



Foundation

IMPACT REPORT

SEASON 2023-2024



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WELCOME

This is the fourth impact report that the LFC Foundation has published since we embarked on the journey of improving our evidence-based practice, with the ultimate aim of providing and supporting high quality programmes and services for our communities.

Key to this is transparent and accurate reporting which ensures that we remain authentic, credible and true to the values of our football club. The data and insights in this impact report are therefore a true reflection of the numbers of people supported and the impact the work has had. This also allows us to make informed decisions about where to focus our resources and which programmes to support and develop.

Those insights have helped us to shape our new strategy 2025 – 2030 which will see us focussing on our purpose of ‘Tackling Social Inequality in our Communities’ via our mission to ‘Raise Aspirations Home & Away by Improving Health, Championing Learning and Enhancing Employability’.

This will be done by continuing to develop our own high quality, impactful and measurable delivery and by supporting partners to do so both in the Liverpool City Region and Internationally.

As well as supporting over 127,000 people through the programmes we deliver and support, last season also saw several new events including our first ever ‘Kip Out at the Kop’ which raised awareness and funds to support people in the Liverpool City Region who have experienced homelessness, and our Legends Charity

Match in March v Ajax Legends attracted almost 60,000 to Anfield, our highest ever attendance for a charity game.

The Foundation has continued to receive external recognition in the past season including the Football Business Award – Best Premier League Community Scheme along with numerous sustainability awards for our work with the club on the Red Way. The Foundation continues to receive outstanding support from across the LFC Family – our Club, our players and our fans – and valued partners include the Premier League, Professional Footballers Association, Steve Morgan Foundation, Nike, Kodansha, Right To Play to name but a few.

We simply couldn’t have achieved the impact we have without your support. On behalf of the Board of Trustees, I would also like to thank colleagues across the Foundation and LFC teams for your commitment and dedication over the past season.

A final thank you to Substance who have supported us on this journey and, as with the previous three years, have externally verified our figures and calculated our social value.



Matt Parish
CEO, LFC Foundation



HEALTH WEEK 2024



EXECUTIVE SUMMARY

The LFC Foundation (LFCF) is the official charity of Liverpool Football Club (LFC) and aims to harness the power and passion of the Club's fans and stakeholders to create life changing opportunities for young people and families.

The Foundation continues to deliver a broad range of programmes aligned to six impact areas of activity which include:

SPORT AND PHYSICAL ACTIVITY

HEALTH AND WELLBEING

EDUCATION AND LIFE SKILLS

EMPLOYMENT AND TRAINING

YOUTH INTERVENTIONS

COMMUNITY ENGAGEMENT

Across all its activities, the Foundation **supported 127,534 people** with over **67,123 unique participants** accessing its directly delivered programmes and a further 41,181 supported via funding to external partner organisations. Foundation participants were predominantly children and young people; 40.5% of whom were female, 22% from ethnic minority groups and 12% said they have a disability.

Given the Foundation's emphasis on reducing the negative impacts on those who are experiencing high levels of multiple deprivation, it is important to highlight the proportion of participants who are affected by high levels of multiple deprivation. Again, this season, almost half of the participants (47.9%) were from the 10% most deprived areas in the country with 59.5% from the 20% most deprived.

Across the season, the Foundation delivered over **10,000 sessions and events** and supported the delivery of nearly 8,000 additional sessions through funding of local and international charities. Sessions were delivered from more than **300 community venues and spaces including 199 schools.**

It is also estimated that the Foundation distributed over **24,000** items, such as match day tickets and food items, worth over **£2.5 million** and its international programmes reached **13,611** children and young people.

The development of measurement frameworks across the Foundation's programmes, with clear output and outcome measures, has ensured a wealth of data to showcase impact.

In Season 23/24 the LFC Foundation...

- Delivered a host of health improving activities contributing **£56.5 million** to healthcare savings
- Provided over **1,200** inclusive sport and physical activity sessions for under-represented groups.
- Delivered over **18,500 hours** of sessions and events **in 199 schools**
- Provided over **250 hours** of employment training and support for young people, every month
- Provided dental screenings for more than **1,000** school children

Throughout the 2023/2024 season, the Foundation also conducted a series of satisfaction surveys amongst programme participants, their parents and carers, volunteers and partner organisations.

Overall, respondents were very positive with 88.3% reporting an improvement in their mental health / wellbeing, and 90.5% reporting an improvement in their physical health / fitness.

In terms of overall satisfaction, responses were even more positive,

Average rating **9.2**
★★★★★★★★★

On average sessions were rated 9.2 on a scale of 0-10.

Average rating **9.1**
★★★★★★★★★

In terms of likelihood that they would recommend the LFC Foundation to a friend, the average score was 9.1 on a scale of 0-10.

The LFC Foundation is keen to understand the outcomes of their work and the monetary value of this work. Employing the same model applied in previous seasons, it was possible to identify **an annual valuation of £92.14 million totalling £284.47 million worth of social value contributions over the past four seasons (293.6% increase since 20/21 season)**

It was also possible to calculate a **Social Return on Investment (SROI) of £13.70 for every £1 invested.**

Based on the alignment of LFC Foundation programmes to the United Nations Sustainable Development Goals (UNSDGs), it was possible to identify **contributions to 14 of the 17 goals totalling £92.14 million.**



Annual valuation of
£92.14 million
worth of social value

WHERE WE WORK AND WHO WE WORK WITH

Last season, the LFC Foundation worked with **over 127,000 people home and away** through programmes, special events, gifting and through community partnerships in the Liverpool City Region and internationally.

25,996 LFCF session participants

+

41,127 LFCF event attendees

+

41,181 External participants

+

19,230 Gift recipients

=

127,534 Total people supported*

*These numbers are with counts of duplicate participants removed from Event Attendees, External Participants and Gift Recipients



Participant Profile

The following data represents participants of LFC Foundation programmes and consists of 20,494 participant contact records.

Our monitoring data shows that our proportion of female participants has grown by nearly 5% but is still under representative of our local population. The data shows that the LFC Foundation reaches an ethnically diverse audience that represents the local population well and reaches a higher proportion of disabled people compared to census data for 0-25 year olds in LCR (Proportion of Disabled people in LCR aged 0-25 years old is 10.26%).

Gender

40.46% Female

59.51% Male

0.04% Trans & Gender
Non-Conforming People (TGNC)



Participant Profile

Age

0-4	0.42%
5-10	48.01%
11-15	36.55%
16-25	13.05%
26-41	1.42%
41-64	0.53%
65+	0.01%

Ethnicity

Asian	3.28%
Black	7.32%
Mixed/Multiple Ethnicities	5.09%
Other Ethnicities	6.47%
White	77.84%

Disability

Disabled	12.01%
Non-Disabled	87.99%

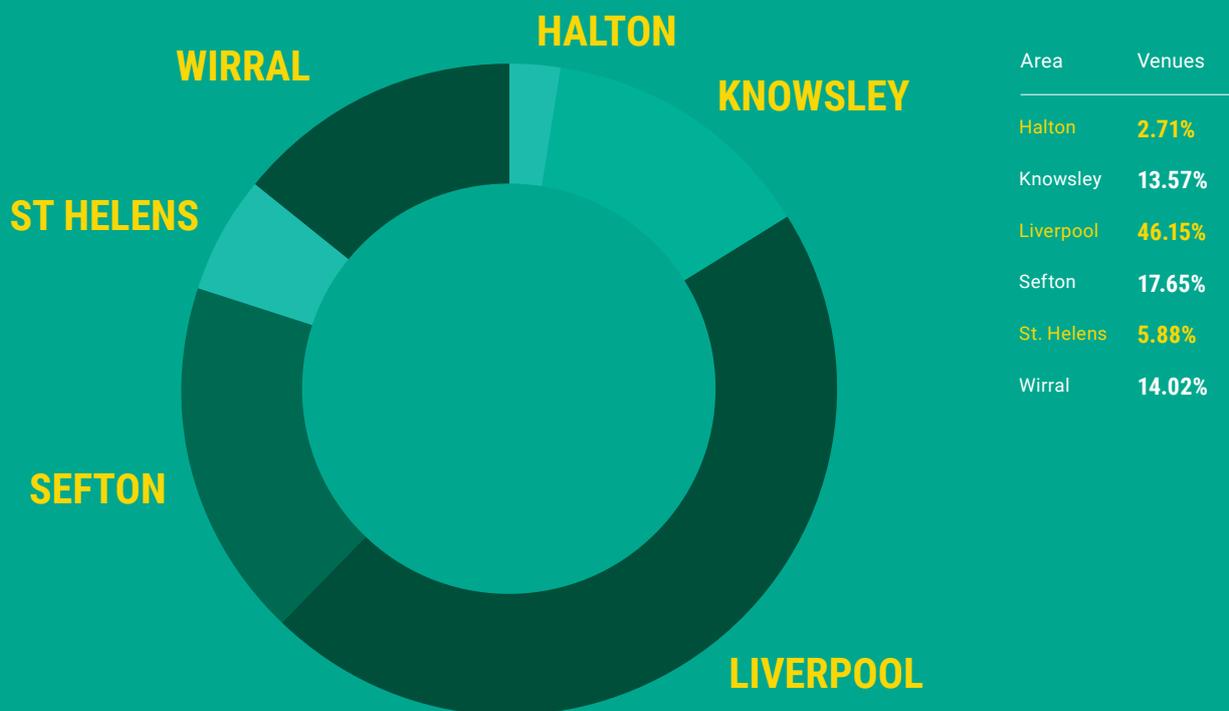
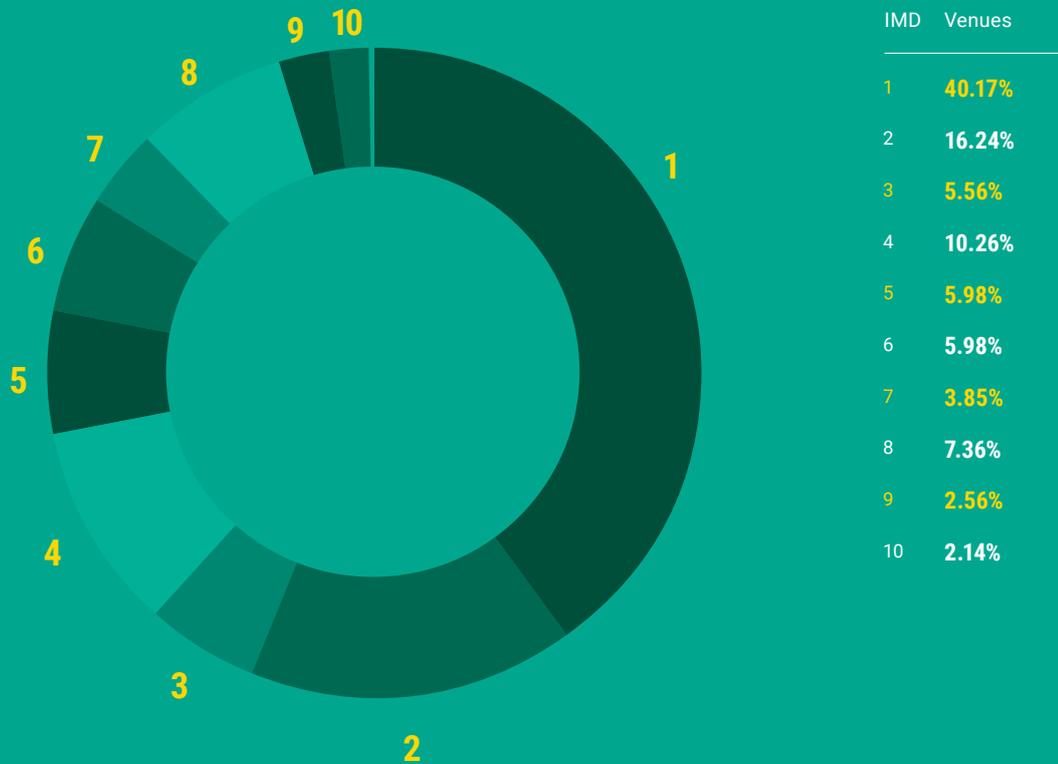


