



HEALTH

LEARNING



2024-
2025

IMPACT REPORT



EMPLOYABILITY



CONTENTS

- 04 Welcome
- 06 Executive Summary
- 14 Sports & Physical Activity
- 18 Health & Wellbeing
- 22 Education & Life Skills
- 26 Employment & Training
- 30 Youth Interventions
- 34 Community Engagement
- 40 Supporting Local Organisations
- 44 International Delivery
- 48 United Nations Sustainable Goals
- 50 Looking Ahead



Welcome to the LFC Foundation's fifth impact report. This report focuses on the impact of our 2024/25 season and also showcases some of our five-year impact achievements which we are incredibly proud of.

WELCOME

The Foundation continues to deliver a mix of programmes; some have been running for more than 10 years such as Premier League Kicks, holiday camps, and our military veterans programme, whilst others are new to the Foundation this season such as additional education, health, and employability programmes both in the Liverpool City Region and internationally in places like New York. We also have the ability to raise monies through our fundraising activities such as our Gala Ball and Legends games which allows us to make a positive difference to thousands of lives across our communities and beyond.

The number of people the LFC Foundation has supported has grown year on year. This season, the LFC Foundation supported 145,617 people, which is an increase of over 18 thousand people from the previous season and is almost triple the number of people we have supported since 2020/21 season. This dramatic increase in the number of people supported has been made possible due to the expansion of provision; in 2020/21 we delivered 14 hours of sessions and events daily, this has now grown to over 68 hours of delivery every day which is a credit to all the LFC Foundation team.

Our ambitious, yet achievable target, is to **support 500,000 beneficiaries per season** and we aim to double funding to enable us to do this.

We also want to expand our international work by working in up to 10+ countries via impactful partnerships and be sector leaders in research, evaluation, and impact measurement. Throughout all this we must ensure equality, diversity, and inclusion are embedded within our culture to inspire more participant experience.

Thank you to everyone who has helped us deliver another life-changing season for our participants and we look forward to even more success in the years to come.

Matt Parish
Chief Executive
LFC Foundation

The LFC Foundation has consistently scored highly in satisfaction ratings with scores ranging from 9.06 to 9.25 out of 10 over the past five seasons. Similarly, the likelihood of recommending the LFC Foundation to a friend has ranged from 8.83 to 9.25.

In addition, the proportion of people who felt the physical health and mental wellbeing improved as a result of taking part has ranged from 86%-90% and 85%-90% respectively.

The annual valuation for the 2024/25 season is £80.32m of social value with a cumulative value across five years of £364.79m which is incredible.

Season 25/26 sees us launch our new 2025-30 strategy focusing on raising aspirations home and away by improving health, championing learning, and enhancing employability.



EXECUTIVE SUMMARY

The LFC Foundation is the official charity of Liverpool Football Club (LFC).

Its purpose is to tackle social inequality in its communities and our 2025-30 strategy aims to focus activities on raising aspirations home and away by improving health, championing learning, and enhancing employability.

In 2024/2025 season, the LFC Foundation delivered a wide range of programmes aligned to six key areas of activity. **These included:**

Sport and Physical Activity

Health and Wellbeing

Education and Life Skills

Employment and Training

Youth Interventions

Community Engagement



Foundation supported

145,617 PEOPLE

These participants were predominantly children and young people; 43% of whom were female, 22% from ethnic minority groups, 11.5% of participants said they had a disability and 58% were from the top 20% most deprived areas in the country.

Across the season, the Foundation delivered **11,040 sessions and 693 community events** totalling 24,821 hours of delivery. Sessions were delivered from 315 community venues and spaces including 206 schools. Additionally, through the Foundation's funding to local and international organisations, an additional 6,254 sessions and events were delivered.

The Foundation distributed over **80,000 items**, such as match day tickets and food items, worth over **£1.6 million** and its international programmes reached **19,230 children and young people**.

The LFC Foundation continues to measure the success of its programmes to ensure that data and impact can be quantified. Some highlights this season include:

- **85% of participants** on the school-based mental health programme 'On Target' showed an improvement in their mental health scores following the intervention using a validated scale.
- **1,547 participants**, received a dental screening, supervised teeth cleaning and the option of fluoride application. From screening, 558 were referred for further treatment.
- **160 players / 18 teams** attended the LFC Foundation's 6th Annual Pride Football Tournament at the LFC Academy.
- **48 participants** accessing employability programmes secured employment following the intervention.
- **91% of participants** stated that they felt that the 'Sound Minds' mental health programme made them feel calmer and 97% stated that they would use at least one of the tools and techniques taught on the programme to help them if they felt worried or sad.
- **56 teachers participated** in a teacher CPD physical education session run by the Primary Stars team.
- **Published three academic peer reviewed publications** adding key knowledge and insights into the areas of youth interventions, cardiovascular health, and youth social action.



£80.32M

of social value

The Foundation continues to seek feedback from all stakeholders including participants, parents and guardians, volunteers, and partner organisations. Responses were overwhelmingly positive with **89.7% of participants reporting an improvement in their mental health and wellbeing and 90.2% reporting improvements in their physical health and fitness.** Such scores have been consistent over the last five seasons.

In terms of overall satisfaction, on average, **sessions were rated 9.15** on a scale of 0-10 (where 10 is the most positive) and when asked how likely they would recommend the LFC Foundation to a friend, the average score was 9.06 on a scale of 0-10.

The LFC Foundation continues to work with an external organisation (Substance) to quantify the monetary value of its work. **The annual valuation for the 2024/25 season is £80.32m of social value with a cumulative value across five years of £364.79m.**

Sessions were rated

9.15

on a scale 0-10
(where 10 is the
most positive)



95%

of social value
generated via
activities in the
Liverpool
City Region

The majority of social value is achieved via healthcare savings from participating in Foundation activities with £48.89m in 2024/25 and a 5-year total of £170.71m. This is followed by the economic impact of social benefits of £24.31m in 2024/25 and a 5-year total of £157.52m. This has seen direct contributions to the economy of £7.12m in 2024/25 and a 5-year total of £36.55m. Furthermore, 95% of social value generated is via activities in the Liverpool City Region (LCR).

A Social Return on Investment (SROI) figure was calculated based on total LFC Foundation expenditure of £7.81m*. **The SROI ratio for the Foundation is £10.28 for every £1 invested.** The LFC Foundation's SROI ratio has been over £10 since the start of its impact reporting in 2020/21 season and has an average of £11.379 over a five-year period.

Finally, the LFC Foundation continues to show its commitment to sustainability alongside the Club and our commitment to 'The Red Way' initiative, building a better future for our people, our planet, and our communities. In 2024/25 season, the Foundation prioritised 10 United Nations Sustainable Development Goals (UNSDGs) based on programme outcomes and where a tangible contribution could be identified. **In total, the Foundations UNSDG contributions total £80.32m in 2024/25 season and a cumulative value of £365.54m over 5 years.**

The highest contribution is to UNSDG 3 'Good Health and Wellbeing' totalling £98.87m in five years. This is followed by UNSDG 10 'Reduced Inequalities' (£59.49m) and UNSDG 4 'Quality Education' (£44.26m).

