For over 20 years Liverpool Football Club has been working in local communities across the world, delivering a range of sport-inspired programmes and initiatives that inspire positive change and help people to build a better future for themselves and others.

Serving as the Club’s official charity, Liverpool FC Foundation provides opportunities and initiatives that inspire people from all walks of life to make positive change happen for themselves and their communities.

Liverpool FC Foundation is proud to serve local communities at home and abroad and is committed to ensuring that the Club’s community values and one Club mentality continues to be at the forefront of everything it does and achieves.

Liverpool FC Foundation currently operates four flagship programmes; Football and Sports Development, Men’s Health, Military Veterans and International.

I passionately believe in the power of sport and its ability to bring communities together. I’m always so inspired by the warmth and passion of the people I meet when I visit the Foundation’s programmes in Liverpool and around the world.

It has been a great privilege to be the Chair of the Liverpool FC Foundation and to see our work go from strength to strength over the past year. I am excited by the potential for us to do even more ahead, and look forward to giving my wholehearted support to Andrea and the team.

Linda Pizzuti
Chair, Liverpool FC Foundation Trustees

I am thrilled to have recently joined Liverpool FC Foundation - the official charity of Liverpool Football Club. Being a part of Liverpool FC is like being part of a family, and that means looking out for each other – particularly those in need.

We have been working for over 20 years to get to where we are today. But in some ways, Liverpool FC Foundation is one of LFC’s best-kept secrets. Our next goal is to engage and serve more widely across the LFC family.

Over the coming year, I am eager to meet as many of you as possible and listen to your ideas on how we can take our work to the next level. Thanks for your continued support and encouragement.

Andrea Cooper
Head of Liverpool FC Foundation

Andrea Cooper
Head of Liverpool FC Foundation
Liverpool FC Foundation aims to utilise the power of the LFC badge to be a positive influence to the lives of many young people and adults locally and internationally. As the official charity of the Club we look to make a difference through our four main programmes:

- We deliver football and sports development in over 60 local schools and many community agencies.
- We deliver a Men’s Health programme that has attracted national recognition for its impact on delivering better health for men in Liverpool.
- Our ‘Barracks to Boot Room’ military veterans initiative uses football to assist vets in adjusting back to civilian life.
- Our International work uses football to engage with young people stimulating local activities and legacy programmes.

We know that the Liverpool FC badge, that famous crest, helps us connect with our communities. Both young and old feel an allegiance and bond that encourages them to get involved in Foundation activities.

When a player visits or supports an activity, this not only gives a high profile to our work but also excites, encourages and motivates people. Fans respond to Club and charitable Foundation working together to make a real difference.

We have had some great examples this year with Brendan Rodgers and back room staff visiting Anfield Sports Community Centre encouraging young people to be more active and then when the First Team supported at the Hillsborough Family Support Group (HFSG) charity match when joining in with youngsters on the pitch prior to the game itself.

Individual players have also attended and supported many Foundation initiatives at community level. In particular, I would like to thank Lucas Leiva, who as a trustee, regularly promotes the Foundation and also Mamadou Sakho who has given lots of time to one of our partner schools. We have also had tremendous support from the Liverpool Ladies FC squad.

The great Bill Shankly once said at a football club there is a holy trinity. The players, the manager and the supporters. It’s the Liverpool Way and we, in the Foundation, are so grateful for that support as we aim to be a positive influence in the lives of our supporters, our communities.

To make a difference.

The 2013/14 season has been a fantastic time for the Foundation and we have achieved a great deal. This report will provide you with an overview of our work and achievements in our local communities and beyond.

YNWA

MARK HAG
HEAD OF OPERATIONS LIVERPOOL FC FOUNDATION
Delivering and promoting football and sports in schools and community settings
Encouraging physical activity
Helping young people build confidence, self esteem and raise aspirations

There are eight initiatives under the Football and Sports Development programme:

**PREmIER LEAgUE SCHOOLS SPORT**
- Consistent delivery of 3000+ physical activity lessons as part of the school curriculum
- Presence in over 60 Merseyside schools
- Engaged with over 3500 pupils
- Over 1000 after-school clubs

The after-school football clubs are highly regarded by both the staff supporting the coaches and the pupils who attended.