WE'RE IN YOUR COMMUNITY

Steve Morgan FOUNDATION

Our Venues

In line with the Foundation’s mission to tackle inequality, the majority of venues used this season were in areas of high multiple deprivation. Over 40% of venues used for sessions and events were in the 10% most deprived areas nationally

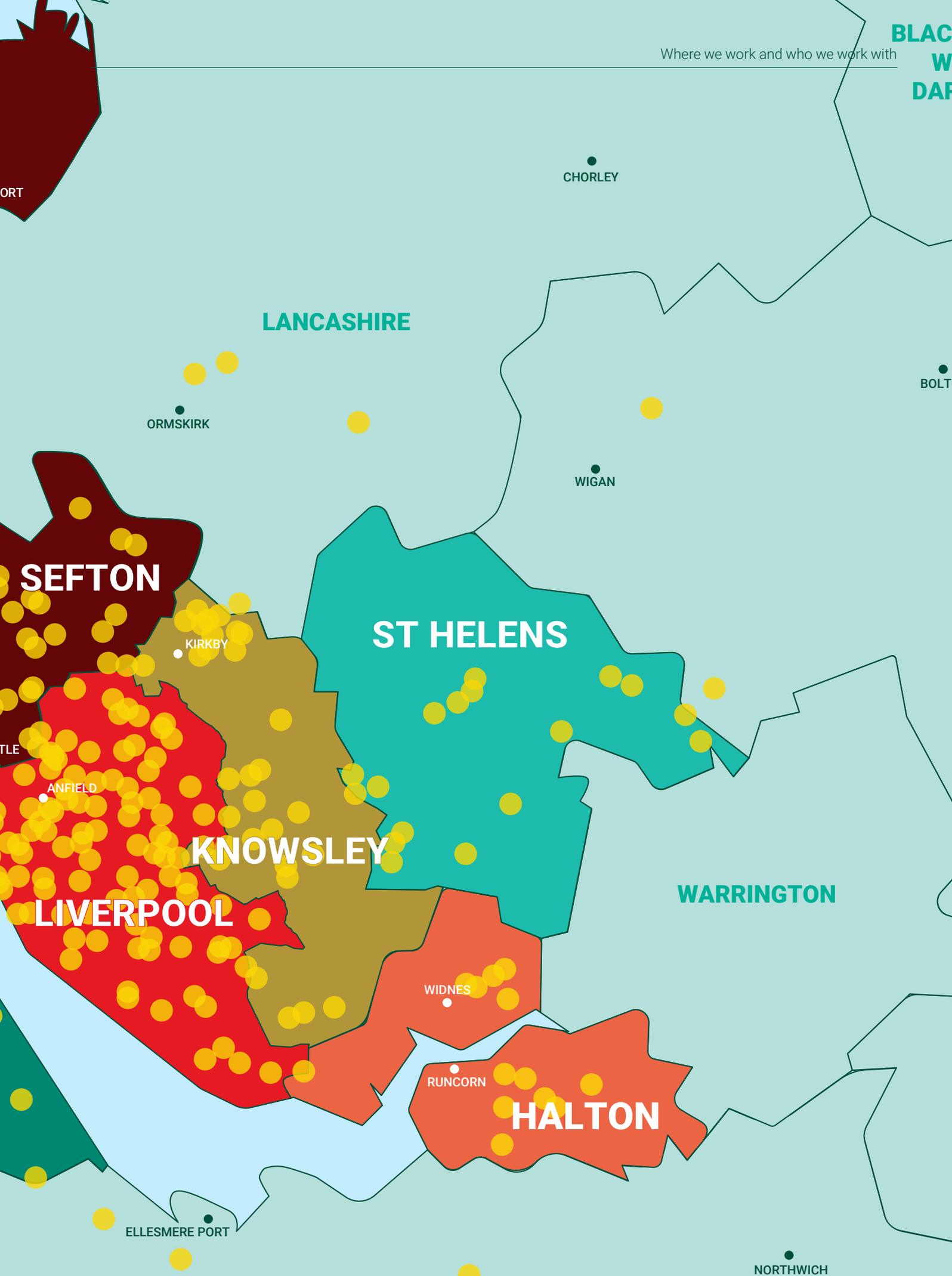


LFC FOUNDATION VENUES ACROSS THE NORTH-WEST AND BEYOND

● = 1 VENUE

Map drawn for illustrative purposes only. Original map and data created by Substance.





SPORT & PHYSICAL ACTIVITY

“The practice of sport is a human right. Every individual must have the possibility of practising sport, without discrimination of any kind and in the Olympic spirit, which requires mutual understanding with a spirit of friendship, solidarity and fair play.”

International Olympic Committee, Olympic Charter 1948; 2024





The LFC Foundation believe everyone should have the opportunity to take part in any sports or activities they choose, and to take part in a way that suits them. The LFC Foundation provide opportunities to take part in High-Performance, Inclusion & Recreation activities

HIGH PERFORMANCE

The LFC Foundation offer a range of high-performance sessions ranging from pathways to becoming professional athletes, to wanting to become more competitive in grassroots football. The "Liverpool Way" curriculum is embedded in each programme ensuring players develop both on and off the pitch

Player Development Programme

234 participants in
273 high performance sessions

Over **2,000** attendances
at PDP camps

- 1 player continuing to LFC U-12 Academy, 3 to Development Centres at other clubs and 1 trial

Emerging Talent Centre

80 participants in
178 high performance sessions

- 3 players continuing through Academy pathways
- Participants experienced "a day in the life of a professional footballer" at Melwood

Pay and Play

1,321 attendances at
64 sessions

- Average session rating 9.92 out of ten

"I say a million stars - my coaches are funny and good at football"

– Participant

LFC Girls Academy U-14s

19 players all with
100% attendance

108 sessions

"The coaches and staff are all amazing. They are great with my daughter. She's learnt so much since her time at LFC including classroom sessions and training. My daughter is very happy and strives to give her best and do well. Learning whilst she's having fun. I'm very happy and have nothing I feel that needs to improve."

– Parent of participant

INCLUSION

The LFC Foundation supports widening participation through inclusive and inspiring programmes. These programmes offer a safe space for people who are under-represented or have barriers to taking part in football. The inclusion team run four programmes focused on improving inclusion for Women & Girls, Disabled people, LGBT+ people and Refugee & Asylum Seekers.