*Provisional figure from unaudited 2024/25 accounts



WHO THE LFC FOUNDATION SUPPORTS

In 2024/25 season, the Foundation supported **145,617 people**, with 59,694 unique participants accessing its directly delivered programmes and a further 59,336 supported via external funding to partner organisations.

34,440

Foundation event attendees

25,254

Foundation session participants

26,587

Gift recipients

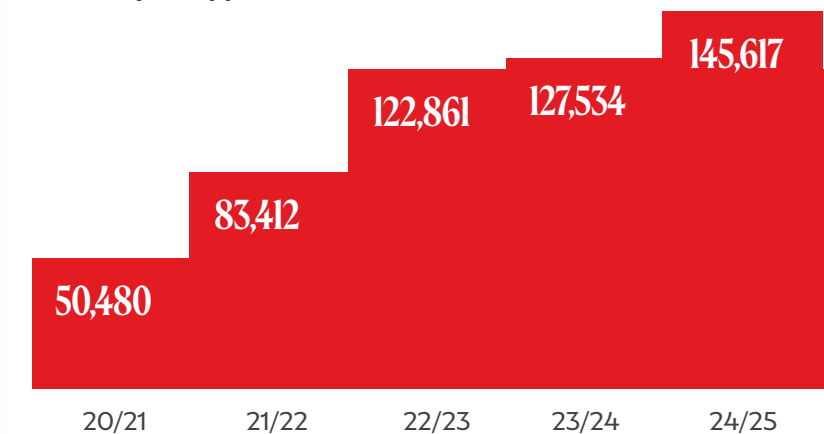
59,336

Externally funded programme participants

In 2024/25 season, 693 community events were delivered with 58,858 event attendees. It is important to note here that these are community events and not fundraising events such as the annual LFC Legends games. In addition, over 80,000 items, such as match day tickets and food items, were received by 46,138 people.

The total number of people supported has increased season upon season with an increase of 14% from last season and 189% increase since 2020/21 season.

Total People Supported: Season 20/21 - 24/25



14% INCREASE FOR PEOPLE SUPPORTED FROM LAST SEASON

*One individual person could attend a Foundation programme, an event and also receive a gift but this is still only one person. Thus, the overall number of event attendees and gift recipients is higher than reported in the table above.

Participant profile

Equality, Diversity, and Inclusion (ED&I) is a vital part of making the LFC Foundation a welcoming space for everyone. The LFC Foundation works to remove barriers and provide opportunities for a wide range of people, with particular reference to the nine protected characteristics of the Equality Act 2010. We also recognise the impacts of intersectionality where multiple characteristics 'intersect' and can lead to more unique barriers to inclusion.

Narrowing of Female/Male gender gap

40%

2020-2021

13.39%

2024-2025

Gender

According to the 2021 census, the sex breakdown in the UK is 51% Female and 49% Male. In the LCR, the sex breakdown is 51.43% Female and 48.57% Male. However, in season 20/21, only 30% of LFC Foundation participants were Female and 70% Male. As a result of significant efforts from teams in the LFC Foundation, this gap has continued to close season on season with the latest results showing the gap shrinking from 40% in 20/21 to 13.9% in 24/25.

Age

Children and young people are at the heart of LFC Foundation delivery. Over the past five seasons, the proportion of participants aged under 16 has been between 84.5%-91.86%. This season, the proportion sits at 87.04%.

The LFC Foundation is seeing growth in its breadth of age ranges with small increases in the percentage of participants aged over 65 (growing from 0.22% to 1.85%) and those aged 16-25 ranging from 7.16% to 13.05%.

Ethnicity

The LFC Foundation works with an ethnically-diverse range of participants. Each season has seen proportions from each ethnicity vary up and down, though Black participants has shown consistent growth from 4.7% to 8.59% and a decrease in White participants from 86% which has stayed stable for the past three seasons. This season, the proportion of Asian, Mixed/Multiple Ethnicity and Other Ethnic Background participants ranged between 3.71 - 5.28% showing a slight growth from 2.6 - 3.4% in Season 2020/21.

Disability

The proportion of Disabled and non-Disabled participants has remained reflective of the local under 25 population of LCR over the course of the past five seasons. For season 2024/25, the proportion of Disabled participants was 11.5% which has remained stable over the previous seasons.

Socioeconomic Factors

Socioeconomic status refers to a range of different factors including education, income, and occupation. In line with the LFC Foundation's aim to work in areas of highest deprivation, there has been a focus on increasing work with participants and in venues which lie within the 10% and 20% most deprived areas in the LCR. In 2024/25 season, the Foundation delivered sessions in 101 venues in the 10% most deprived areas.





The Sport and Physical Activity impact area includes programmes that aim to improve physical health, raise aspirations and confidence, and develop skills. Programmes here range from female-focused provision and inclusion through to multisport programmes, holiday camps, and high-performance programmes.

Evaluation of these programmes has shown positive improvements in levels of physical activity, mental and physical health, and positive attitude changes towards sport.

Recreation and Inclusion Programmes

The LFC Foundation run a wide range of sport and physical activities with targeted inclusion programmes for groups that are under-represented in sport participation.

She Inspires is a programme run in partnership with the Merseyside Police to engage females aged 15-18 years. Participants attend weekly football sessions and have the chance to showcase their talent, and the opportunities available for young women, in an end of programme tournament. Pre and post analysis of the programme showed increases in participants' confidence generally, knowledge of football, aspirations, confidence in leading and resilience.



"They were great sessions and Ste brought in lots of training kit to inspire the girls & to give to our vulnerable pupils in our school & partner schools. We are now looking forward to a trophy visit soon." - Stakeholder

LFC Foundation's **Inclusion** programme, funded through the Steve Morgan Foundation, offers evening sports sessions and holiday camps for individuals with disabilities and additional needs, supporting both young people and adults. The average rating of sessions was 9.5 out of 10 by participants and 9.7 out of 10 by parents, carers or guardians which indicates continual high levels of satisfaction with these sessions.

An event took place where Liverpool players visited the LFC Foundation's Inclusion Camp at Anfield Sports and Community Centre. The players joined in drills, signed autographs, and shared tips, reinforcing the Foundation's commitment to inclusivity. The programme also benefits refugees, asylum seekers, and the LGBT+ community.

“Staff learn all the children’s names which really makes a difference when engaging with them. No child is left out, and all the team encourage involvement. It is clear the staff have experience of dealing with SEN children and are able to diffuse situations easily when/if they arise.” – Partner

The **Refugee inclusion** programme provides football sessions for refugees and asylum seekers across the city region, providing a fun and safe environment to play and enjoy football. The number of participants increased 9% this season making the total number of participants rise to 883.

