



Foundation



SEASON REVIEW 2014 | 15

Liverpool FC Foundation – The Club's official charity

ABOUT US

FOREWORD



This was a great season for the LFC Foundation, and my first year in post.

I have been hugely impressed by the dedication and dignity of the LFC Foundation team, and the results they achieve each year with the thousands of participants taking part in our extensive range of sporting development, educational, and health programmes.

I vividly remember the beaming smiles of the LFC Foundation team from Plantation Primary School when they won the national final of the Premier League schools tournament in May 2015. They really did embody the joy and health our programmes bring to thousands of young people every day of the week.

Another highlight for me was the All-Star Charity Game we held at Anfield stadium in March 2015, featuring Steven Gerrard and Jamie Carragher as captains of the all-star cast. It was a great day for the LFC Family, and we were thrilled to raise £1million to support our programmes and those of our charity partners.

I am really looking forward to guiding the LFC Foundation over the coming years, and developing new ideas and partnerships to maximise our impact. It really is true that Liverpool FC is the greatest football family in the world – and we will do all we can to support communities locally and around the world to be healthy and happy.

Andrea Cooper,
Head of Liverpool FC Foundation



WHAT WE DO

Liverpool FC Foundation is the official charity of Liverpool Football Club. The Foundation raises funds, develops partnerships and delivers programmes that engage people through their passion for LFC and football, and helps them to become: healthier, improve their life chances and contribute positively to their community.

WHY WE DO IT

Being a part of Liverpool FC is like being part of a family, and that means looking out for each other - particularly those in need. We believe in bringing communities together and raising aspirations, because our family deserves health, happiness and the best opportunities in life.

HERITAGE

Over the last two decades, Liverpool Football Club has carried out community work within Liverpool's local and global communities. The Liverpool FC Foundation was formed in 2010 to build upon this legacy using the LFC crest to help inspire positive and lasting change in people's lives.

Former player and founder of the community department, Brian Hall, was instrumental in establishing Liverpool FC's community outreach, and his hard work and dedication lives on through the work carried out by the LFC Foundation.

HOW WE DO IT

We engage people through their passion for football and Liverpool FC. We leverage the global support of the Club to serve communities in the UK and around the world.

We aim to have the greatest impact possible on people's lives - both at home and across the world. Our initiatives fall into four main focus areas:

VISION

We have been working hard for over 20 years to deliver initiatives that help people build a better future for themselves and others. Over the past year alone we have had a positive impact on over 20,000 programme participants in the UK and across the globe.

The ambition of the Foundation is ever growing. The success of the All Star Charity Game was a huge achievement raising £1million for charitable projects across Merseyside. Our ambition is to engage and serve more widely across the LFC family - raising awareness of the full scope and value of the work we do, and developing more opportunities for fans to get involved.



1. Sporting participation

Helping people to be more active, building and uniting communities through football and other sports.

2. Improving life chances

Helping people to reach their full potential through a range of initiatives including health, education and employment projects.

3. Inspiring social action

Empowering LFC's international family of fans to make a positive contribution to the work of the Foundation and the issues they care about in their own communities.

4. Supporting other charities

Enabling trusted partners to do more of their work, by using the unifying power of our Club crest.

SPORTING PARTICIPATION

To encourage physical activity, build self confidence and promote football in a school and community setting.

PREMIER LEAGUE SCHOOLS SPORT

- Provides educational offers ranging from curriculum PE, extra curricular clubs, skills and drills and enrichment delivery such as schools sports days, mini leagues and tournaments.

PREMIER LEAGUE 4 SPORT

- Multi-sport opportunities to introduce young people to new sports.
- Offers seven sports across the programme: Athletics, Badminton, Basketball, Boxing, Netball, Table Tennis and Volleyball.

PREMIER LEAGUE GIRLS FOOTBALL

- Session to create opportunities for young women to engage in football.
- Uses football as a positive tool to engage and build relationships within communities and raise awareness of girls' football.

KICKS

- Sessions in areas of high anti-social behaviour that engages with hard to reach young people aged 13-25.
- Creates interventions, offering participants pathways for further personal development and employment opportunities.
- Incentives for improvement in attitude and behaviour. Chances to participate in matches and tournaments against other clubs, tickets for Liverpool FC games and other once in a lifetime opportunities such as Q&A sessions with First Team players and taking penalties at The Kop at half time as part of the "Kick It Out" campaign.

RESPECT 4 ALL

- Offers sports provision for young people and adults with severe complex and additional needs.
- Works closely with families and participants, Respect 4 All aims to help everyone fulfil their potential in different ways, from helping them train to become staff to supporting their participation.

YOUNG WARRIORS

- After school clubs for children aged 4-6 years.
- Safe and fun environment for young people's first experience of football.
- All young players attend monthly fun coaching sessions at the LFC Academy.