She Inspires

237 participants

88 sessions delivered in 15 schools

300 participants in the She Inspires Challenge at Liverpool County FA (LCFA)

- Participants rated their knowledge of football 8.2 out of ten on average and their confidence playing football 8.41 out of ten.
- 63% of participants now play football outside of school and a further 22.22% want to.
- However, many girls and young women still feel there are fewer opportunities to participate in football (Average score 5.13/10)

"I liked Leading Warm ups that first team & reception kids take part in & self esteem talking in a group" – Participant

Kicks Inclusion

488 participants aged from 5 to 62 years old

Delivered **88** sessions

Over **2,000** event attendees

- Average programme rating of 9.53 out of ten
- Hosted the first Liverpool Disabled Supporters Association tournament with 13 teams taking part
- 300 attendees at the Kicks Inclusion Christmas party hosted at Anfield stadium with a special guest appearance from LFC player Rachel Laws

"I scored bicycle kicks, and had a great time with my friends" – Participant





LGBT+ Inclusion

38 participants

206 participants took part in the fifth annual LFC Foundation Pride Tournament with players Natasha Dowie and Becky Easton awarding trophies and medals to the teams

- LFC Foundation joined the club in promoting and distributing rainbow laces to staff and participants, as well as holding LGBT+ workshops

Refugee Inclusion

810 participants

222 sessions and 8 events

- This year saw the LFC Foundation launch our first Refugee and Asylum seeker tournament with over 100 players.
- And on the 18th October 2023 saw the first Merseyside refugee derby between LFC and Everton refugee teams in support of No Room for Racism

Thanks to The LFC Foundation team I have been able to meet new friends and keep in regular contact with old friends from when I lived in the hotel. Football provides us with a break from the challenges we face in our very isolated lives and provides us with a safe space and a sense of belonging.
– Participant



RECREATION

The LFC Foundation provide 3 programmes focused on building a love of sport and physical activity. Game On partner with local sports providers to broaden the variety of sports delivered to children in schools, Go Play and Go Play Tots activate our region's parks and greenspaces offering whole family activities and Holiday Camps.

Game On

The proportion of "Active" participants increased from 40.22% to **46.30%**.

90.74% of participants felt inspired by LFC Foundation coaches to try new sports.

94.44% now enjoy sport, up from 89.13%"

- The proportion of participants who were "Less Active" fell to 7.41%, down from 14.13% at the start of the programme.
- Liverpool's men's team and Jürgen Klopp visited participants at a Game On session with Dominik Szoboszlai and Reds legend, Sami Hyypiä, joining the session.
- £1,000 of sports equipment bursaries given to primary schools to embed a greater variety of sports in the school curriculum.

"I enjoyed everything we did, and I love taking part in Game On activities" – Participant

Go Play & Go Play Tots

336 participants

78 sessions and **15** events

Delivered in **9** parks and **5** community settings

Holiday Camps

416 participants

41 camps delivered in **6** venues

- Average rating of 9.78 out of ten with 100% of participants reporting they had fun.

"My daughter loves going being a part of a group and meeting new people" – Participant



CASE STUDY

Kingsley Obina Godwin, is a 9-year-old emerging talent out of our LFC Foundation Player Development Program, Halewood U11 Duel Age Band.

Before joining the LFC Foundation's Player Development Programme, Kingsley showed promise playing for grassroots U9 and U10 teams in Liverpool, including Mossley Hill and MSB Rotterdam. His talent was recognized by Liverpool Football Club scouts, prompting further interest. Kingsley's formal involvement began when he transitioned from Premier League Primary Stars to the PDP Football Programme, where LFC scouts had noted his potential. Under the guidance of PDP coaches at Halewood, a personalized development plan was crafted to enhance his concentration, intensity, and overall game. Over several 11-week blocks of technical coaching sessions, Kingsley's skills and focus significantly improved.

He was then invited to the LFC ACC Winter Programme at the LFC Academy. Here, he received close monitoring and coaching from age-group experts and competed against top regional talent and had several professional football clubs interested in him. Regular consultations with Kingsley and his mother covered football tactics, nutrition, hydration, and rest, ensuring holistic development. Kingsley's performance at the winter programme led to his return to PDP at Halewood, where he continued to benefit from intensive coaching. His progress at the ACC Rainhill Development Centre further honed his technique and intensity through high-quality training sessions. Impressing the coaches, Kingsley earned an eight-week trial with the main LFC group at the academy.



Kingsley talks about the trial, and how it was "a fantastic journey of fun-based football training, it was awesome".

Throughout his training, Kingsley remained enthusiastic and engaged, often interacting with coaches and seeking advice to improve his game. His dedication paid off when, after a successful trial period, he was signed by Liverpool FC Academy U10s.

Jordan Wimpenny, who is a Football Development Manager here at the LFC Foundation, speaks highly of Kingsley: "Kingsley has been on a journey that has led to signing for LFC Academy, a fantastic achievement for any young player, but one that is thoroughly deserved. After progressing through the LFC Foundation Player Development Programme at Halewood, Kingsley has been able to show what opportunities could be available within the pathway and we would all like to wish Kingsley the best of luck for the new challenge ahead."

The structured coaching and continuous support from the Player Development Program here at the LFC Foundation significantly boosted Kingsley's performance and confidence. We are delighted for Kingsley's signing and are excited to be with him as he progresses on his journey.

The Season Ahead

For the upcoming 24/25 season, we are committed to providing inclusive sports opportunities under the Sport & Physical Activity strategic pillars of participation, education and inclusivity. Our aim is to consistently increase levels of physical literacy, engagement and the love of physical activity within our communities.

"If you would like to take part in any of activities, please visit <https://www.liverpoolfc.com/foundation>

Karl Carney
Sport & Physical Activity Department Manager

HEALTH & WELLBEING

“The enjoyment of the highest attainable standard of health is one of the fundamental rights of every human being without distinction of race, religion, political belief, economic or social condition”

World Health Organisation Constitution, 1948



The LFC Foundation support the right of everyone to enjoy the highest attainable standard of health. We provide a range of programmes that encourage physical, mental and social health for children and adults.

OUR HEALTH & WELLBEING PROGRAMMES

Smile Squad

Smile Squad is a dental health programme that offers supervised school toothbrushing, dental health screening, treatment and referrals.

- Delivered in collaboration with the University of Liverpool Paediatric Dentistry team and Elbow Lane Dental Care.



Delivered in **11** primary schools and **32** different year groups.

1,044 school children attended dental health workshops, with 402 referred for further dental treatment

The LFC Foundation donated

780 toothbrushes

314 tubes of toothpaste

70 toothbrush racks to schools to encourage a daily practice of brushing teeth in school.

"I approached LFC Foundation with an idea to help improve the dental health of Liverpool school children. They listened, they helped and they brought in partners to help our ideas flourish. We created Smile Squad. This initiative has now helped so many young people across Liverpool"

– Dental Practitioner

On Target

On Target provides a mental health support to young people in schools across LCR.

The programme focuses on understanding and empathy in relation to mental health, coping strategies and self-care.

408 participants from 9 schools

70.31% of participants started the programme at risk of clinical depression, this lowered to **39.06%**



- Every participant received a certificate and mental health first aid kit on completion of the programme.
- Conor Bradley and Caoimhín Kelleher hosted a surprise Q&A with at New Park Primary School
- Kelleher said: *"It's important for kids to know from an early age how important mental health is and especially for them to be happy and to have a good education and learn about it."*
- Bradley added: *"Sport is a big part of helping mental health, being able to get out of the house and for the kids to learn about it at such a young age is really good and hopefully that continues."*

Sound Minds & Red Hot Beats

These are the LFC Foundations music based mental health programmes. Both programmes encompass music, art, drama and physical movement to enhance young people's mental health.

679 Sound Minds participants from 15 schools

2,262 attendances at 21 Red Hot Beats events

850 attendees over 4 Sound Minds Events as part of Mental Health Awareness Week

250 students attended a Stop and Be Sound Anti Bullying Workshop

Military Vets

This programme offers physical and mental wellbeing sessions to veterans.

Programme running for **12** years

75 participants

173 sessions of football, boxing, coffee mornings and taking part in the North West Military Veterans Football League

Honeysuckle F.C.

This project aims to support men who have had the devastating experience of losing a child. Honeysuckle FC provides a space where men can talk to each other openly and support one another.

- In partnership with Liverpool Women's Hospital
- Full programme evaluation published in collaboration with Edge Hill University (Bray et al., 2024)

34 team members with every player receiving a jersey with their child's name and date of birth printed on the back

21 sessions of football, changing room chats, wellbeing checks and mental health support.



"With support provided by the Foundation, we have been able to hold monthly Navy, Army and Air Force Institutes breaks at the club as well as our armed forces family Christmas party"
 – Military Vets Partner

The Season Ahead

"This season we are expanding our Move programme in Primary Schools and will be running events during Children's Mental Health Week to promote our mental health programmes"

"In order to reach more people and tackle health inequalities, our programmes need funding to grow, if you are interested in becoming a funder please email lfcfoundation@liverpoolfc.com"

Andrew Fulstow, Health & Wellbeing Department Manager

CASE STUDY

Neve is a year 9 student from Bellerive Catholic College, who completed the On Target Core programme. She attended the programme after being identified as struggling with mental health. She was having panic attacks, was lacking in confidence and had family challenges also. When we asked Neve to do an interview for this case study, she agreed under one condition, she wanted to interview us in return... below is the transcript of that interview.



Hannah: firstly Neve thank you for taking the time to do this interview! I believe you have some questions for me as well which we can do at the end, so first question....

Hannah: What was your mental health like before joining the programme?

Neve: "I was dealing with a lot of things at home and wasn't in the best place, but joining the programme really helped a lot, it didn't take away the problems, but it helped me understand that other people were going through things and that they could understand and that asking for help was ok"

Hannah: What did you get from doing the programme?

Neve: "The main thing I got was reassurance that I wasn't an alien and that it was normal to feel the way that I was feeling...spending time with people who wanted to help me and leaning more about how I could help myself"

Hannah: What was a highlight of the programme?

Neve: "The games! They were fun and not all serious. We all looked forward to the sessions, we were all dealing with our own problems and it was a way of dealing with them but in a fun way"

Hannah: Is there something you learned that you still use now?

