENT

I am looking forward to completing the course, and I am excited to progress onto my next challenge.





HEALTH & WELLBEING

We seek to improve the health and wellbeing of people in Sheffield. The Foundation will adopt the five pathways to wellbeing which are: **Connect, Be Active, Take Notice, Keep Learning and Give.**

IN NUMBERS...

144

PARTICIPANTS
ENGAGED

1020

HOURS DEDICATED TO
MENTAL HEALTH

OVER 100 MILES WALKED

86 YEARS OLDEST PARTICIPANT

HEALTH & WELLBEING

HEALTH WALKS

Working in partnership with Step Out Sheffield and Drink Wise, Age Well we provide the Stadium as a meeting and end point to help encourage local people, primarily aged 50+ to access our health walks. The walks have also become popular with Sheffield MIND who promote the sessions through their own channels. We hope these sessions will help improve/maintain good mental wellbeing and prevent isolation.

WALKING FOOTBALL

Walking Football is one of the UK's fastest-growing sports for the over 50s. The Community Foundation run weekly sessions in partnership with Sheffield International Venues and the Sheffield & Hallamshire County FA. Although originally designed for the over 50s, the Foundation welcomes anyone who would like to use this form of the beautiful game to; help get healthy, revive those bygone footballing glory days or just socialise with similar like-minded people.



MENTAL HEALTH FOOTBALL

In partnership with Sheffield Flourish's Brunsmeor Awareness and the Sheffield & Hallamshire County FA, we provide easy to access football sessions designed to cater to adults that are suffering from a diagnosed mental health problem.





SIMON: OUT OF HOSPITAL

Simon Allison returned home from hospital with help from our Mental Health Football Sessions in partnership with Sheffield Hospital.

Simon was one of the first participants to attend our Mental Health Football Sessions. These sessions are put on to help people affected by long term mental health problems.

Over the last three years, Simon has represented the Community Foundation on numerous occasions, often playing in matches against other community trusts. Simon now plays for a team called Brunsmeer Awareness. This Club has been set up by Sheffield Flourish, Sheff & Hallamshire CFA, Sheffield United Community Foundation and Brunsmeer grassroots football club. They play in league once a month against other mental health awareness teams.

Keith Ward, Health and Wellbeing Manager said: “Simon is one of the nicest, dedicated people I have had the pleasure to work with. He is always happy to be there and absolutely loves his football.

Simon is always around to support other participants and has such a positive attitude. He is an amazing person a real role model. This is evident in the way other participants look up to him.”

As a result of Simon’s efforts, he was handpicked by the Foundation to be put through his Sports Leaders Qualification at the Sheffield United Academy. This has helped Simon to coach sessions and offer support to his peers.



NATIONAL CITIZEN SERVICE

NCS is a 3 week project designed to engaged young people, aged 15 – 17. The 3 week programme will equip the young people with valuable skills for work and life. The 3 week project is devised into 4 stages; Adventure, Discovery, Action, Celebration.



IN NUMBERS...

427

NCS SUMMER 2019 PARTICIPANTS

12'810

SOCIAL ACTION HOURS

15

GRADUATES HELPED SHAPE NCS FOR THE FUTURE

100

HOURS DEDICATED TO CONTINUOUS SOCIAL ACTION



CARA'S STORY PARTICIPANT TO VOLUNTEER



"IN 2015 I TOOK THE PLUNGE AND SIGNED UP FOR NCS. DURING MY TIME ON NCS I MET LOADS OF NEW PEOPLE AND TRIED NEW ACTIVITIES AND OVERCAME MY FEARS. ONE OF WHICH WAS CANOEING!"

- CARA HARRISON, NCS RECRUITMENT LEAD

"My NCS journey didn't stop there, after completing the programme I began volunteering on my local youth board and also volunteered on my regional youth board, representing the young people and graduates of Yorkshire and Humber, which opened up even more opportunities like meeting the England football team, hosting EFL and NCS conferences and also helping improve my local area by planning projects, such as renovating a local elderly home. These experiences helped to prepare me for being a paid team leader which I then did for 2 years.