**SCHOOL SPORT CO-ORDINATOR**
RAINHILL ST ANNS CE PRIMARY SCHOOL

“I cannot praise the Liverpool FC Foundation coaches highly enough for the difference they have made to the children in Lansbury Bridge. Their commitment to their profession and motivation to give our children the best possible experience is fantastic and without their enthusiasm I know our children would not have got as much out of the sessions as they have.”

**CURRICULUM ENRICHMENT CO-ORDINATOR**
LANSBURY BRIDGE SCHOOL

It has been a real pleasure having coaches deliver curriculum PE in our school. The quality of delivery and attitude to the children has given a real boost to sport in school. Equipment has been set up in a timely manner and the coaches have provided a range of training and short game situations.

**HEAD TEACHER**
RAINHILL ST ANNS CE PRIMARY SCHOOL

Throughout the programme, the Liverpool FC Foundation coaches have delivered high quality, stimulating and relevant coaching sessions with an emphasis upon developing the children’s skills and enjoyment levels.

**HEAD TEACHER**
ST VINCENT DE PAUL CATHOLIC PRIMARY SCHOOL
CASE STUDY
Who am I?
Ashley Beard
What did I get involved in?
FA Girls programme
How has it helped me?
Ashley first engaged in the FA Girls programme in February 2014 during a PE session at her school, Cowley High. She had previously played football at a local grassroots level for St. Helens Town but had become disillusioned with the game and dropped out.
Ashley immediately stood out in her class as one of the more competent players and started to regularly attend sessions at Cowley High satellite as well as Sutton Leisure Centre after discovering that some of her old St. Helens team mates attended this session.
Within a short space of time Ashley was playing three hours of football each week through the FA Girls programme. After continuing to develop technically, she was invited to the Liverpool Girls Centre of Excellence (COE) trials in June 2014. Ashley impressed and was given a contract and is now a signed player at the Club’s Centre of Excellence.

CASE STUDY
Who am I?
Kurtis Wiggins
What did I get involved in?
Premier League 4 Sport (PL4S) programme
How has it helped me?
Kurtis attended the PL4S boxing sessions at his school at North Liverpool Academy (NLA). He has a keen interest in the sport and was subsequently spotted by Alan Walsh, head coach for Anfield Amateur Boxing Club (AABC) and was signposted to other sessions that the AABC run.
Through PL4S and his involvement at AABC Kurtis slowly learned the discipline element of sport, and became more aware of his poor behaviour and attitude.
Alan helped Kurtis develop his coaching skills and supported and guided him through his Level 1 ABA coach badge. Kurtis is now a Young Leader in the boxing club.
Kurtis now also assists with the PL4S delivery in his former school, not only teaching young people the art of boxing, but also having conversations with pupils about his past behaviour, ensuring children do not follow in his footsteps academically.
Kurtis said:
“I have found my calling to help young people thanks to the peer mentoring scheme that AABC runs, this would not have been possible without the Foundation’s PL4S.”

PREMIER LEAGUE 4 SPORT
• Multi-sport opportunities for young people aged 14+
• 7 different sports delivered in 12 different venues each week
• Introducing young people to Olympic sports:
  - Athletics
  - Badminton
  - Basketball
  - Boxing
  - Netball
  - Table tennis
  - Volleyball

Olympic Sports
7 multi-sports delivered to young people aged 14+

WOMEN AND GIRLS FOOTBALL
• Aims to increase female football participation
• Emphasis on 14-25 year old girls
• 12 community based sessions every week
• Over 200 new female players
• Supported by Liverpool Ladies FC

CASE STUDY
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COMMUNITY SESSIONS
12 community based sessions held each week
PREMIER LEAGUE KICKS

- 12 coaching sessions each week
- Young people aged 14+
- Reducing anti-social behaviour, crime, gang culture

CASE STUDY

Who am I?
Premier League Kicks participant

What did I get involved in?
Premier League Kicks programme

How has it helped me?
Participant A attends the Premier League Kicks programme at Anfield Sports and Community Centre (ASCC) on Wednesday.

When he first started, he was part of a gang in the local area and his bad behaviour, attitude and disrespect towards staff and other participants soon became apparent. After approaching Liverpool FC Foundation coaches for advice on how to apply for a job, he started to turn his life around.