Neve: "Stuff to do at home, like the little things to help you relax. We made something called the "feel good list" which I still use to find something positive to do when I'm not feeling great. It was useful because sometimes it's hard to speak to people about how I'm feeling, I do sometimes but other times I just need to find ways to just help myself feel better.

We also still send each other the quotes we did in class because we took pictures.

Hannah: How are you feeling now?

Neve: "I'm feeling better than what I did previously and honestly it's a bit of a relief that the course helped me that much, I think without this I would have stayed in a loop and not got the support that I needed"



Hannah's turn to be interviewed...

Neve: Why did you decide to do this job?

Hannah: "As we've talked about in class I struggled with my mental health from around University onwards - I've always been a people person and wanted to help people and doing this job I see myself in all of you because I know what it's like to struggle, and I wanted to help young people navigate that"

Neve: What's the best thing about your job?

Hannah: "You guys, all the young people I work with are amazing and I love making such good relationships with people, so being able to work with you guys and build that bond and help you - that's my favorite part of the job!"

Hannah: Thank you for your time Neve, you are amazing, never forget that...

EDUCATION & LIFE SKILLS

“The education of the child shall be directed to the development of the child’s personality, talents and mental and physical abilities to their fullest potential”

United Nations: Universal Declaration of Human Rights, 1948



The Education and Life-Skills team aim to improve educational outcomes of young people through programmes that inspire a love of learning. The programmes build life-skills and promote self-belief to achieve future goals.

OUR EDUCATION & LIFE-SKILLS PROGRAMMES

Premier League Primary Stars

The Primary Stars Programme works with 5-11 year olds to encourage a love of learning utilising educational resources that integrate physical movement into learning.

Delivered in **109** primary schools

95.93% of students felt they were active in lessons, up from 86.06%

An average of **96.84%** participants agreed with a range of measures including enjoying PE, feeling PE was important and that they were "good" in PE, up from 85.68%.

- **51 teachers took part** in CPD to improve their leadership in PE classes with 100% reporting having more confidence, enjoyment and understanding of teaching PE.

STEM

The STEM programme is designed to inspire a love of Science, Technology, Engineering & Mathematics using innovative tools to develop coding, robotics and scientific knowledge and skills.

- **NEW PROGRAMME – Launched February 2024**

474 session participants from 8 schools

525 attendances at 13 events

Average programme rating of **9.2 out of 10**

"It is really fun to do the sessions with the Sphero robots because I loved designing and making the bridge. I also loved telling stories with them. Mine and me partners was called Jeremald the Pigeon"

– Participant

"It's fun and fitness combined. I like how fun it is"

– Primary Stars Participant



We Empower

We Empower is a female empowerment and allyship programme launched in 2020 to help tackle gender stereotyping and other types of prejudice and discrimination.

- Delivered in **17 Primary Schools**, **15 Secondary Schools** and **2 Community Venues**

93.75%

now "Strongly Agree" that they can do things as well as other up from 18.75%.

- Held a festival for girls in support of International Women's Day with football, UV Dodgeball and Mental Health Workshops



#iWill

#iWill is a social action project designed to empower young people to take an active and positive role in their schools and wider communities.

- LFC Foundation celebrates the final year of #iWill following a hugely successful **5 years** and now embeds social action in all Foundation activities.

Over **10,000** participants since 2019

Delivered in **35** primary schools and **5** community venues

100% of participants engaged in social action in their community, only 11.11% had done so prior to the programme.

SEN School Provision

The SEN programme is a sport based offer for children and young people with Special Educational Needs.

1,113 participants

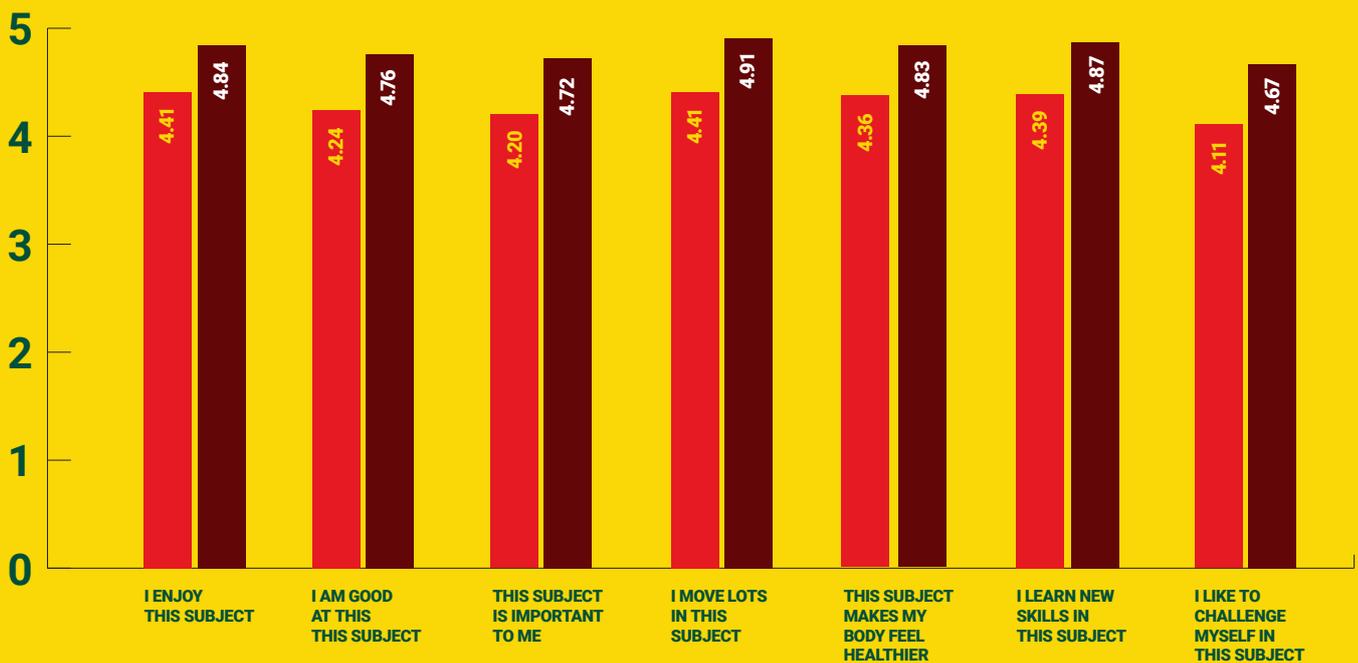
Delivered in **27** SEN schools in LCR

- Participants from every Year Group from Nursery & Reception to Year 11

“Service provided by LFC Foundation and their coaches at our school has been outstanding, pupils really engage and take full part in the sessions. Coaches are fantastic and really understand our pupils and cater to meet all their needs”

– Member of Staff at SEN School

Premier League Primary Stars: Average level of agreement with statements in PE, PSHE, English, Maths, Social Action and Football



THIS SEASON'S HIGHLIGHTS

JUNE 2023

LAUNCH OF BIG RED SUMMER



JULY 2023

PRIDE MONTH

Fifth annual LFC Foundation Pride Tournament

AUGUST 2023

LDSA CUP

SOUTHPORT FLOWER SHOW



SEPTEMBER 2023

KIP ON THE KOP



LFC Foundation raises over **£65,000** to support homeless people across the city

OCTOBER 2023

CHARITY GALA BALL

LFC Foundation and Alder Hey Childrens Charity came together to raising **£960,000**

NOVEMBER 2023

THE REAL TRUTH LEGACY LAUNCH



DECEMBER 2023

OPERATION CHRISTMAS MAGIC



LFC and LFC Foundation once again came together alongside supporters, partners and the wider community to support thousands of local people and families throughout the festive period.

19,230
TOTAL
GIFT
RECIPIENTS

"All of the LFC Foundation staff I have worked with are really positive and passionate about the work they do, which is inspiring. There is always a can-do attitude, and the staff are always focused on Young people and enhancing their future lives. They support us and invite us into discussions which is really beneficial for everyone to share good practice."

-Partner

2023 – 2024

JANUARY 2024

LFC WOMEN'S COMMUNITY DAY



LFC Women's Missy Bo Kearns becomes an ambassador for LFC Foundation.

FEBRUARY 2024

LFC COMMUNITY DAY



MARCH 2024

LFC V AJAX LEGENDS



INTERNATIONAL WOMEN'S DAY

APRIL 2024

SHARE RAMADAN EVENT

THE RED WAY REPORT LAUNCH

MAY 2024

COMMUNITY AWARDS

BEST FOOTBALL COMMUNITY SCHEME – PREMIER LEAGUE



FULL SEASON NUMBERS

127,534
people supported

£92.14m
of social value

£1:£13.70 SOCIAL RETURN ON INVESTMENT (SROI)

Average session rating **9.2**
★★★★★★★★★

Likelihood participants would recommend the LFC Foundation to a friend was 9.1 out of 10

9.1
★★★★★★★★★

88.3% of participants reported an improvement in their mental health / wellbeing following a LFC Foundation session

90.5% of participants involved in physical activity sessions reported an improvement in their physical health / fitness following LFC Foundation session

CASE STUDY

Amber started her Premier League Primary Stars journey with the LFC Foundation during the first term of the 2023-24 academic year. Amber participates in our teacher CPD sessions, led by LFC Foundation coach, Stephanie McCann. These sessions focus on upskilling and empowering teachers to deliver PE lessons confidently and competently.



When Stephanie delivers her sessions, she focuses on small-sided games that challenge decision-making and develop their physical, social, and thinking skills and gives children more of an opportunity to be involved in the lesson.