COMMUNITY HUBS

- Combined after school club activities in community locations.
- Currently three hubs: Anfield, Wavertree and Rainhill.
- Open to boys and girls of all abilities 4-18 years.

HALF TERM CAMPS

- Fun, safe and enjoyable camps aimed at improving the understanding of tactics and developing technical abilities and team work skills.

MINI LEAGUES

- Created to give primary schools an opportunity to play against each other in a competitive, safe and friendly environment.
- The leagues are open to both boys and girls who are in years five and six.

TOURNAMENTS

- Opportunity for school and local teams to compete against other teams/schools across the city.
- Includes Premier League Schools Tournaments where school teams play against each other to progress to the finals.



SPORTING

PARTICIPATION

20,000+

programme participants



6,000+

sessions delivered to participants locally and nationwide



Premier League Schools Sports



130 schools



5,000 sessions



7,500 children



7 sports delivered to young people



150,000+

attendances across the UK and worldwide



670 sessions delivered for young people and adults with additional needs



300+

football sessions delivered specifically for girls



426 evening 'Kicks' sessions delivered



560 matchday tickets awarded to local community groups

Tournaments

128 schools entered

playing **70** hours of football

IMPROVING

LIFE CHANCES

Pre-Season Tour



10 charities engaged



2,000 young people



23 sessions delivered



25 young people given part time employment at the Club



8,400+

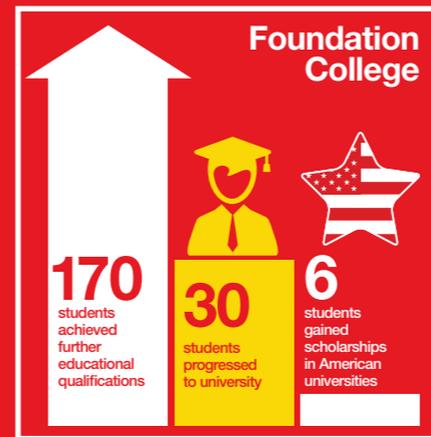
men engaged with by the Men's Health programme

100 military veterans engaged with per week



3,500

young people engaged with internationally



SUPPORTING

OTHER CHARITIES



£1,000,000

raised for charity with the Liverpool All-Star Charity Match

During the 14/15 season LFC Foundation donated...



173 signed shirts



778 tour vouchers



61 signed footballs



34 items belonging to players



180 signed photographs



324 printed team photographs



4 signed boots



190 LFC shirts



32 special visitors to Melwood Training Ground



43 private Anfield tours

IMPROVING LIFE CHANCES

Initiatives to help people from a range of communities to reach their potential.

REDUCATE

State of the art education suite based at Anfield Stadium. Provides an inspirational learning environment used by the Foundation and other partners.



FOUNDATION COLLEGE

- Provides full-time unique and innovative learning experience for 16 to 19 year olds.
- Students achieve GCSEs, Foundation Degrees, A-Levels, BTEC Diplomas, NVQ and FA coaching qualifications.



MEN'S HEALTH

- Aimed at engaging men aged 18 years+ who are living and/or working in the Liverpool area.
- Works towards increasing and maintaining physical activity levels, advancing mental health and wellbeing, improving quality of life of those living with lifestyle related illnesses; encouraging men to make healthy choices.

YOUTH AMBASSADORS

- A partnership launched in 2012 between Liverpool City Council and Liverpool FC Foundation, giving young people aged between 16-19 training opportunities and work experience.
- Representing LFC Foundation at home games and various events across Merseyside.



MILITARY VETERANS

- Engage ex-service personnel across the Liverpool city region back into civilian life.
- Uses football as a platform to promote physical activity, team work, self-confidence and general good health and well-being.

ON THE BALL

- Intensive whole-school project delivered in All Saints Catholic Primary School and Anfield Road Primary School.
- Aims to improve attendance, punctuality, raise numeracy and literacy levels and inspire pupils to achieve more.
- Emphasis on improving physical activity levels and overall family health.