The coaches took this on and helped him to find ways into a career. He is now in college working towards qualifications for the career he wants, and has also now got a job on the days that he is free.

“
To see the progress that he has made over recent months has been great, what he has shown to us is great maturity and initiative to improve his lifestyle.

When he approached us at the ASCC session to help him, we were pleasantly surprised. He has stuck to his word and has been grateful for the help and support we have given him and which we will continue to provide.

EDDIE SULLIVAN
LIVERPOOL FC FOUNDATION COACH

12 coaching sessions per week aimed at young people aged 14+
CASE STUDY
Who am I?
Jake Marr
What did I get involved in?
Respect 4 All programme
How has it helped me?
Jake first got involved in the Respect 4 All programme in 2008 when Liverpool FC Foundation coaches delivered football sessions in his school, Abbots Lea, a school for children with autism.
He then started playing for the ‘Ability Counts’ under 16’s team, which is the competitive arm of the programme. Jake’s outstanding goalkeeping ability was soon recognised as well as his improved communications and ability to interact.
The Foundation encouraged him to take the next steps in coaching and he has now completed his FA Level 2 Coaching Award.

In 2012, Jake volunteered to help at the Respect 4 All Liverpool Centre and started to work with young people and adults with similar impairments to himself. For his volunteering, Jake won an award from the Football Association.

RESPECT 4 ALL
• Sporting activity for young people and adults with severe physical and learning impairments
• Participation based centres in Liverpool and Wirral
• Competitive based teams in Liverpool and Wirral
• Foundation coaching staff also in 15 special educational needs schools in Merseyside and Cheshire

The Respect 4 All programme is a remarkable project. It provides an all-inclusive free programme. The programme provides social opportunities to those who may not necessarily have the chances that an able bodied footballer had and gives people the opportunity to represent the Club they love and adore.

The Respect 4 All programme is a welcoming project and has fantastic coaches involved who dedicate their time and effort to ensure disabled participants have the best possible opportunity to play football and represent Liverpool Football Club.

The ambition would be for the programme to grow and keep on supporting disability football in Merseyside.

MARK HORLICK
DISABILITY FOOTBALL DEVELOPMENT OFFICER LIVERPOOL COUNTY FA

Our pupils are multi-disabled and visually impaired and many are wheelchair users.

Both the evening session outside school and the afternoon one in school are very much enjoyed by the pupils and it has been wonderful to see their skills develop thanks to the patience and skills of the coaches. We love it!

CLARE GERAGHTY
DEPUTY HEADTEACHER, ROYAL SCHOOL FOR THE BLIND

FOUNDATION COACHING STAFF
Working across 15 local special educational needs schools
ON THE BALL

• Intensive whole-school programme at All Saints Catholic Primary School and Anfield Junior and Infant School
• Aims to improve attendance, punctuality, raise numeracy and literacy skills
• Emphasis also on increased physical activity

CASE STUDY

Who are we?
All Saints Catholic Primary School

What did we get involved in?
On the Ball programme

How has it helped us?
The Foundation has been working with All Saints Catholic Primary School since 2002 delivering football coaching, anti-discrimination messages and additional events to their pupils as part of an ongoing relationship.
The school is situated a road away from Anfield Stadium and the brand of Liverpool FC is recognised by the Head Teacher and staff at the school as a powerful tool within the community. This has meant we have the opportunity to use the LFC badge of the Club as a tool for positively inspiring the school pupils.

First Team player, Mamadou Sakho, was unveiled as an official ambassador of the school and visits once a month. As part of his ambassadorial role he assists Liverpool FC Foundation coaches delivering football sessions at the school as well as helping pupils with their French language studies.

Mighty Red, the Club’s official mascot also makes regular appearances and interacts with the children to help improve attendance levels.

Deputy Head Teacher, Claire Hartley, said:
“Since the “On the Ball” programme started, All Saints have been involved in a wide variety of activities which have enhanced the education and experience offered to the pupils and families of the School.

“The focus on attendance has had a big impact and helped us to improve attendance overall. Data for the current academic year 2013/14 shows a continuing improvement with a 0.6% increase for the second half of the Autumn Term and a 0.2% increase overall.”

It’s very important to me to be able to support the Liverpool FC Foundation and give something back to the local community. Providing opportunities to young people is essential to help them to develop new skills and build confidence.”