Stephanie noticed that Amber was shy during PE and tended to opt out during specific activities in PE and would be overlooked by others in the class. Upon first speaking with Amber individually, she was very timid, she lacked confidence in her own ability and always thought she couldn't do the activities set, no matter what they were. It was evident that Amber needed a confidence boost. Soon after this, Stephanie worked closely with Amber and ensured to her that we would work in small groups of similar ability.

Throughout sessions, Stephanie stayed with Amber's group until she understood what was needed and made sure she got the support she deserved. Every time Amber would succeed, Stephanie would make sure to congratulate her and showcase her skills to the rest of the class. Towards the end of the year, Amber would regularly want to demonstrate in front of the whole class.

In addition to noticing Amber's lack of confidence, the LFC Foundation gave her the opportunity to be a flag bearer at a Liverpool's Women's game. This gave her the opportunity to be inspired by female role models and show her she could do this too. Amber was so excited to attend the match. Amber has started to showcase a lot more confidence and enthusiasm to participate and strive for more. Amber had the following to say regarding how she feels now about participating in PE now...

"I like PE with LFC because I used to be scared but now, I'm more confident and I like all the games."

– Amber Boyd, Year 4 Student

Mrs Thepphakan is the Year 4 teacher at Higher Bebington Junior School. We asked her about Amber's attitude in class and PE. She immediately noticed the impact the Teacher CPD sessions have helped shape sessions to help students like Amber, particularly in PE:

"Amber's confidence is blossoming in class; she is starting to discuss issues more with me as the class teacher and contribute to class discussion more. Amber is becoming more confident in PE and is putting herself forward for positions that previously she may not have such as attacking positions."

– Mrs. Thepphakan, Year 4 Teacher

Scott Hoather who also works for The LFC Foundation has delivered Teacher CPD at Higher Bebington and has noticed Amber too. Scott had the following to say about Amber...

"Amber was a very quiet participant who lacked confidence and determination during the early stages of delivery. After returning several weeks later, you can see a huge difference during her PE lessons. Amber is more social, playing games with a smile on her face. You can see she is more confident in her ability and happy to try new games/skills."

– Scott Hoather, Senior Coordinator at LFC Foundation



The Season Ahead

“The LFC Foundation’s Education & Life-skills team are proud of the number of schools we have worked with over the years and the many positive outcomes our provision has made in the lives of students, teachers, schools and the wider community. In the coming season we want to increase our engagement, working with more classes and year-groups in new and existing partner schools”

If you or your school would like more information on our programmes and packages, please email lfcfoundation@liverpoolfc.com”

David McParland –
Education & Life-Skills
Department Manager

EMPLOYMENT & TRAINING

“Everyone has the right to work, to free choice of employment, to just and favourable conditions of work and to protection against unemployment”

United Nations: Universal Declaration of Human Rights, 1948



The LFC Foundation provide a range of programmes to support young people into employment and training in Creative, Sport and other sectors. The team deliver school based and open access programmes focused on developing life and employment skills. The team also provide 1-2-1 support through our mentoring and post-programme support programmes.

OUR EMPLOYMENT & TRAINING PROGRAMMES

Creative Works UK & Creative Works U.S.

Creative Works is an employment programme which brings together Young People, Creativity and Careers.

131 participants and 10 cohorts in the UK and USA

- Delivered in 7 schools in LCR and New York, and 3 open access programmes in Anfield, the Tate and South Bronx United.
- 43% of participants were from the top 20% most deprived areas



"This is a good programme for those who have anxiety and low confidence, staff are supportive and you will feel comfortable throughout the programme"
– Participant

Global Works UK and Global Works US

Global Works is an employment programme focused on careers in Sport.

575 participants and 10 cohorts in the UK and USA

- Delivered in 13 Schools in LCR and the USA, with LFC men's and women's Academy, and 7 open access courses in Anfield Sports & Community Centre.

20 Global Works participants who are refugees got the opportunity to take part in a Q&A with Mo Salah.



Speaking at the event, Mo said:

"If you have a good vision and you believe inside you that there is a bright light there, you can achieve big things. I believe if you work hard and you have a good vision, all your dreams will happen. All of them."

SMF Works

SMF Works, engages with schools and colleges in LCR delivering life-skills informed by the Gatsby benchmarks

278 participants across 26 different cohorts

34.53% of participants reported being Disabled.

- 4 Work Experience Bootcamps including working in LFC Kiosk on a matchday

"The best part was the talks from different departments offered very good insight into the jobs available at Liverpool FC"

– Participant



Youth Works

This programme aims to support the regrowth of youth work in our region by training apprentices to become qualified youth workers. Apprentices deliver weekly detached youth work sessions on the Youth Provision Programme

17 participants attending **223** sessions

- 6 participants completed Level 3 Apprenticeships

Mentoring Works

This programme matches participants to LFC staff mentors who have specific roles and skillsets that align with participants interests, hobbies and work experience goals.

81 Active Participants in the UK and USA

408 Mentorloop meetings

4.63 out of **5** MQS score on satisfaction. This is rated excellent and above Mentorloop Benchmark



5 star rated review

"Today was great, we covered a lot. They helped me make a list of goals a year from now as we as social media/website development"

The Season Ahead

"Finding opportunities for further education, training or employment is increasingly complex, so we have put additional resource into Post Programme Support. We're excited to see the impact of this in the season ahead and look forward to seeing more young people taking the next steps in their lives and careers"

"We are keen to create partnerships with employers, trainers and educators who share our values, if you would like to become a partner please email foundationemployability@liverpoolfc.com"

Stephen Piscopo
Employment & Training Department Manager

CASE STUDY

Ahmed Mohammed, a young man from Iraq, was referred to join the LFC Foundation Global Works programme a year ago. Ahmed was initially attracted to getting involved in LFC Foundation's programmes due its football component. Since then, he has found joy in sports and experienced significant personal growth through the programmes comprehensive approach.

Global Works offers a unique blend of outdoor physical activities and classroom sessions, emphasising skills important for future careers such as teamwork, communication and decision making. Ahmed reflected, *"When I first joined, I was mainly interested in football, but I've gained so much more than just sports skills."*

Ahmed's journey with the Foundation has been transformative but have been during some of the most challenging times in his life. He shared, *"There were times when I was completely homeless with nowhere to go and nobody to turn to. I was jobless and could not see a way out. The Foundation didn't just offer me a place to play football; they provided support when I needed it most."*

When Ahmed indicated to Foundation staff members that he was homeless, the relevant safeguarding procedures were followed. This ensured that emergency accommodation was secured, food and clothing were provided, and the initial steps were taken to ensure Ahmed was safe. After working with Ahmed intensively over a short period, more long-term accommodation was secured, providing him with an opportunity to feel more settled and to take the next steps in his life.

Beyond the immediate assistance, the Foundation also significantly contributed to Ahmed's professional development. A team member provided Ahmed with personalised career support. Reflecting on his experience, Ahmed said, *"They helped me create a CV and cover letter, which eventually led to my current job as a pizza chef."*



Ahmed's determination in the face of adversity is truly inspiring and positively reflects his engagement with the programme. Coordinator, Katie Brayton highlighted, *"Ahmed consistently demonstrated his commitment to the Global Works programme by showing up every single week. From the moment he walked through the door, he has shown a determination not only to learn but also to help others."*

For these reasons, Ahmed was invited to become an ambassador for a new group, where he shares his experiences and helps translate for new participants. Some of Ahmed's most memorable experiences were trips to London and Leicester, where he had the opportunity to play at West Ham's stadium and Leicester City's training ground. This experience significantly boosted his confidence and resilience. *"Playing on that field made me believe in myself."*

The trip to Leicester saw Ahmed awarded the golden glove award for his fantastic displays in goal. Former player, Chris Kirkland, highlighted, *"It's inspirational to see how far Ahmed has come, he has grown so much in confidence, he has a bright future ahead of him."*

Looking to the future, Ahmed is set to enrol in ESOL and Health and Safety courses, aiming to enhance his prospects of securing a permanent job in construction. *"The Foundation has taught me to think about my future"* Ahmed explained. When asked what advice he would give to prospective program participants, Ahmed emphasised the importance of perseverance and seeking guidance. *"If you need help always ask the Foundation staff. They're there to support you."*

YOUTH INTERVENTIONS

"The preparation of the child for responsible life in a free society, in the spirit of understanding, peace, tolerance, equality of sexes, and friendship among all peoples, ethnic, national and religious groups and persons of indigenous origin"

United Nations: Universal Declaration of Human Rights, 1948



The Youth Interventions team work to support young people's best interests with interventions designed to support positive development and aspirations.

OUR YOUTH INTERVENTION PROGRAMMES

Kicks

Kicks is a football-based programme that aims to reduce anti-social behaviour and build inclusive communities.

3,614 participants from Kicks, Kicks Girls, Kicks Targeted and Mini-Kicks

228 Kicks Girls sessions

- **9 participants** took part in 63 Kicks Targeted 1-2-1 sessions

97.95% enjoy Kicks sessions and
98.53% like the coaches

- Delivered a 12-week Kicks Academy with **80% of participants earning a Leadership Foundation Sports Leaders Level 1 qualification.**
- Pep Lijnders delivered a coaching masterclass at the Kicks Academy and donated signed copies of his book *Intensity* to participants

"The Pauline Fielding Memorial football tournament combines sport and road safety in a fun and engaging way to highlight the importance of good physical and mental health"

– Representative of the Merseyside Road Safety Partnership

Onside

This programme works with secondary school pupils delivering life-skills and opportunities for participants to gain qualifications.