INTERNATIONAL

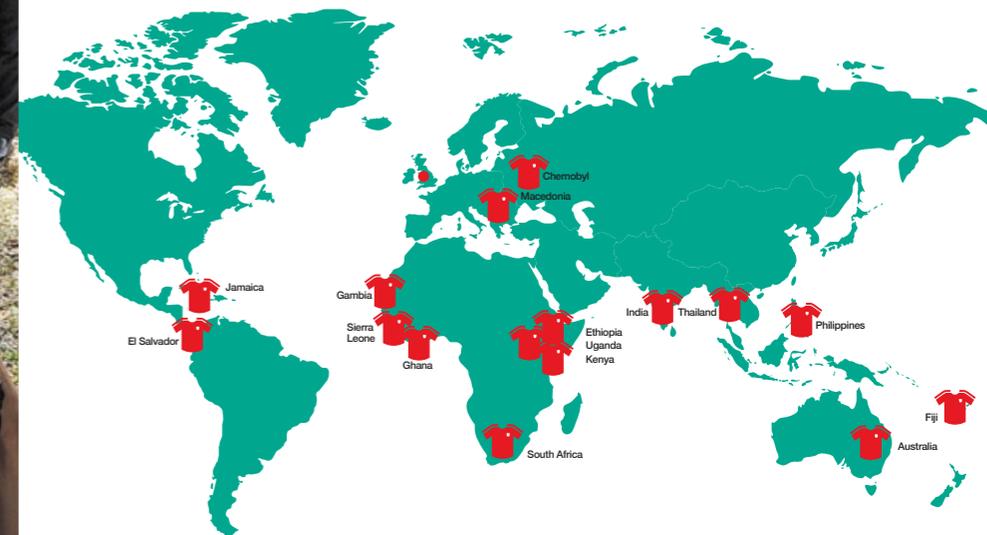
- Delivering activities and supporting local charities on LFC's Pre-Season Tour.
- Premier Skills Coach Education for 48 local Indonesian Students and Coaches in partnership with the British Council and Premier League.
- Joint activities with LFC's Official Supporters Clubs across the world.



Numerous outreach projects delivered in...



DONATED KIT TO ORGANISATIONS WORLDWIDE



SUPPORTING OTHER CHARITIES

The Foundation supports other local charities and worldwide organisations.

CHARITABLE SUPPORT

- Liverpool FC Foundation support various charities, locally, nationally and internationally.
- To assist with other's fundraising efforts, Foundation donates signed items, museum tours vouchers, team photographs, Liverpool FC shirts and goody bags.
- Terminally ill supporters are invited to Liverpool FC's training ground, Melwood, along with their family and friends to meet the First Team and watch a training session.



KIT DONATIONS

- The Foundation receives end of season kit from across the Club and distributes it to charities across the world.

FUNDRAISING

- All Star Charity game event, enabling LFC Foundation to donate £500,000 to charity partners.



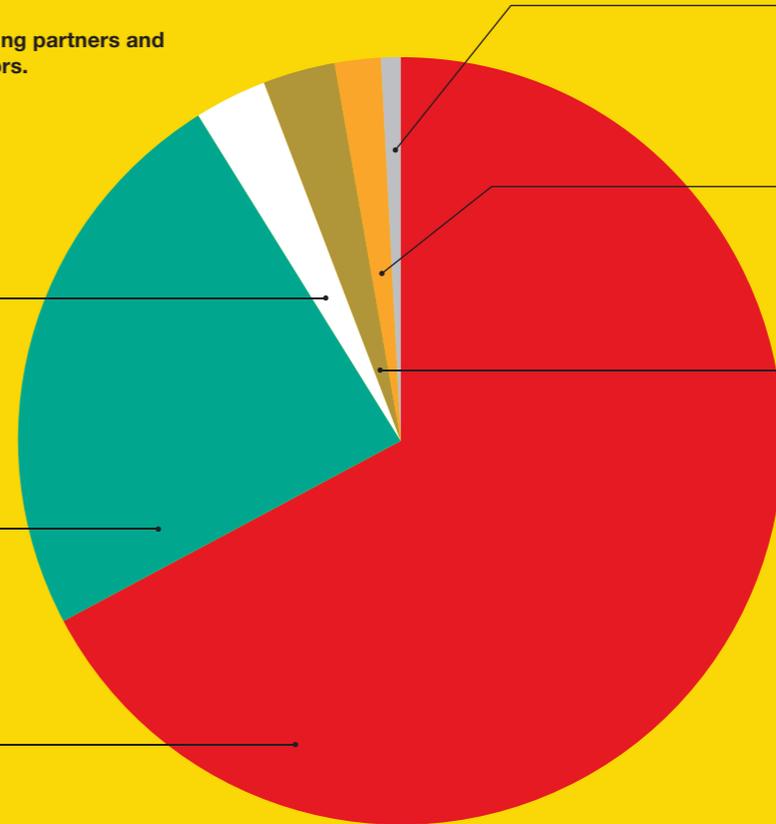
HOW WE ARE FUNDED

We are grateful to all funding partners and the generosity of our donors.

3% **NHS**
NHS Liverpool Clinical Commissioning Group

24% **PREMIER LEAGUE**
Premier League

67% 
Fundraising




Liverpool City Council
1%
Liverpool City Council


LFC Official Membership
2%
LFC Official Membership

3%
Other

HOW TO DONATE

Text:
YNWA15 followed by the amount to donate to 70070
You may give £1, £2, £3, £4, £5 or £10

Email:
lfcfoundation@liverpoolfc.com

Website:
www.justgiving.com/lfcf

Twitter:
@LFCFoundation



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