MAMADOU SAKHO

KEY STATS

341 sessions delivered
845 hours project delivery
LITTLE LEAGUE SPORTS COACHING – SKILLS & DRILLS

- Delivers fun and inclusive multi-sports activities to thousands of children and young people each week across the North West and North Wales. Providing participants with the opportunity to sample various sports to develop new skills in their own schools and communities.
- Activities include, before lunch and after school clubs, National Curriculum PPA lessons, evening development courses, weekend events, fundraising through sport events and multi-sports and football tournaments.
- It also provides CPD programmes to partnered schools to ensure the quality of provision delivered by staff is maintained.

LIVERPOOL FC FOUNDATION FOOTBALL COLLEGE

The Liverpool FC Foundation Football College provides a full-time unique and innovative learning experience for 16-19 year olds who had not quite made the grade at a professional club or simply have a passion for football and want to pursue their dreams. The programme, based on the Academy model, helped 170 students in 2014 to achieve GCSE, A-Level and FA Cup coaching qualifications.

Liverpool FC Foundation Football College (LFFFC) has become the first college in Merseyside to receive Category 1 status to play in the prestigious Category 1 League giving local youngsters the opportunity to play against the most established colleges in the country.

CASE STUDY

Who am I?
Jamelia Benjamin

What did I get involved in?
Liverpool FC Foundation Football College

How has it helped me?
Jamelia was referred to the Liverpool FC Foundation Football College by her school, St. Hildas CE High School, who felt that she would benefit from learning in a football orientated environment. They felt that this would help to motivate Jamelia to achieve her GCSE qualifications in school.

Jamelia attended Liverpool FC Foundation Football College one day per week studying BTEC Level 2 and successfully gained her two GCSE equivalent qualifications as well as her GCSE’s in school.

A Liverpool FC Foundation Football College representative said:
“Jamelia enrolled at the College in September 2014 and has been a real role model to all our students with her passion for football, hard work in the classroom and motivation to succeed. This resulted in her achieving the Student of the Term award.”

STATS

- Multi-sports activities delivered to thousands of children across the North West and North Wales
- 16 17
- 20 student volunteers on coaching programmes
- 7 students went to UK universities in September 2014
- 3 youngsters from LFFFC are on trial at Brentford FC
- 1 female plays for Liverpool Ladies FC First Team

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In May 2014, The Western Bulldogs in Melbourne, Australia, launched a men’s health initiative following a visit from Liverpool FC Foundation as part of the Club’s 2013 pre-season tour. Community coaches met with the Western Bulldogs to discuss the Foundation’s Men’s Health programme, which offered them a successful platform to base their ‘Sons of the West’ initiative on.

Following LFC’s tour of Melbourne in 2013, we identified the Bulldogs’ enthusiasm to have a similar positive impact on the lives of the men who live locally. Our collaborative alliance is a great example of a tangible legacy of that tour programme. Two clubs. Two communities. One aim. Better men’s health.

Mark HAG
Head of Operations, Liverpool FC Foundation

**Men’s Health**

- Commissioned and delivered in partnership with Liverpool Clinical Commissioning Group
- Uses the power of the LFC badge to improve the health and lifestyle of males aged 18+
- Tackles issues such as poor diet, obesity, heart disease, low physical activity, mental health, cancer awareness
- This year alone 7368 men have engaged with the programme

Some of the initiatives delivered by the Men’s Health programme include:

- Cycling events
- Cookery courses – Creating a healthy eating plan
- Cancer Research UK lab tours
- Comedy workshops – “Take a Stand” comedy course with tuition from a professional comedian
- Weight management
- Dads and lads football coaching
- Exercise classes
- Workplace football coaching
- Educational opportunities
- Liverpool FC NHS health trainer support

**Engagement**

7368 men engaged with the programme this year alone

**Case Study**

**Who am I?**

Men’s Health participant

**What did I get involved in?**

Men’s Health programme

**How has it helped me?**

Participant A joined the Men’s Health programme in July 2014 when sessions started running at his workplace.

He’d previously suffered a nervous breakdown, which led him to neglect his physical health and due to a lack of physical activity and a poor diet he had gained a lot of weight.