1,380 participants

Delivered in **32** schools

97.67% said their relationship with school improved

93.33% of participants now try their hardest in school, up from 69.1% pre-programme.



"Since the intervention has started-attendance has improved for every member of the cohort. Suspensions have also reduced. The intervention gives the pupils targets to achieve and reward incentives to look Forward to."

– Partner (School Staff)

Onside +

Onside + aims to address social issues faced by young people including stereotyping, gang crime, mental health and more.

215 participants from 21 schools

167 Social Action, Knifesavers, Football and County Lines sessions

- Launched the first Onside+ Community Day at Anfield where 50 school pupils came together to present ideas to solve issues in our community.
- Participants knowledge of County Lines **increase from 3.5 to 7.2 out of 10** and knowledge of how to get **support increased from 3.8 to 6.9**

“The mock County Lines trial was a top afternoon. The idea of using students as actors and as members of the jury was a great way to make the subject much more interesting than just a lecture”

– Partner (School Staff)

Premier League Inspires

This programme works with young people in secondary schools to develop personal, social, employability and life-skills.

425 participants from 23 schools

95.16% now like taking part in sport and physical activity, up from 75.71%

88.71% of participants try their best in school, up from 63.16% pre-programme

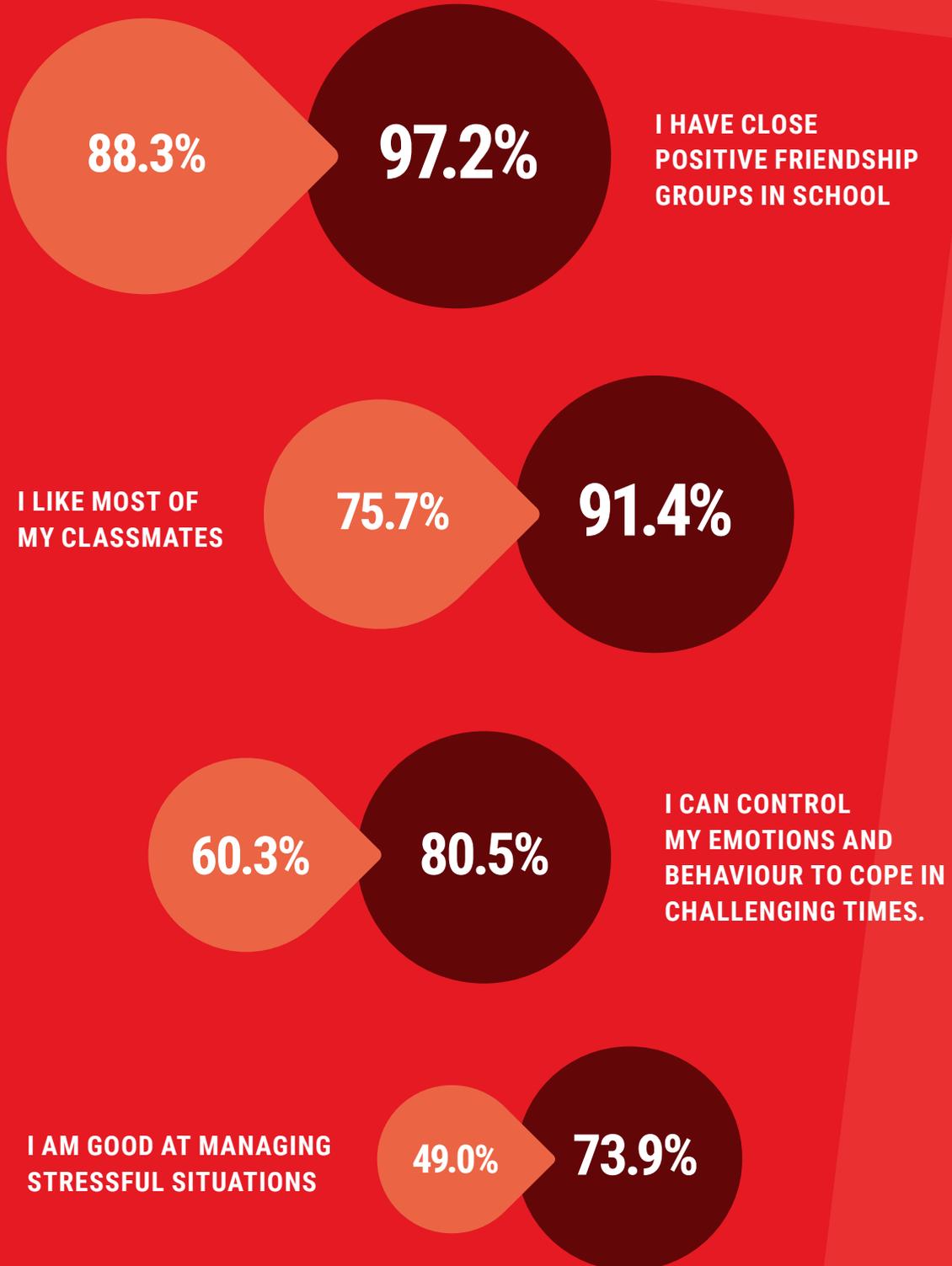
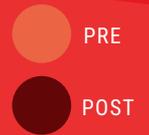
- 2 participants attended the Premier League Youth Summit, joining hundreds of young people from clubs around the country as part of amplifying youth voice.

“Highly recommended, LFC Foundation coaches have been amazing, know how to communicate with students and put on fantastic sessions to work with our young people.”

– Staff member of local College



Proportion of Onside participants who agreed with each statement:





Changemakers

The PL Changemakers programme aims to support girls and young women in developing their personal skills and positive attitudes for leadership

65 participants

75% now say they have good attendance at school, up from 44.44%

- 3-day female empowerment event with a female entrepreneurship session led by Laura Whisker and motivational talks from Paige Tomlinson, Abigail Rudkin and Jennifer Lee.

“We had a really good time and we had inspirational people come and talk to us and it was really interesting”
– Participant

Youth Provision

This programme aims to restore youth work in our region through detached youth work and setting up of Youth Clubs

32 participants

38 Detached Youth Work Sessions with **209** interactions

3 weekly Youth club evenings

“Youth programme was absolutely brilliant, staff are all fabulous, kind, caring and fun, kids thoroughly enjoyed every session and can’t wait to come back next term, can’t thank you enough”
– Parent

The Season Ahead

“The Youth Intervention team have built strong relationships with secondary schools across Merseyside and North Wales and is looking forward this season to strengthening our partnerships and expanding our presence and services in each region. Overall, our goal is to reach more young people and empower them through education on a range of topics that are relevant to their lives and futures.”

“If you would like to support our work with funding, please email lfcfoundation@liverpoolfc.com to find out more”

Francis Hargreaves – Youth Interventions Department Manager

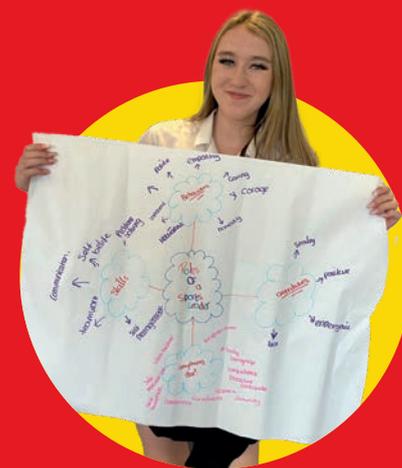
CASE STUDY

Emily, a Year 10 student at Dixons Fazakerley Academy, participated in the Onside program to address her inconsistent attendance and to support her to build positive relationships. Managing emotions poses a challenge for Emily, often leading to feelings of being overwhelmed.

Despite having a supportive circle of friends, she frequently finds herself in conflicts with her peers. She is a driven young adult who likes to be in control and will confidently share her opinions with others to reach success. Motivated by a career aspiration to be in the Army, Emily diligently attends Cadets on a weekly basis. Having been part of the Onside program for the past 10 weeks, Emily joined with a confident demeanour, actively engaging in activities where she excelled. However, her mood shifted swiftly when situations unfolded differently than anticipated, triggering emotional outbursts that strained her relationships with peers and school staff. These reactions have resulted in repeated school exclusions.

Over the past ten weeks, a positive relationship has developed with Emily, enabling a deeper understanding of her emotions and support needs. Emily has shared personal details about her family, friends, and aspirations. When facing challenges, she proactively seeks one-on-one conversations to help staff understand her needs. This relationship has resulted in Emily's consistent attendance at 90% of sessions. She has expressed interest in participating in future LFC Foundation programmes.

Participation in the Onside program has opened doors for Emily, fostering opportunities like organising mental health awareness events such as parent-pupil school coffee mornings. Anticipation of these engagements motivates Emily to make positive choices in school, as she does not want to miss out on Onside activities.



She now approaches sessions with ease, enjoying leading and inspiring her peers towards success. Learning to manage her emotions, especially when things are out of her control, has been a significant area of growth for Emily. Engaging in a wide range of activities, from physical sports to teambuilding exercises, Emily has showcased her leadership skills by effectively organising and leading sessions.

To obtain the Level 2 Qualification in Community Sports Leadership, Emily has pushed herself out of her comfort zone to lead games within the classroom and gained coaching skills. She slowly became open to learning new sports and has been able to create well thought-out plans to upskill participants. For her practical assessment, she planned and led a lunchtime dodgeball tournament, organising volunteers from Year 9 and Year 10. She supported with refereeing and setting up equipment as well as announcing scores.