The longest attending player, Shawgi, has been attending sessions since 2023. Shawgi has since gone on to organise and participate in our first Midnight Ramadan Tournament, captained LFC Foundation teams in Refugee tournaments, and is a founding member of the Refugee and Asylum Seeker Advisory Board (RASAB) in Liverpool.

LGBT+ Inclusion programme has seen a 32% increase in participants this season with 50 new starters. 18 teams (160 players) took part in the annual Pride Tournament at the LFC Academy in Kirkby and the Foundation continues to support Rainbow Laces, the Premier League initiative, with local inclusive football tournaments.

Multisport school programmes include **Game On** which is a joint initiative between LFC Foundation and Nike. The programme provides schools with free sport opportunities aiming to use the power of sport and games to help children become happier, healthier, and more successful. This is one of the largest programmes run by the Foundation with 5,544 unique attendees in one season, delivered in 47 schools and 6 community venues with sports including boccia, kinball, new age kurling, tennis, rugby, and football.

In addition, 41 holiday camps have been delivered across the 2024/25 season. These camps are always well received with session ratings consistently high, and this season was no exception with an average rating of 9.62 out of 10 by parents, carers, and guardians.



“My son absolutely loved this camp, he was so excited about it, and this is really well run by amazing staff. I felt like my son was well looked after and he had such an amazing time. Thank you.”

– Parent

High-Performance Programmes

The LFC Foundation has a number of high-performance programmes which support the development of talent and pave the way for young people, providing opportunities for them to consider sport as a career pathway. The “Liverpool Way” and the principles that define the club’s identity and approach to football, is embedded in each programme, ensuring players develop their skills both on and off the pitch. These programmes consistently receive positive feedback, and this season is no exception with 100% of participant’s parents, carers, and guardians agreeing that the Foundation cares about the players, as footballers and as people. 100% of participants agreed that the sessions helped them improve their mental and physical health.

“Being coached by an ex LFC player & current schoolboys as well as u14 Girls coaches and International academy coaches is helping us improve” – Participant

CASE STUDY

Mason, aged nine, was nominated for the LFC Foundation Ambition Award at our community awards 2025 for his outstanding, drive, determination, and commitment to be the best version of himself. Mason has been a brilliant participant at our LFC player development football technical camps.

Mason began working with our coaches during the school holidays. The team created a bespoke development plan to help him improve his game.

After a few months of coaching sessions, Mason improved drastically. Our Foundation staff worked closely with him to develop his technical skills and he has been invited to trial at two professional club academies due to his improvement and dedication. Mason has now joined an under 10 academy and both him and his parents are delighted with the progress and opportunities he has had from the team at the Foundation.

“A fantastic programme, loved the technical sessions. They have helped me and got me prepared for academy life”

“He enjoys his sessions and camps with the LFC Foundation. The team are great with the players. We appreciate all the input from the staff who have supported him over the past year.”





This impact area focuses on targeted activities to improve the health of participants. Here programmes include mental health interventions in schools as well as in communities with adults. Additional programmes included targeted respiratory, dental health, mental health, and child obesity initiatives.

On Target programme is an 8-week mental health initiative targeting school years 9 and 10. Using Cognitive Behavioural Therapy-informed sessions, it helps young people understand and manage negative thoughts, build confidence, and improve wellbeing. The programme is delivered in partnership with schools to ensure consistent support and engagement. This season, 23 programmes have been run in three schools, with larger datasets indicating 85% of participants had improved their mental health scores from baseline.

“You feel like you can talk to people without being uncomfortable and it has made me forget about all the stressful things about school”

- Participant

Additional mental health-based programmes include **Sound Minds**, a six-week programme delivered in primary schools that uses drama, dance, art, and music to explore the theme of mental health and wellbeing, and **Red Hot Beats**, a community-based music and mental health intervention. Both programmes are impactful with 97% of the participants reporting that they would use at least one of the tools and techniques taught on the Sound Minds programme to help them if they felt worried or sad. 85% of participants said that the programme helped them to understand more about their feelings and emotions. 91% stated that they felt that doing the programme made them feel calmer and 94% of participants either gave the programme 4* (good) or 5* (fantastic) out of 5 stars.

“I enjoyed that every week we did something fun, I learned more about how to deal with my emotions it made me feel happy excited and calmer.” - Participant



Adult Health programmes include **Honeysuckle FC**, a programme designed to support men who have experienced baby loss. Honeysuckle FC provides a safe environment and a chance to spend some time enjoying physical activity. This programme continues to grow with 44 participants in 2024/25 season. An LFC Foundation-led evaluation found that Honeysuckle FC filled a notable gap in the provision of bereavement support to men who have experienced baby loss. The combination of playing football and having a safe space to share feelings with men who had experienced similar life events, made Honeysuckle FC 'lifesaving' and 'life-changing'. This sports-based bereavement group offers men unique and valuable connection and support.

"Honeysuckle FC provides multiple benefits and positive impacts for men who attend, this also has a ripple effect to the wider community including their partners, families, and work. The impacts have been described as "astronomical," men have reported Honeysuckle FC has improved their mental health and happiness. The different members of the support team all contribute a distinct and valuable part of Honeysuckle FC." – Partner

The LFC Foundation's **Military Veterans'** football sessions give our participants the chance to increase their physical activity whilst improving their mental wellbeing; through the formation of new friendships with like-minded people, open communication, and encouragement from coaches and other participants. This programme reported 2,634 attendances across the season with an average session rating of 9.76 out of 10. 92% of participants say the sessions improved their mental health and wellbeing and 100% reported that the programme improved their physical fitness. 100% rated their likelihood of recommending the programme to others as 10 out of 10.



"It really helped with fitness, mental health, and confidence and have been accepted back into employment on the back of these sessions. Also being around other veterans gives me a sense of belonging"

– Participant

Smile Squad is a dental programme delivered in schools and community venues that tackles dental problems across Liverpool by providing dental education, supervised toothbrushing, screening, and treatment referrals to NHS dental services. This season alone, 1,547 participants have received dental screenings with 36% (n=558) of participants referred for additional dental care. The second element of the Smile Squad initiative is supervised tooth brushing in schools with the Foundation supplying 2,173 toothbrushes, 116 tubes of toothpaste, and 172 toothpaste racks this season, to eight schools reaching 55 distinct year groups.

MOVE Schools is a six-week initiative aiming to tackle childhood obesity by delivering a range of physical activity and healthy nutrition activities in schools. This season, 144 sessions were delivered in seven schools engaging 801 participants.

Other more targeted programmes include **MOVE** and **Advantage** that work in partnership with Alder Hey Children's Hospital and target children and young people with respiratory and mental health clinical conditions. Foundation staff work with referred patients on a one-to-one basis as part of their individual management plans.

CASE

STUDY

"She is now thriving at school, and we could not be prouder of her."

Daisy McCabe, a year 11 student at Rainhill High School, was invited to participate in the On Target Programme after filling in our questionnaire which showed she was in need of support for her mental health.

The programme focuses on enabling young people to recognise, challenge, and change their negative thoughts, feelings, and actions using various techniques.

