



**Foundation**

THE CLUB'S OFFICIAL CHARITY

Creating life changing opportunities for  
children and young people





## Welcome

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

Our mission is to bring together the LFC Family to create life changing opportunities for children and young people.

## About us

Being part of Liverpool Football Club means being part of the greatest football Family in the world. We look out for each other, and particularly those who are in need. Our fans know that by acting collectively as the LFC Family they can make a real difference to the social issues they care about.

The LFC Foundation is the official charity of Liverpool Football Club. Building on the Club's work in the community over the past 20 years, the Foundation was formed in 2010 as a financially independent charity to harness the power and passion our fans and supporters have to improve the lives of others.



## Our Purpose

The LFC Foundation has spoken to fans and supporters from around the world to understand how the Club's official charity can best support the issues that are important to them.

Fans have told us they care about the challenges that face children and young people. As a result, the LFC Foundation's strategy will focus on creating life changing opportunities for children and young people in Merseyside and beyond.

### We will achieve this through our six step plan:

1. Work with LFC to unlock the power of the Club crest
2. Engage with children and young people in Merseyside and beyond
3. Improve the health and wellbeing of children through sports participation and physical activity. Raise the aspirations and skills of young people for a better life, through learning and training programmes
4. Engage stakeholders and supporters to inspire action towards a tangible movement of fan-driven change
5. Communicate the impacts we make and celebrate the successes of young people we work with
6. Operate transparently, honestly and with the strong governance to ensure impacts are maximised

# Our Programmes

The LFC Foundation delivers a range of initiatives and activities for children and young people in Merseyside and beyond. Our experienced team delivers a wide variety of programmes to address the key issues of sport and health, education and employment.



During 2015/16 the LFC Foundation engaged **21,000** individuals and delivered almost **8,000** sessions.

## Sport & Health

Premier League **Kicks** uses the power of football and sport to inspire young people in some of the most high-need areas. The programme engages with girls and boys aged 8 to 19 years to help reduce antisocial behaviour and identify pathways for further development. Our sessions are free to attend and combine football coaching with health, education and personal development sessions, giving our participants the opportunity to develop valuable life and social skills at the same time.

Building on the inspiring events of the London 2012 Olympic Games, Premier League **4 Sport** provides young people the opportunity to try their hand at a variety of different sports, right in the heart of their communities. The LFC Foundation offers a varied seasonal timetable of sports throughout the year with something to appeal to everybody and all abilities, from table tennis to running club.

Premier League **Girls Football** creates opportunities for young women to engage in football and raises awareness of the female game within the community. The LFC

Foundation programme works with groups during and after school time to ensure it's accessible to as many girls and young women as possible, and also in areas where grassroots clubs struggle to recruit new players

**Respect 4 All** is the LFC Foundation's programme designed for people with complex and additional needs. We offer 15 Respect 4 All session every week, run in various location across Liverpool and Merseyside. The programme is suitable for a wide range of specific needs including visual impairment, learning difficulties and wheelchair users.

The LFC Foundation's **Military Veterans** programme aims to support veterans in Merseyside back into civilian life by offering football coaching sessions and local tournaments. Football offers the ideal platform to promote physical activity, team work, self-confidence and general good health and wellbeing, and the programme also offers additional training and education opportunities for ex-military personnel.

## Education

The LFC Foundation offers a series of classroom and sports based activities to help young people achieve their potential. Through using the power of LFC, we are able to connect with young people in a new and unique way. Our programme is delivered in partnership with the Premier League's **Primary Stars** offering.

The **LFC Foundation College** provides a unique and innovative learning experience for 16-19 year olds enabling them to gain a variety of qualifications including GCSEs, Foundation Degrees and FA coaching badges.

Building on the successes of the Kicks programme, **Kicks Football+** is a new joint initiative between the LFC Foundation and Merseyside Fire and Rescue Service. By using football as an incentive, this education programme addresses key issues that affect young people, helping to reduce anti-social behaviour and crime and encourage personal growth and development.



## Employability

The **Works** programme is one of the LFC Foundation's latest initiatives and has already achieved some great successes with its first cohort of students. Through intensive one-to-one and group work which focuses on the needs of each individual, the Premier League Works programme helps them to develop their personal and social skills and giving them the confidence and experience they need to make a positive transition back into education, access training or gain meaningful employment.