"Since Emily has taken part in the Onside program, she is like a different child! She has matured into a caring young woman. Emily's attendance has improved significantly, and she now enjoys attending school. Emily can manage her feelings and relationships with peers and staff in a mature manner. Emily now thrives on helping others overcome barriers and is a fantastic role model to our younger pupils. Thanks to Holly Kinsella and the LFC Foundation team Emily now has the skills to pursue her education and beyond."

- Suzanne Smith Learning Mentor
at Dixons Fazakerley Academy.

COMMUNITY ENGAGEMENT

"Everyone has the right freely to participate in the cultural life of the community, to enjoy the arts and to share in scientific advancement and its benefits."

United Nations: Universal Declaration of Human Rights, 1948



The LFC Foundation supports a wide range of Community Development opportunities both in LCR and abroad. The Foundation directly deliver community engagement projects locally and internationally as well as providing funding and support for charities and organisations in our region.

OUR COMMUNITY PROGRAMMES

Red Neighbours

Red Neighbours work with the community, for the community, developing projects with the community at the heart of all decisions. Funded by Liverpool Football Club, the team work to deepen cohesion in communities surrounding our Anfield, Kirkby and Melwood homes.

Focusing on 1) Physical Activity, 2) Food Poverty, 3) Education and 4) Memorable Experiences.

Delivered **358** sessions of sport and social activities including walking football, chair-based yoga, netball, Monday Club and care home visits.

1,000 weekly meals distributed from Anfield to the Community

- Hosted a women's walking football session at Melwood Training Centre to celebrate International Women's Day with support from LFC players, Becky Easton and Natasha Dowie.

Donated over **£250,000** worth of tours, signed shirts and other memorable items to families in our community.

"We appreciate our relationship with Red Neighbours and are very grateful for all they do for our school, children and community. A special thank you goes to Christine Mounsey who works tirelessly for us and is always available with information, understanding and kindness. Thanks LFC"

– Teacher

COMMUNITY HUBS

Anfield Sport & Community Centre

- This season's funding has allowed the centre to develop 5 different blocks of activities for young people, all completely free of charge.
- Introduced shared space bookings so smaller groups can hire facilities at a lower cost.
- New education pilot adding a homework club and access to sports hall to engage young people in revision and personal development opportunities.



"My son having ADHD he finds it difficult to interact within a structured group, the session allows him to try new things without being too structured and to interact on his own with other kids his age. We will definitely be bringing him to the next block of sessions"

– Parent of "Make a Racket" participant

The HIVE

- Funding from LFC Foundation supported The Hive to launch Girl Power programme.
- Delivered 8 weeks of workshops celebrating women in sport.
- 8 participants now take part in 2 hours of weekly sports sessions at The Hive.

"We continue to be proud of the relationship with the LFC Foundation which has allowed us to develop our own programme shaped by our young people. This programme has made an immense impact on the young people's confidence, resilience and highlighted how powerful sport can be"

– Partner

Brunswick Youth and Community Centre

- Funding from the LFC Foundation supported the centre to open during Halloween and Bonfire Night to help reduce incidents of Anti-Social Behaviour.
- Outreach efforts engaged 48 young people who went to the hub taking part in Karaoke and gaming.

Delivered **12** monthly community lunches with **408** attendances

- Introduced a "Warm Space" to help alleviate energy bill pressures.

"LFC have enabled us to provide young people an opportunity to engage in new life skills opportunities and will enable them to have better life chances in the future"

– Partner



Tiber Football Centre

- Funding from the LFC Foundation has helped support the food pantry at Tiber providing a weekly friendly shopping and social space.
- Funding supported the development of the Education Suite used to host sessions, facilitate staff meetings and hosts the Young People’s Steering Group

Northwood Community Centre, Kirkby

- Funding from the LFC Foundation has supported Northwood with purchasing equipment to set up or enhance sessions.
- New toys and IT equipment purchased for Nursery
- Fitness equipment purchased to enhance Fitness Group sessions



218 food pantry attendees

Séan’s Place, Bootle

Launching in Season 2024/25

Netherton Feelgood Factory, Bootle

Launching in Season 2024/25

“I was a customer at The Greenhouse Project’s Food Pantry from when it started in May 2020 and I started volunteering in September 2021. We have a great team of volunteers and team-work makes the dream work. We support customers in doing their shopping, lend a listening ear and re-assure those who are in difficult situations. I enjoy helping other members, I get a great sense of satisfaction from having done a good job and being part of a much needed service
 – Volunteer

SUPPORTING LOCAL ORGANISATIONS



This season we have worked with a variety of organisations including **St. Andrews Community Network, Zoe's Place, Alder Hey Children's Hospital, Stick 'n' Step** and many others whose vital work impact lives everyday in LCR.

Every year the LFC Foundation support Mission Christmas with Radio City Cash for Kids. This project aims to make sure every child and young person receives a gift at Christmas. Nearly 40,000 applications were raised with every single one fulfilled, with no child left behind. However, there has been serious challenges with lower donations due to continuing cost of living challenges but thankfully donations and staff volunteers from LFC helped support a successful and merry Mission Christmas.

"It's an amazing thing what you are doing here, I can't believe how much these children will be beaming with joy on Christmas morning. Babys first Christmas is going to be magical she will love the Petter Rabbit music toys and keeping the toddler so active with their scooter she will be over the moon, we can't thank you enough!..."

– Partner

INTERNATIONAL

Our partnership with 3 professional football clubs in Ireland (Bohemians FC, Shelbourne FC and Shamrock Rovers FC) continues to thrive with numerous projects developed by each club working in schools, prisons, in Direct Provision and with a broad range of disability groups as well as hosting events such as the 5-a-side Pride tournament.

Coach the coach sessions help ensure sustainable delivery with hundreds of coaches attending sessions in Dublin. This season has seen the clubs reach 4,918 unique participants, an increase of nearly 600 people compared to last season.

This season the LFC Foundation's partnership with Right to Play saw us work in Senegal, Tanzania and Thailand. Right to Play utilise sport, games, art, drama and all things play to empower children and young people to address the issues facing their lives, families and communities. There has been a significant focus on issues affecting girls with projects designed to keep girls in school and to address a wide range of gender-based inequalities. The Save Her Seat campaign in Tanzania designed a project to inform participants of their rights and how to report and disclose gender-based discrimination.

Additionally our Play On provision in Kenya and South Africa saw Train the Trainer sessions reach 70 coaches. Following the 3-day training courses, coaches saw improvement in scores based on knowledge, confidence, understanding barriers to participation, and person centred approaches.

"The training was conducted very well & well worth attending. I have learned so much more on becoming a better coach to my 'little peers', the games that were taught were amazing and I cannot wait to share them with my kids. It was indeed an amazing journey and I would not hesitate to attend again"

– Play On Coach

CASE STUDY



My name is Margaret, I'm 78yrs old and I regularly attend Chair Based Yoga and occasionally take part in a Walking Netball warm up, although I'm more active on their social committee than on the court!

Our journey began many years ago; my husband Joe and I are part of a residents group called RAWDON in Anfield. We were grateful as a group to be invited to Anfield Stadium for Christmas Parties and Carol Service.

This is how we got to know Christine Mounsey at Red Neighbours. Christine would often drop an email to tell us of events or meetings that might interest us. She told us The LFC Foundation Red Neighbours had started walking football and now wanted to start Chair Based Yoga. Being chair of our resident's group, and always one to get involved, I decided to go along to check it out. I took an elderly neighbour to get another opinion, and we instantly loved it! The next residents meeting I was encouraging others to go along to try. I'm always telling others about the benefits of the sessions; even recruiting when I'm on the bus. The chair yoga group grew as did our friendships, but sadly Covid put a stop to our fun.

Thankfully, Red Neighbours didn't waste any time in getting us online. With some support, we all learnt new tricks with technology. It started with a WhatsApp group to keep us from becoming isolated and we quickly learnt to use Zoom too. I don't know how half of us managed it, but we did. With restrictions in place, we were all struggling. The WhatsApp group and Zoom allowed us a chance to still do chair yoga and chat to others – best part was we were having fun doing it. We enjoyed other activities such as art lessons, dance training, quizzes, even a fancy hat competition. We even had afternoon tea and a sing along with Club Chaplain, Bill Bygroves, all on Zoom!

Lockdown was hard for me and Joe - our children live London, we had a new grandson we couldn't hold, and we couldn't celebrate wedding anniversaries or other celebrations. Thankfully, we're now back to meeting in person; still zooming when we need to. The yogis have grown in numbers and friendships have blossomed. Lots of fun, good conversations, loads of information or advice; but most of all there is lots of love.

Since Covid, we gained self-advocacy; organising lunch dates, trips out and charity events. Besides reducing social isolation, and increasing our social circle, I know we feel the very real benefits from these exercises. The stretching has helped with mobility, especially for Joe's bad back and the breathing and meditation is amazing. I often use these techniques if stressed or unable to sleep. Only left for me to say... when you join the yogis, YNWA!

The Season Ahead

"As we look forward to next season, Red Neighbours are grateful to the Premier League for supporting programme growth. The 'Fans Fund' and 'Professional Football Association' grants have allowed us to develop more sessions that increase community cohesion and tackle social isolation and food insecurity. We look forward to growing our Red Neighbours Community and making sure everyone in our community knows You Never Walk Alone"

If you'd like to get involved or would like to know more about what we do, please email Red_Neighbours@liverpoolfc.com"

Christine Mounsey,
Red Neighbours Department Manager

STAKEHOLDER VOICE

The Foundation continues to develop and measure what is important and this includes feedback from stakeholders. This feedback enables the Foundation to measure the quality of delivery, outcomes of the programmes including impacts on physical and mental health, and suggestions on how programmes can continue to improve. All responses are anonymous to encourage honest feedback.