Daisy participated in the programme for six weeks and came to seek individual support from Mental Health Co-ordinator, Hannah Price, during lunch times to talk. It was during these talks that she disclosed that her mother had a terminal cancer diagnosis and consequently she was struggling with her mental health.

She felt like she didn't have the energy to deal with things, wanted to be alone and had stopped doing the things she enjoyed, like figure skating. She spoke about the fact that she was struggling to find the tools and coping strategies to deal with this.

Hannah said: "Daisy spoke a lot about what she liked to do and she told me how she enjoys self-care. I gave Daisy a task to go home, get a relaxing bath, watch a film and have a night in by herself. The next session was a huge turning point for her, she came in the next day in such a positive mindset and had enjoyed practising self-care and implementing things that made her feel good into her evening. Daisy continued to attend the sessions; she practiced the coping strategies and slowly got back into doing the things she enjoyed."

Daisy opened up to Hannah, saying her life before the programme was not the best, that she used to sit in her room and not speak to anyone outside of school. Daisy expressed that she has learnt that, 'It's okay not to be okay' because there are people who can help.'

Since the programme, Daisy's mum has sadly passed away but Daisy reports that she is accessing counselling and throwing herself into figure skating which she loves to do and is coping better than expected with her mother's passing.

Hannah said: **'Daisy's involvement with the On Target programme and the one-to-one sessions we supported her with, have dramatically helped Daisy her to process her emotions and be able to deal with the challenges she was facing.'**





8,555
Number of
participants

EDUCATION & LIFE SKILLS

5,091
Sessions delivered

93,634
Total attendance
sessions

11,498
Events

SOCIAL VALUE
£15,948,725.13

This impact area aims to raise aspirations and confidence, improve knowledge, educational attainment, and transferable life skills. All programmes are school based.

Premier League Primary Stars works with primary school pupils aged 5-11 years to make learning fun and active. This season, the Primary Stars team have delivered activity in 64 schools with 6,018 individual participants taking part in 3,423 sessions and 67 events. 99% of participants stated that they enjoyed their physical education (PE) sessions. 56 teachers took part in Continuing Professional Development (CPD) PE sessions, with a high number (96.4%) reporting greater understanding of teaching PE and greater enjoyment of the subject following the training.

Several programmes are run under the wider umbrella of Primary Stars including the **Feed Your Mind** programme; this is a reading initiative to engage young children into the world of books and involved 52 students touring around the Central Library in Liverpool and writing and illustrating books about the LFC Mascot, Mighty Red. Another education initiative that is delivered is **The Real Truth Legacy**. This is a mass education event featuring a mini museum and an interactive workshop uncovering the "real truth" behind the Hillsborough Disaster and the decades long campaign for justice. The programme recorded 792 attendances across nine events including school pupils as well as LFC Academy Scholars of both the Men's and Women's teams. The educational event for children in years five and six was created and led by local Labour Member of Parliament, Ian Byrne, and Phil Scraton, a member of the Hillsborough Independent Panel, and both long-time Hillsborough campaigners.

STEM (Science, Technology, Engineering, and Mathematics) sessions are new to the Foundation this season. These programmes run for 12 weeks and are delivered in both primary and secondary schools designed to inspire a love of STEM subjects using innovative tools to develop coding, robotics, scientific knowledge and skills. This season, STEM programmes have been delivered in 21 schools and four community venues in the Liverpool City Region with positive results including 92% of participants reporting that they enjoyed their STEM classes and 90% reporting that they felt more confident about their studies following the STEM sessions.

LFC midfielder, Wataru Endo, made a surprise visit to STEM participants which featured on BBC Match of the Day.



We Empower is a female empowerment and allyship programme launched in 2020 to help tackle gender stereotyping and other types of prejudice and discrimination. Since its launch in 2020, the programme has supported 1,021 girls and 546 boys (and 49 participants who did not report their gender) across 60 venues. This season alone, 928 young people have participated in the We Empower programme. Participant feedback highlighted that 92% of students felt that they had learnt new skills and 86% reported that they felt like they could challenge the stereotypes in society.

“Talking about our feelings and thinking about our self-esteem.”

“Being empowered to talk about feelings and it is okay to be sad sometimes.”

“I liked talking about my feelings and filling out the emotions wheel.”

- Participants' feedback.

Other programmes include the **Foundation's Special Educational Needs and Disabilities (SEND)** schools' provision. Funded by the Steve Morgan Foundation, the programme is delivered in 24 schools, amassing 1,229 hours of delivery in 2024/25 season

Our SEND provision provides inclusive, high-quality physical education sessions to participants with a range of complex needs. The sessions help students to build essential skills, improve physical health, and gain confidence in an engaging and supportive environment that is safe and inclusive.



CASE STUDY



Brodie first encountered the LFC Foundation when attending a Premier League Primary Stars workshop at Anfield. The workshop was part of the Anti-Bullying Week - Choose Respect campaign. The Premier League Primary Stars is a primary school education programme designed to encourage young people to be active and helps develop essential life skills.

Attending this workshop was Brodie's first-ever experience of visiting Anfield and as a massive Liverpool fan, he was very emotional and grateful for the opportunity. While he was engaged in the workshop, his lack of confidence and low self-esteem prevented him from putting himself forward to answer questions in the group setting.

From this experience, Annie, a senior co-ordinator here at the LFC Foundation was asked by the school to continue more work with their students and a six-week social action project was started in Brodie's class. The students decided that they wanted to improve mental health during play and lunch times. As Brodie grew in confidence through working on the social action project, he became more vocal in sharing ideas in class. Brodie presented his idea of a quiet room called 'Chilling Chambers' to his classmates and it was democratically voted upon. Brodie alongside his classmates, created fundraising opportunities to create this space for his school. His willingness to share his ideas has helped others in his classroom and in his school, as this space is now being set up for future children to use as they successfully raised the funding. Brodie has been pivotal in the social action project, as his confidence grew each week. He opened up about himself to his peers and shared ways in which he managed his own mental health, through drawing and art.

Annie spoke about his journey: 'During his all-school weekly assembly in January, Brodie was surprised and awarded The LFC Foundation's Champion of the Month Award as well as a stadium tour and tickets for him and his mother. Brodie later was nominated for 'Champion of the Year' and 'Young Person of the Year' at the 2025 Community Awards.

Brodie was a delight to work with. His engagement and ideas were integral to the social action project, and he was a true role model to his peers. He deserves this award so much and I could not be prouder of him!

A teacher at Brodie's school wrote a powerful personalised message to Annie: 'You have made Brodie's life! He screamed the place down over his trophy award. He, his mother and even I were crying... we have been so lucky and blessed to have you working in our school.'

We are delighted about the positive impact The LFC Foundation through Premier League Primary Stars has made to Brodie, and proud of all his achievements.





The programmes under this impact area aim to increase aspiration, positive attitudes, future plans, increase confidence, self-esteem, resilience, and improve transferable life skills and knowledge.