Premier League **Enterprise** aims to reduce underachievement and improve educational outcomes to help address the skills gap and prepare young people for the world of work. It also increases awareness and understanding of enterprise and entrepreneurship, and develops the life skills young people need as they transition from education to employment.



# Our Partnerships

The LFC Foundation is committed to making the biggest difference possible to the lives of those who need our support. In addition to delivering our own programmes, we also work in partnership with three local charities and not-for-profit organisations to improve the life and health chances of children and young people.



## Alder Hey Children's Charity

Alder Hey Children's Charity raises vital funds to help make Alder Hey in the Park a truly world-class, patient-friendly hospital for the 275,000 patients and families they care for every year.

By working in partnership we will develop safer and more effective treatments and medicines for children, as well as improving their hospital experience by providing play activities on wards.



## Liverpool School of Tropical Medicine (LSTM)

LSTM works to break the cycle of poor health and poverty through pioneering research.

Teenage boys are one of the most difficult to reach groups, so by utilising the power of football together will rise awareness of the health issues affecting young people in Asia and Africa.



## University of Liverpool & INTO University

This partnership has been created to specifically reach young people in the Anfield area who have limited interaction with higher education.

By working directly in Primary schools the programme will encourage students to consider university as a realistic and achievable option through a specially formulated and engaging curriculum including homework clubs, open days and mentoring.

# Our Trustees

The LFC Foundation's Board of Trustees has a wealth of expertise and experience in both the commercial and not-for-profit sectors.

**Gavin Laws**  
Chair



**Prof. Fiona Beveridge**



**Susan Black**



**Dr. Simon Bowers**



**Ian Ayre**  
Vice-Chair



**Linda Henry**



**Billy Hogan**



**Tom Werner**



# Our Team

The charity's central team is based at Liverpool FC's Chapel Street offices in Liverpool city centre. They are responsible for the managing the charity on behalf of the Board of Trustees providing a range of business functions to support the development and impact of the Foundation.

**Andrea Cooper**  
Head of LFC Foundation



**Martin Talbot**  
Head of Community Delivery Unit

**Maria Morris**  
Financial Controller

**Tony Cosgrove**  
Project Lead

**Ashton Lee**  
Project Lead

**David McParland**  
Project Lead

**Vicky Jepson**  
Project Lead

**Ryan Moignard**  
Project Lead

**Rachel Donohoe**  
Fundraising and Partnerships Manager

**Janine Ross**  
Marketing Manager

**Tracy Boden-Coyne**  
Administration Manager

Our experienced team of programme delivery staff are based in the heart of the community at the Anfield Sports and Community Centre, close to Anfield Stadium.

**Steve Hollis**  
Project Lead

**Gemma Smith**  
Project Lead

**Clare Boyham**  
Community Delivery Administration Manager & Safeguarding Officer

**Eddie Sullivan**  
Community Coach

**Colin McCall**  
Community Coach

**Anthony Wright**  
Community Coach

# Fundraising

The LFC Foundation is an independent charity. We are funded through programme commissions, such as the Premier League Charitable Fund, by donations and our own fundraising activities.

The LFC Foundation's annual fundraising appeal supports the charity's programmes and partnerships. We engage the LFC Family in fun and exciting ways to raise funds, from charity football matches to money-can't-buy fan experiences.

## How can you help support the LFC Foundation?

There are so many different ways you can get involved. Find out how you can fundraise and make a donation to the LFC Foundation by visiting [www.liverpoolfc.com/foundation](http://www.liverpoolfc.com/foundation)

# Get Involved

There are a number of ways you and your organisation can get involved with the LFC Foundation.

- Programmes
- Partnerships
- Fundraising
- Follow us on Twitter @LFCFoundation

Contact our friendly team by:

Telephone: +44 (0) 151 432 5689  
Email: [lfcfoundation@liverpoolfc.com](mailto:lfcfoundation@liverpoolfc.com)  
Website: [www.liverpoolfc.com/foundation](http://www.liverpoolfc.com/foundation)





**Foundation**

THE CLUB'S OFFICIAL CHARITY

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.