Annually feedback is received via 'Your Voice Counts' surveys from the following stakeholder groups:

PROGRAMME PARTICIPANTS

PARENTS, CARERS AND GUARDIANS

PARTNERS AND FUNDERS

VOLUNTEERS AND PEOPLE WHO SUPPORT THE WORK OF THE FOUNDATION



LFC Foundation Participants

Participants are asked to complete a Your Voice Counts survey towards the end of their programme. A total of **1983 responses** were received from participants **across 24 programmes**. Overall, respondents were very positive in their reporting of the impact of their engagement with Foundation programmes.

88.3% of participants reported an improvement in their mental health / wellbeing.

90.50% of participants involved in physical activity sessions reported an improvement in their physical health / fitness (sample size 1397)

Reported improvements in physical and mental health have been similar over the past four seasons serving as an indicator of session quality (average 87.6% improved mental health and 89.1% improved physical health from sample sizes of 4443 and 3005 respectively).

In terms of overall satisfaction, responses were even more positive.

Average rating **9.2**
★★★★★★★

On average sessions were rated 9.2 on a scale of 0-10 where 10 is the most positive

Average rating **9.2**
★★★★★★★

In terms of likelihood that they would recommend the LFC Foundation to a friend, the average score was 9.1 on a scale of 0-10 where 10 was the most likely.

Again, both indicators have remained similarly high over the past four seasons with an average session rating of 9.18 out of 10 and a 9.0 recommend to a friend rating based on a larger sample size (n= 4,443).

"I really liked this because this has improved my mental health and I feel so included every lesson!"

The session are very well run for both enjoyment and to learning. We get positive and constructive criticism which I really like as it helps me to develop as a footballer which is my goal."

"The LFC Foundation is good I don't have more to say!"

Parent, Carer and Guardian Survey

A total of **61 responses** to the parent, carer and guardian survey were received relating to children and young people’s participation in LFC Foundation programmes.

95.1% of respondents indicated that sessions improved their child or young person’s mental health / wellbeing

98.7% reported an improvement in their child or young person’s physical health / fitness following a LFC Foundation session.

In terms of overall satisfaction, responses were even more positive

Average rating **9.4**
★★★★★☆☆☆☆

On average sessions were rated 9.4 on a scale of 0-10 where 10 is the most positive

Average rating **9.5**
★★★★★☆☆☆☆

In terms of likelihood that they would recommend the LFC Foundation to a friend, the average score was 9.5 on a scale of 0-10 where 10 was the most likely.

“The coaches were very positive, supportive and inclusive. My son isn’t the best footballer but he loved the session and his coach, high fiving him on the way out. It was also fantastic that the kids got to meet Mighty Red!”



Partner and Funder Survey

A **total of 121 responses** to the partner and funder survey were received

99.1% of respondents indicated that sessions improved participants mental health / wellbeing

97.9% % reported that sessions improved participants physical health / fitness

In terms of overall satisfaction, responses were positive.

Average rating **9.6**
★★★★★☆☆☆☆

On average sessions were rated 9.6 on a scale of 0-10 where 10 is the most positive.

Average rating **9.7**
★★★★★☆☆☆☆

In terms of likelihood that they would recommend the LFC Foundation to a friend, colleague or another organisation the average score was 9.7 on a scale of 0-10 where 10 was the most likely.



“The support allows us to provide food to vulnerable families who would not otherwise receive them. We also use the prizes that are provided to encourage participation in sporting activities and host mini tournaments.”

Volunteers

The LFC Foundation engages external volunteers to support its work as well as encouraging employees to volunteer as part of their contractual hours. Volunteers are classed as people who give their time up for free thus this questionnaire was sent to staff volunteers, non-staff volunteers, placement and research students, trustees and advisory board members.

In total, 25 responses were received from volunteers and were overwhelmingly positive.

Average rating **9.68**



On average, the overall rating of the volunteers' experience at the LFC Foundation was 9.68 out of 10.

99.1% of respondents indicated that sessions improved participants mental health / wellbeing

Average rating **9.84**



When asked how likely volunteers were to recommend the LFC Foundation to a friend or colleague, the average score was 9.84 out of 10.

"I have always found the hospital visits so rewarding and all the staff involved so friendly and supportive."



OUR SOCIAL IMPACT

The LFC Foundation is keen to ascertain a monetary value of their work and continues to work with Substance, an independent research and technology company, to do this. Calculating the social value of its activities in monetary terms helps to tell the story of the Foundation, inform future investment and also the direction of programme delivery and development.



Approach to Social Return on Investment (SROI)

Assessment of the social value of the LFC Foundation's programmes has evolved since the first exercise was conducted related to the 2020-21 season. Initially, in the absence of extensive and reliable outcome or impact data, the approach was largely based on a forecast SROI method. This approach drew on a range of models and evidence to enable assessment of the likely impact of participation in physical activity programmes and more targeted interventions on a range of health, social and economic outcomes. In this context the key data sets related to the number of participants and the extent of their involvement in defined types of activity. Now, with the benefit of access to both higher quality data relating to participant demographic profiles and the achievement of defined outcomes it is possible to adopt a more evaluative approach that assesses the value of what has happened rather than what might have happened

This approach has not been universally adopted given that programmes that have their primary focus on the achievement of one or more defined outcomes may well contribute to the achievement of other subsidiary outcomes. This is particularly the case with programmes that include a physical activity element but have a primary focus on a defined health or social issue. In these cases, we have been able to include the value of measured outcomes as well as including estimates of the value of wider 'unintended' or subsidiary benefits.

For the purposes of this report, analysis is based on programme and participation data for the 2023/24 season from which we were able to include a wider range of programmes than ever before due to both the increased activity and greater diligence in recording of participant details and personal outcomes. For the included programmes we were able to draw upon verified outcome data or pre and post evaluation surveys for all or some of the participants. Where pre and post evaluation surveys were used, the average degree of impact suggested by the survey results was extrapolated across full cohorts of participants to determine an estimate of the number of participants achieving the defined outcome.

LFC FOUNDATION SOCIAL VALUE

	23/24	4-year total
Total Social Value	£92.14m	£284.47m
Healthcare savings from participation	£56.50	£121.82m
Economic impact of social benefits	£22.38m	£133.21m
Direct contributions to economy	£13.26m	£29.43m

The headline annual valuation for the 2023/24 season is £92.14m.

This represents an increase of £3.39m (3.8%) compared to last season with a cumulative value, across the four years that the **LFC Foundation's work has been valued, of £284.47m.**

LFC Foundation Social Value in the LCR

It has also been possible to map the work of the LFC Foundation and the corresponding social value in key areas where programmes are delivered.

LFC FOUNDATION SOCIAL VALUE BY LCR BOROUGH

Local Authority	Percentage of overall contribution	Social Value
Liverpool	48%	£44.48m
Knowsley	19%	£17.08m
Sefton	12%	£11.40m
Wirral	11%	£10.46m
St Helens	3%	£3.16m
Halton	2%	£2.12m
Non LCR	4%	£3.45m



SROI Ratio

In terms of a calculation of a return on investment based on **total expenditure of £6.73m*** it was possible to calculate a **SROI ratio of £13.70 for every £1 invested.**

The LFC Foundation’s SROI value has been over £13 since the start of its impact reporting in 2020/21 season.

*Provisional figure from unaudited 2023/24 accounts.

UNSDG Mapping

As part of its commitment to sustainability and tackling the climate crisis, the LFC Foundation has sought to map the contribution of the organisation's target outcomes, as outlined in its Theory of Change, to each of the UNSDGs. These goals mark a recognition that ending poverty and other deprivations must go together with strategies that improve health and education, reduce inequality, and spur economic growth.

Indexation and Valuation

The Foundation's contribution to the UNSDGs is being benchmarked in terms of good practice and impact alongside a monetary valuation of that contribution. Based on the mapping of LFC Foundation outcomes as highlighted above, a total of 14 UNSDG's were identified where a tangible contribution could be identified.

MONETARY VALUE OF LFC FOUNDATION'S CONTRIBUTION TO UNSDGs

UNSDG	Value
UNSDG 1 No Poverty	£7.67m
UNSDG 2 Zero Hunger	£4.53m
UNSDG 3 Good Health & Wellbeing	£10.95m
UNSDG 4 Quality Education	£11.42m
UNSDG 5 Gender Equality	£8.45m
UNSDG 6 Clean Water	£8.14m
UNSDG 7 Affordable / Clean Energy	£4.38m
UNSDG 8 Decent Work	£7.82m
UNSDG 10 Reduced Inequalities	£6.57m
UNSDG 11 Sustainable Cities and Communities	£9.23m
UNSDG 12 Responsible Consumption & Production	£4.22m
UNSDG 13 Climate Action	£1.72m
UNSDG 16 Peace, Justice and Strong Institutions	£6.10m
UNSDG 17 Partnerships for Goals	£0.94
Total	£92.14m

The Foundation's UNSDG contributions have continued to increase year on year with over a 300% increase since 2020/21 season. The highest cumulative contribution is to UNSDG 3 'Good Health and Wellbeing' totalling £88.15m over the past four years. This is followed by UNSDG 10 'Reduced Inequalities' (£49.93m) and UNSDG 4 'Quality Education' (£34.45m).





Thank you to our funders and partners, without your support we would not have been able to achieve our goals.

A special thank you to everyone who we worked with last season.

YNWA



RIGHT TO PLAY



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