Creative Works programme is a collaboration with Kodansha and aims to inspire and engage young people, helping to develop their employability skills that feed into creative careers. The programmes are delivered locally in the Liverpool City Region and internationally in New York. Feedback has been overwhelmingly positive in both the USA and UK.



“Our most recent achievements came from our Open Access programme where participants created a video campaign answering the question: What does it mean to be creative? In collaboration with Uptown Soccer and Football Case Study, we ran a programme focused on storytelling through photography. One participant from each programme will be shadowing the photographers at an NYCFC game.”

Maya Pitts – Senior Employability Co-ordinator

Global Works is a community-based employability programme for 16–25-year-olds. Over eight weeks, participants engage in sport-based employability sessions, mentoring, and industry-led career exposure. This is followed by a tailored one-to-one support pathway that includes interview preparation, work experience, and access to LFC events. The programme aims to develop key skills, build confidence, and ensures each participant feels ‘work-ready’ and can actively seek employment. Programme feedback is positive and average scores on all indicators measured show improvements.



Steve Morgan Foundation (Works) is a multi-faceted employability programme which encompasses school early intervention, work experience for school leavers, and open access delivery for 16-25-year-olds furthest away from the job market. This season, 332 participants have been enrolled on this programme with an average of 35 hours of contact per participant. Analysis of this programme showed a strong impact on participants in terms of building their confidence in finding employment. Participants were also more aware of opportunities with 76.4% stating that they are positive they will find employment with the skills taught in the sessions. Furthermore, over 50%, totalling 23 of the 40 participants who attended training programmes with local employers (Moose Cafe, Amazon, Liverpool Football Club), secured employment.

“I feel more calm and relaxed about going into employment. I have become more confident in entering new places and open to change.”

Participant



Youth Works programme is a two-and-a-half-year programme aimed at building the next generation of youth provision in the Liverpool. Through a combination of high-quality placements, extensive training, and apprenticeship, participants exit as a fully qualified youth worker. The LFC Foundation has a mixture of internal apprentices and apprentices working in youth centres across the region; supporting initiatives with young people such as mental health and tackling anti-social behaviour.



CASE STUDY

During our Creative Works Programme for year 10 pupils at Holly Lodge School for Girls, a session was focused on creative writing; improving literacy and teaching students skills which they can use to develop into creative work roles.

This session was designed to help the students develop greater confidence, self-awareness, and their own self-esteem. Thereby, engaging and empowering girls to be themselves, and celebrate their diversity while enabling them to interact more easily with people and present their thoughts and evaluations to a wider audience.

Grace Poole, a participant, shared her ongoing health issues with the group and her thoughts and feelings about how these issues affect her life. Her battle with health issues throughout her school years was difficult for Grace, and she had to dig deep to maintain attendance and keep up with her learning. Her openness was inspirational and inspired the group to look at their own lives and find the positives, which was reflected in both their writing and their artwork.

Grace revealed a confident, effervescent nature that belies the issues she has and is still dealing with. Articulate and artistic, Grace expressed herself through the poems and artwork that she produced during the Creative Works programmes. She emerged as an intelligent, empathetic member of the group, respected by her peers. Grace was a positive force in these programmes and an inspiration to all because of her ability to bounce back and be cheerful.

Grace demonstrated resilience and real ambition to succeed, and this has shone through in her contribution to this programme.

In her own words, **“This programme has helped me think about myself and begin to decide who I am”**



**Constant smell of the hospital
Beep, beep, beep, as the night goes on
Tired brown eyes glaze the room
Rooms I know all too well
The main cause of my gloom
Sleepless nights, through and through and through**

**Grace
Me
Myself
and I**

**Yet my friends help pass the time
Laugh, laugh, laugh, as the years go by
So soon our lives are changing, developing
With our tastes and sexual orientations
All that is on our minds is love and how fast we have grown
What happens next, we will never know
Hop skip jumping over obstacles as we go.**



5,165
Number of participants

YOUTH

INTERVENTIONS

3,786

Sessions delivered

47,281

Total attendance sessions

5,579

Events

SOCIAL VALUE

£14,331,156.31

The Youth Interventions team work to help young people to become their best self, be active members of the community and to support each other in the face of serious challenges such as criminal exploitation and peer pressure.

Premier League Kicks is a programme that provides opportunities to play and coach football, officiate games, and take part in social action. Kicks is one of the longest running Premier League and LFC Foundation programmes with previous Kicks participants currently employed in the Foundation. This season 2,598 participants regularly attended sessions week in week out. Over the past five seasons Kicks has supported 6,689 unique participants including over 1,000 girls, doubled the number of delivery venues in the community from 20 to 41, and provided numerous education workshops with organisations such as Merseyside Police and Merseyside Fire and Rescue. The Steve Morgan Foundation fund part of our delivery across three sites within the city region.



“Merseyside Fire and Rescue Service are proud to partner with the LFC Foundation Premier League Kicks Programme to give the children in our communities the best chance in life.”

Mark Sopp, MFRS Group Manager for Prevention and Community Safety

Onside is a programme that focuses on encouraging young people to take charge of their own learning and development and supports positive engagement with education. A review of the Onside programme was undertaken early in the season and published in a peer reviewed academic journal. The review highlighted that the programme empowered children and young people by building positive identities and reducing risky behaviours. It underlined the importance of schools partnering with football charities to co-create initiatives that prioritise youth, promote positive outcomes, and involve children and young people in decisions that affect them.

This season, nearly 2,000 young people participated in the Onside programme which was delivered in 53 schools in the Liverpool City Region and North Wales. Participants continue to rate sessions highly with an average session rating of 9.15 out of 10 and 96% of participants reporting that they had fun at sessions.

“I’m always looking forward to the next session as I always find the sessions so interesting and fun and I think it’s been very useful and has been great for me both physically and mentally.” – Participant

Onside + is a 12-week programme delivered in secondary schools, alternative education settings, and colleges which prepares students for the challenges and issues that face young people today including criminal exploitation. This season, 286 students from Years 6-11 attended sessions. Sessions were delivered in 29 schools across Merseyside and over 200 students attended Anfield to present a range of social action projects.





In relation to knowledge, attitudes, and confidence relating to youth issues, participants showed improvements of between 28.49% and 121.07%. The largest improvements were on understanding where to get support for County Lines and in knowledge of County Lines. When participants were asked about what "County Lines" meant, 70 of 154 (45.45%) said "I don't know", this reduced to 8 of 65 (12.31%) after completing the programme which evidenced increased understanding and better articulation of the programme. In relation to school and community social action factors, participants showed improved scores of between 25.76% and 57.96%. The largest improvements were in knowledge of social action and feeling towards school with a 55.91% improvement.