In 2018, I embarked on a journey to university, something that probably wouldn't have been possible if it wasn't for my whole NCS experience. I then moved into volunteering with Sheffield United Community Foundation NCS youth board and was given the opportunity to become a Wave Leader in the summer. After summer was over, through the recognition of my hard work, I gained part time employment with the Sheffield United NCS team, which runs alongside my second year of university where I am studying to become a youth worker.

Balancing university and working part time for Sheffield United NCS has benefitted me massively professionally, my time management and organisation has improved to a standard where I can successfully achieve and progress both at university and work.

Thanks to the Foundation, I am now able to continue building my CV and gain constant experience of working with young people all around Sheffield, alongside studying for my degree."

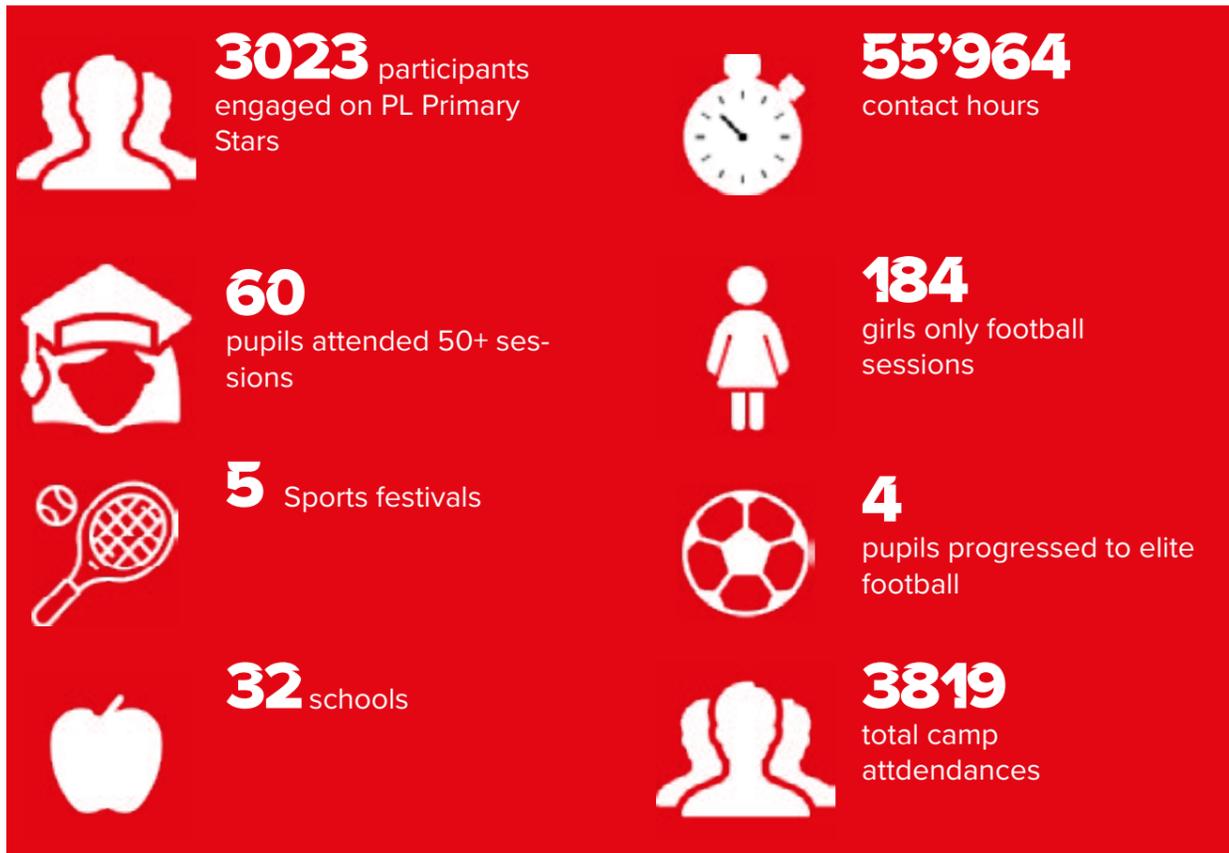




SPORTS PARTICIPATION

The aim of this strand is to engage, motivate and inspire all individuals to encourage a life-long participation in physical activity and sport.