"It's fun and one of the best things to do in school" - Participant

Premier League Inspires works with young people in secondary schools to develop personal, social, and life-skills through mentoring and social action. This season, 353 young people have participated in this programme with 3,583 attendances recorded across 20 schools. Following the programme, **79.59% reported that they felt good at solving problems** (up from 58.64%) and **69.39% reported that they had good attendance in school** (up from 59.88%). This season, LFC Foundation Inspires participants took part in a challenge joining counterparts from England and Wales sharing ideas to tackle gender inequality in communities.

"The programme has supported me in a number of different ways and provided loads of opportunities. Never did I think our project idea would get to be representing Liverpool at Wembley in a challenge. This has shown me what I can achieve".
- Participant

The final programme in this impact area is **Youth Provision**. The aim of this programme is to restore youth work in the region through detached youth work and setting up of youth clubs. Here the team have delivered 64 detached youth work sessions, some of which are around Anfield stadium on match days; 21 holiday activities and mid-term sessions; and 152 weekly youth centre sessions. This provision is well received with an average participant session rating of 9.35 out of 10.

"I had so much fun at the end of summer party, I feel included when we all play football, and I felt very safe at Flip Out with staff looking after me." - Participant



CASE

STUDY

Jamie and Josh were nominated by Senior Youth and School Intervention Coordinator, Holly Kinsella, for their fantastic commitment towards our Onside Programme and won our 'Champion of the Month' award for their incredible personal growth and dedication to the programme.



Funded by the Premier League Professional Football Association, the Onside programme is a targeted intervention embedded into secondary schools across the North West and works with participants identified by their school lead with differing social, emotional, behavioural, and well-being needs.

When they first joined the programme, both Jamie and Josh faced considerable personal and academic challenges. Teachers expressed doubts that they would even attend the programme, let alone thrive in it. But both boys far exceeded expectations. They successfully completed their Sports Leadership Level 2 qualification - a remarkable achievement for students once considered unlikely to engage

Josh, in particular, was on a reduced timetable due to aggressive behaviour toward staff and peers, often ending up in the inclusion unit for fighting. Jamie, too, was struggling to find a stable path due to lack of confidence in the school system. But the Onside programme became their turning point. Through consistent support, structured mentorship, and a focus on personal development, they began to reshape not only their school experience but their lives. Josh: "I have learnt how to work in a team. I didn't speak to some of the people in this group and now we all know each other." Jamie: "I feel more confident going into college as I know I will be able to talk to people I don't know and make friends."

Perhaps the most powerful testament to their development is how they are now giving back. Jamie and Josh have spoken with younger students about their past struggles and how inclusion affected their school lives-using their own stories to inspire others and warn of paths best avoided. This shows not only self-awareness, but leadership. Josh spoke about his aspirations: "I will use the communication and teamwork skills to support my goal of starting my own business. Doing the Enterprise Challenge with the Kings Trust was so helpful in teaching me how to price and restock, run a business."

Jen Simms, Head of Pastoral at Dixons Fazakerley Academy, said:

'The transformation of Jamie and Josh is nothing short of inspiring. From hopefully obtaining GCSEs and staying in school for their final year, they've proven what's possible when the right support meets the right attitude.'

COMMUNITY

ENGAGEMENT



 Contents Page

Community Wellbeing Hubs

The LFC Foundation continues to partner with Steve Morgan Foundation to support community hubs across the LCR. Partnerships with five hubs have been in place since 2020 and an additional four hubs have joined in 24/25 season. Community hubs giving a wider footprint to deliver LFC Foundation programmes and support local initiatives such as our cardiovascular health screening programme. This season, funded hub programmes and initiatives supported a total of 6,355 people.



Our Community Hubs

Providing support across
Liverpool City Region

Anfield Sports & Community Centre
The Brunny
The Hive
Tiber
Northwood
Netherton Feelgood Factory
Sean's Place
Dixons Fazakerley Academy
Saints Community Development Foundation

THE BRUNSWICK CENTRE

LFC Foundation support has enabled the center to continue to run junior clubs, senior clubs, holiday activities, family nights and community lunches for local residents. They also provide additional activities around key times such as Halloween and Bonfire Night to keep children and young people away from anti-social behaviour and criminality.

“The LFC Foundation continue to support our most vulnerable residents who are dealing daily with the impact of the cost-of-living crisis and systemic poverty. The funding has enabled us to provide young people an opportunity to engage in new life skills and will enable them to have better life chances in the future.”

Valerie Johnson, Development Manager

THE TIBER CENTRE

Here funding supports activities such as The Greenhouse Project and a community pantry.

“Our weekly food pantry uses a farmer’s market layout and distributes food and other household goods to people who need it the most. The pantry is more than just a pantry; it is a weekly social event promoting greater understanding of diversity and interaction within and between communities. It is also a pathway to personal development, training and employment, where members have become volunteers and gone on to further education and jobs.”

Debbie Wright, Chief Executive

SAINTS COMMUNITY DEVELOPMENT FOUNDATION

LFC Foundation has supported initiatives such as ‘My Saints Experience’ a project that targets primary schools in St Helens and invites classes into the stadium. This project helps to inspire pupils by teaching them about professional athletes and their individual journeys.

“Our assets allow for a unique experience for pupils of St Helens to get to behind the doors of our club and get a glimpse of the changing rooms and learn more about this club through artifacts owned by the foundation such as old rugby balls, old boots, old jerseys and being able to compare to current equipment. We have also had players engage and pop their heads in during sessions which has enhanced the sessions we have run.”

Ben Hardman, Business Manager

THE HIVE

The Hive have used LFC Foundation funding to run two cohorts of the ‘Girl Power’ programme and run a ‘Power Up’ programme which focuses on male members and enhancing their mental health.

“This was a great confidence building programme that instigated important conversations around teamwork, work ethic, team building, resilience, and positive lifestyle habits. 100% of young people taking part in the Girl Power programme stated they enjoyed it and learnt something new. We also saw an approximate uplift of 25% engagement from our female membership in our sport activities.”

Ashley Pennington, Philanthropy Manager

NORTHWOOD COMMUNITY CENTRE

LFC Foundation support has enabled the centre to expand its reach, improve engagement, and offer more structured, high-quality programs tailored to different community needs. These have included new programmes focussing including health and wellbeing sessions, youth engagement, and intergenerational programmes.

“The funding has had a significant social, physical, and emotional impact on participants. Key benefits include improved physical and mental wellbeing, particularly through fitness programmes and structured youth activities; greater social inclusion, providing a safe space for individuals of all ages to build relationships and reduce social isolation; Personal development, as seen in participants who have grown in confidence and responsibility through engagement in the centre and stronger community ties with families and individuals regularly attending sessions and events.”

Jacqueline Deboe, Centre Manager

SEAN’S PLACE

LFC Foundation have supported centre improvements which enabled increased capacity and additional support for men and their families.

“Men who accessed the support of Sean’s Place experienced numerous benefits that improved their overall well-being, relationships, and quality of life. The social support provided helps men realise they are not alone in their struggles; they connect with others who have similar experiences creating a sense of belonging and understanding. Engaging with Sean’s Place improves communication skills, leading to better relationships with family, friends, and partners.”

Debbie Rogers, Chief Executive Officer

ANFIELD SPORTS AND COMMUNITY CENTRE

LFC Foundation support has enabled half term and after school provision for children and young people. The new equipment and the ability to maximise space has increased activity provision by 40% and hampers and free meals provided are a vital resource for families.

“During the inflation and the cost-of-living crisis a lot of pressure and worry is placed on families within the community. Through the commitment and funding from LFC and SMF we are able to ensure some degree of pressure is released for the families as we are able to continue to support them through these tough times. Funding plays a large role in ASCC’s operational structure so thanks to the funding we are able to plan for the future and ensure that we are able to continue with our mission to support our community.”

Adam Clarke-Jones, Centre Manager

NETHERTON FEELGOOD FACTORY

LFC Foundation predominately supported afterschool provision and holiday clubs particularly targeting children with Special Educational Needs and Disabilities (SEND).

“Our Monday After School Club has been able to engage in more activities and opportunities as a result of the funding and partnership. In particular, the children and young people thoroughly enjoyed participating in the intergenerational work and thrived when working together with the older peoples group. They also got involved in some community fundraising and volunteers at our events which has been a positive opportunity for the young people.”

Clare Browne, Living Well Mentor

Red Neighbours work with the community and for the community, developing projects and initiatives for the benefit of local people. The team work to deepen cohesion in communities surrounding Anfield stadium in Anfield, the AXA training centre in Kirkby, and Melwood training centre in West Derby, and focus on four areas: Physical Activity, Food Poverty, Education, and Memorable Experiences.

- **Delivered over 750 sessions** of Walking Football, Chair Based Yoga, Festive Community Breakfasts, Monday Clubs, Tai Chi and more.
- **Over 30,000 cumulative attendances** across sessions.
- **Donated over £500,000** worth of essential food hampers, stadium tours and matchday experiences. This includes 55 local school children attending each Premier League LFC home game for free.
- **Support the delivery of 1,000 meals per week** prepared by the LFC Kitchens, every week to community members.

“Every single person made me and my family feel welcome. From the person on the door welcoming us into the stadium to the people serving the food. It was a wonderful experience and it made us all feel so special.”

- Participant



CASE STUDY

Barbara McGrother, 82, is a valued member of the community as well as being a popular member of several of our programmes.

Barbara likes to give back and encourage others to do the same. Barbara attends craft classes and hand designs her own range of greeting cards, which she sells to our other participants to help raise money for local charities.

Towards the end of Barbara's over 30 year teaching career, an accident occurred, this led to an array of complications with her legs, at one stage being hospitalised with a life threatening infection called Cellulitis. Barbara was recommended to a Leg Clinic where she also took part in Functional Fitness. Barbara has self-managed her pain and re-occurring bouts of Cellulitis, thus causing mental stress, mobility, and circulatory issues.

Barbara was an original member of our Chair Based Yoga, when she heard about the new 'You'll Never Dance Alone' classes. She was a little hesitant at first, as her prior exercising history was mainly chair based. However, Barbara took the plunge, with the instructor modifying some moves where necessary. The new dance programme is aimed at the over 50s; with gentle moves and stretches, covering different genres of dance and movement, it is a fun and engaging way to exercise.

Barbara admits in her own words **It's fun, I have not moved this much, and for this length of time, on my legs". Surprising herself, she has gone from strength to strength; feeling more confident whilst standing and moving, with noticeable improvement in her overall balance. This in turn, has increased Barbara's confidence with a much-improved mindset.**

“It has changed my life, getting up and leaving the house is now purposeful.”

Barbara enjoys the routine of attending our programmes. Loneliness is a factor, as Barbara sadly lost her husband 10 years ago, and her only son, David, emigrated to the USA. Loneliness is a factor, as Barbara sadly lost her husband 10 years ago and her only son David, emigrated to the USA. The programmes help reduce her social isolation.

Since starting the dance programme, Barbara is much more agile, with less pain. Combining dance and movement, to increase the blood flow and circulation, has had such a positive effect on Barbara's mobility. Barbara's overall mindset has also improved since starting the dance programme with the extra social aspect providing companionship, light humour, new friends, and a bigger social circle, all contributing to Barbara's improved mindset.

Bev Phillips, Sports Co-ordinator in our Red Neighbours team says: **“Given her age, she won't mind me stating this, Barbara is a remarkable, resilient lady, with the biggest heart. Her commitment and caring nature shines through in every session she attends. Dedicated to helping others with her crafts, she is a true inspiration, in every sense of the word!”**



SUPPORTING LOCAL ORGANISATIONS

The Foundation's ability to fundraise via its annual Legends games, Gala Ball and other events such as Kip on the Kop and Run to Anfield means that monies raised can help LFC Foundation deliver more impact, whilst also support local organisations.

This season, the Foundation has continued to support organisations such as The Owen McVeigh Foundation, St Andrews, IntoUniversity, Cash for Kids, Liverpool Homeless Football Club to name just a few.

Owen McVeigh Foundation

Funding from the LFC Foundation supports children with a diagnosis of cancer to create memorable experiences for them and their families.

"A diagnosis of childhood cancer has an everlasting impact on the emotional health and wellbeing of the whole family, both during and after treatment, so the ongoing funding has enabled us to help with this while creating memorable events for all the family to attend."

Mark McVeigh, OMF Charity Manager

St Andrew's Community Network

The LFC Foundation funding has played a transformative role in tackling poverty-related challenges across St Andrews network by enhancing both immediate crisis response and long-term resilience.

"The funding from LFC Foundation has made a significant and transformative difference to our organisation, both in terms of direct delivery and strategic capacity. Whether through increased access to advice, improved mental wellbeing, or strengthened local support systems, the outcomes are clear: lives are being stabilised and rebuilt due to this funding."

Richard Jones, Chief Executive Officer

IntoUniversity

IntoUniversity North Liverpool was launched in 2017 in partnership with the LFC Foundation and the University of Liverpool. This collaboration was rooted in a shared commitment to supporting young people from disadvantaged backgrounds, helping them raise their aspirations and pursue brighter futures through education. A second centre located in Kirkby opened in autumn 2023 with additional partners Steve Morgan Foundation and Everton in the Community.

“LFC Foundation are a key funder to IntoUniversity North Liverpool and Kirkby. We would not have been able to establish, and sustain, both centres without the support of the LFC Foundation. Being in the community for the long term is vital for the centres and staff to create strong, trusting relationships with the local community and enable us to support young people all through education. LFC Foundation's support is vital in enabling IntoUniversity's presence in North Liverpool and Kirkby.”

Rosie Wood, Fundraising Officer

Cash for Kids

Christmas is more than just waking up to new toys to play with, for a child it is knowing that doing all their schoolwork and being good all year was worth it. For teenagers, it isn't just about having a new tracksuit to wear or a new perfume, it is about feeling confident going back into school after the Christmas break knowing they can join in the conversations with their peers about what they received for Christmas. Cash for Kids is a charity dedicated to giving disadvantaged children and young people across the UK the chance to thrive.