IN NUMBERS...



Sheffield United Community Foundation and Premier League programme has helped one youngster move on from a difficult childhood

Sheffield schoolboy Rio has overcome a difficult time at home and school thanks to the work of the Sheffield United Community Foundation and Premier League Primary Stars.

“He’s had a really tough past,” explains Rob Jenkinson, School Sport Co-ordinator at the Foundation.

“He lost his mum when he was very young and he has not got contact with his dad.”

Rio also had struggles at school, as bullying made him withdraw from participation in class.

That’s where the Foundation and Premier League Primary Stars were able to help.

PL Primary Stars teaching resources are designed to inspire children inside and outside the classroom, and with the help also of the Foundation and its football sessions they brought out the confidence in Rio.

“Sheffield United helped me a lot and without them, I wouldn’t be the person I am today,” Rio.

SPORTS PARTICIPATION

Kinder + Sport Move and Learn

EFL Trust's + Sport Move and Learn Project, a specially designed primary schools programme encouraging children to take part in physical activity, has embarked on its fourth year running.

The programme that is run in partnership with Ferrero, EFL Trust's network of 26 EFL Club Community Trusts and The Irish FA helps young people understand the importance of a balanced diet and active lifestyle.



"I HAVE ENJOYED LINKING THE SPORTS GAMES WITH CLASSROOM WORK AND LEARNING HOW MY BODY CHANGES WHEN I EXERCISE"

Healthy Schools Programme

Combining classroom learning about leading healthy lifestyles with PE lessons working on the importance of exercise and fitness

Curriculum Support

Designed to complement and reinforce existing PE programmes within schools. Its aim is to help children attain their curriculum targets through physical literacy; developing confidence, physical competence, personal skills, team work and building self-esteem.

Football Camps

Take place every school holiday and gives children aged 5-14 the opportunity to play football and make new friends in a safe and fun environment. Held at Goals (girls camp), Crookes, Wisewood and Westfield.



Development Centres

Our development centres are open to all children aged between 5 and 12 years old who are looking to compliment coaching they may receive at school or grassroots clubs.

Extra Curricular

Sports clubs take place over break/lunch times or after school clubs. We aim to work with children who would not normally access sports clubs/coaching.

Wildcats

Wildcats football centres offer girls aged 5-11 a chance to try football for the first time and provide regular opportunities to play.



FUTURE PLANS FOR 2019-2020

COMMUNITY COHESION

ADDITIONAL 5 SESSIONS PER WEEK

EDUCATION & TRAINING

OVER 200 STUDENTS

HEALTH & WELLBEING

NEW 3 YEAR CANCER SUPPORT PROJECT

NCS

OVER 500 PARTICIPANTS

SPORTS PARTICIPATION

NEW DISABILITY SPORTS PROGRAMME

#MORETHANFOOTBALL



CONTACT US

FACEBOOK

SHEFFIELD UNITED COMMUNITY FOUNDATION

TWITTER & INSTAGRAM
COMMUNITY SUFC

LINKEDIN

SHEFFIELD UNITED COMMUNITY FOUNDATION

WEBSITE

WWW.SUFC-COMMUNITY.COM

EMAIL

ENQUIRIES@SUFC-COMMUNITY.CO.UK

CALL

0114 261 9883

SUFC STEELPHALT ACADEMY
FIRSHILL CRESCENT
SHEFFIELD, S4 7DJ



YOUR FUTURE
STARTS HERE