They help tackle poverty, illness, and neglect, easing the challenges of additional needs, and offering a helping hand to families with nowhere else to turn.

“Cash for Kids have once again been overwhelmed by the generosity shown by LFC Foundation. With the current cost of living crisis and the rise in energy costs, we expected to see a huge increase in the need for our help, but we were astounded by the numbers as we watched them increase each day. We don't believe we could have fulfilled all our applications without the support of the LFC Foundation. Cash for Kids have once again been overwhelmed by the generosity shown by the Foundation to local children and young people in our community, and for this we can't thank you enough.”

Laura Charlton, Charity Manager



Liverpool Homeless Football Club

The Foundation continues to support Liverpool Homeless Football Club via monies raised through 'Kip on the Kop'. Over the past year, the funding has helped to engage men through football sessions, health programmes, and community outreach initiatives. This represents a steady increase from previous years, demonstrating the growing impact of their work.

“The funding has been transformative for Liverpool Homeless Football Club, not only improving the football sessions themselves but also strengthening our organisational capacity, volunteer engagement, and community impact. We are now better positioned to sustain and grow our programme, ensuring long-term benefits for participants and the wider community.”

John Finnigan, Chief Executive Officer



19,230

people have
participated
internationally

INTERNATIONAL DELIVERY



For more information and ways to get involved, please visit liverpoolfc.com/foundation

 [Contents Page](#)

The Foundation continues to partner with **Right to Play** and deliver programmes internationally in Tanzania and Ethiopia.

The programmes focus on enhanced wellbeing by developing life skills, increasing social cohesion, gender empowerment, and improved opportunities for girls, with LFC Foundation support reaching 8,208 children and young people.

The Foundation's partnership with three professional football clubs in Ireland continues to go from strength to strength. The clubs, **Bohemians FC, Shelbourn FC, and Shamrock Rovers FC**, deliver community interventions including provision in schools, youth work engagement, and wider programmes to support vulnerable groups. The Foundation also provides training to upskill coaches as part of their professional development. This season, with LFC Foundation, the three clubs have supported 10,547 local participants.



Employability programmes in New York have supported 405 young people via Creative Works and Soccer Works programmes. In addition, the Foundation continues to support Kit Aid with clothing items this season given to children and young people in South Africa.

In total, the LFC Foundation's international work has supported **19,230 people** this season alone.



For more information and ways to get involved, please visit liverpoolfc.com/foundation

£80.32M
TOTAL SOCIAL VALUE IN 24/25 SEASON

£24.31M

Economic impact
of social benefits
2024|2025

SOCIAL

IMPACT

£48.89M

Healthcare savings
from participation
2024|2025

£7.12M

Direct contributions
to economy
2024|2025

The LFC Foundation continues to work with an external organisation (Substance) to quantify the monetary value of its work.

Calculating the social value of its activities in monetary terms helps to tell the story of the Foundation, inform future investments and the direction of programme delivery and development.

The annual valuation of our work for the 2024/25 season is £80.32 million with a cumulative value across five years of £364.79 million.

By attending our sessions, the **NHS has saved £48.89 million** through people not having to visit the doctor as frequently and a saving of over £170 million across the past five years.

LFC Foundation Social Value

	24/25	5-year total
Total Social Value	80.32m	£364.79m
Healthcare savings from participation	£48.89m	£170.71m
Economic impact of social benefits	£24.31m	£157.52m
Direct contributions to economy	£7.12m	£36.55m

LFC Foundation Social Value in the LCR

The social value in key areas where programmes are delivered.

Local Authority	Percentage of overall contribution	Social Value
Liverpool	50%	40.47m
Knowsley	16%	12.99m
Sefton	11%	9.06m
Wirral	9%	7.37m
St Helens	3%	2.27m
Halton	5%	3.80m
Non LCR	5%	4.35m

Social Return on Investment (SROI) Ratio

A SROI figure was calculated based on total LFC Foundation expenditure of £7.81m*. The SROI ratio for the Foundation is £10.28 for every £1 invested.

The LFC Foundation's SROI value has been over £10 since the start of its impact reporting in 2020/21 season and has an average of £113.79 over a five-year period.

*Provisional figure from unaudited 2024/25 accounts



£9.56M

contribution to
Reduced Inequalities

2024,25

£10.71M

contribution to
Good health & Wellbeing

2024,25

UNITED NATIONS

SUSTAINABLE

DEVELOPMENT

GOALS

(UNSDGs)

£8.6M

contribution to
Gender Equality

2024,25

The United Nations Sustainable Development Goals (SDGs) consist of 17 goals aimed at addressing global challenges and ensuring peace and prosperity for people and the planet by 2030.

The LFC Foundation continues to show its commitment to sustainability via **The Red Way** initiative building a better future for our people, our planet, and our communities.

This season, the Foundation has prioritised ten UNSDGs based on programme outcomes and where a tangible contribution can be identified.

The Foundation's UNSDG contributions total **£80.32m** in 24/25 season, cumulative value of **£365.54m** over five years. The highest contribution is to UNSDG 3 'Good Health and Wellbeing' totalling £98.87m in five years. This is followed by UNSDG 10 'Reduced Inequalities' (£59.49m) and UNSDG 4 'Quality Education' (£44.26m).

Monetary value of the LFC Foundation's contribution to UNSDGs.

UNSDG	24/25	5-year Total
3. Good Health & Wellbeing	£10.71m	£98.87m
10. Reduced Inequalities	£9.56m	£59.49m
4. Quality Education	£9.81m	£44.26m
16. Peace, Justice and Strong Institutions	£5.84m	£34.88m
5. Gender Equality	£8.06m	£28.24m
8. Decent Work	£7.59m	£27.17m
11. Sustainable Cities and Communities	£6.25m	£21.54m
1. No Poverty	£9.23m	£16.9m
2. Zero Hunger	£8.07m	£12.81m
17. Partnerships for Goals	£5.20m	£6.14m



LFC FOUNDATION STRATEGY



ACHIEVING OUR MISSION



By 2030 we will...

- Be supporting **500,000 beneficiaries per season** and will have doubled funding to enable this.
- Be delivering or supporting programmes that have a positive impact on **health, learning and employment outcomes** in the highest-need communities across Liverpool City Region.
- Be working in **10+ countries** internationally via impactful partnerships.
- Be sector leaders in **research, evaluation and impact measurement**.
- Ensure **equality, diversity and inclusion are embedded** within the culture, practices and policies of our entire employee and participant experience.



THANK YOU

Thank you to our donors, 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!



Foundation

Liverpool FC Foundation
132 Lower Breck Road
L6 0AG
liverpoolfc.com/foundation

lfcfoundation@liverpoolfc.com

YNWA

Liverpool FC Foundation is an independent charity registered
in England & Wales with The Charity Commission,
Charity Number: 1096572. Registered Office: Anfield Road, Liverpool, England L4 0TH.