Since joining the Men’s Health programme he has learnt to manage his issues and to use physical exercise to alleviate his mental health symptoms. He said:

“The breakdown and the journey to recovery has been difficult because the worst part of anxiety and depression is feeling alone and that it is only happening to you.

Usually men’s health is a taboo subject and by running these LFC badged courses, it helps people to get involved, especially those who wouldn’t normally show an interest.

I’ve still got a way to go but I feel I’m now ready to do it thanks to the support of the programme.

Through the programme he has since lost weight by taking part in regular physical activity at his workplace gym and has been eating a healthier diet.

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Our collaborative alliance is a great example of a tangible legacy of that tour programme. Two clubs. Two communities. One aim. Better men’s health.

Mark Hag
Head of Operations, Liverpool FC Foundation
Provides unique opportunities, coaching clinics and educational workshops to a diverse range of individuals and community groups across the world. So far, we have delivered activities in partnership with the Premier League, British Council, British Embassy, UNICEF, Standard Chartered Bank, Warrior, Subway, Garuda Indonesia, Dunkin’ Donuts, Whizz Kids United, Football is More, Official LFC Supporters Clubs plus many local charities and organisations.

I wanted to thank you again for coming out to Watertown yesterday to run the soccer clinic for our students here at Perkins. It was great to see the kids working one-on-one with the coaches and learning how to kick the ball, how to dribble and how to score goals. They truly enjoyed the addition of Mighty Red and the clinic once again showed our students that they can participate in sports, have success and be competitive.

You have given our students an opportunity they would never otherwise have had, and expanded their belief in what is possible. Thanks to you, our students have greater incentive to pursue their aspirations, whether athletic, academic, or personal.

NATALIE MATISIS
PERKINS SCHOOLS FOR THE BLIND, BOSTON, USA

The Foundation’s programme is global, with activities delivered in 12 countries during the last 12 months:

- Greece
- Thailand
- Australia
- Indonesia
- Sweden
- Cyprus
- Qatar
- Malta
- Switzerland
- Holland
- USA
- N Ireland
‘BARRACKS TO BOOT ROOM’

- Aims to engage military veterans back into civilian life and recapture the spirit of service and comradeship
- Over 50,000 military veterans in the Merseyside area
- Football and physical activity is the platform to promote self-confidence, teamwork, healthier lifestyle, training and education opportunities
- Initiatives include 5-a-side and 11-a-side football and coaching at the LFC Academy in Kirkby

CASE STUDY

Who am I?
Jason Malloy
What did I get involved in?
Military Veterans programme
How has it helped me?
Jason Malloy, who served in the Artillery Regiment for seven years in Iraq and Afghanistan, joined the Foundation’s programme in November 2012. He said: “Unfortunately, I had to return from duty on medical grounds. I was in a recovery unit in Preston and I met another ex-serviceman who told me about the Foundation’s programme so I signed up. It’s one of the best decisions I’ve made.”

“The programme has helped me so much to readjust to civilian life. It’s great to be able to speak to other ex-service personnel about their experiences and continue to work together as part of a team. Really, the football is just a way of getting us together. You don’t need to be at a great standard to join in – it really is for all levels. We do plenty of other things too and I would recommend this programme to anyone coming back from duty. It’s given me real drive and enthusiasm to keep fit. It’s also the closest thing I’ll get to becoming a Liverpool FC player!”

In April 2014, the Foundation sealed its commitment to the Armed Forces community by signing the Ministry of Defence Armed Forces Corporate Covenant. The Corporate Covenant is a voluntary pledge made by businesses and charitable organisations that wish to publicly demonstrate their support for the Armed Forces community.

Head of Operations at the Foundation, Mark Haig, signed the document alongside Brigadier Chris Coles at one of the Foundation’s Military Veterans weekly training session at the Academy in Kirkby.

YOUTH AMBASSADORS

- The Youth Ambassadors scheme is a partnership launched in April 2012 between Liverpool FC Foundation and Liverpool City Council (LCC)
- 25 young people aged 16-19 were given part-time employment with the Club
- They represent the Club at matches and various other Foundation and LCC activities

CASE STUDY

Who am I?
Jamie Spellman
What did I get involved in?
The LFC Youth Ambassador programme 2012 /2013
How has it helped me?
Jamie was shy by his own admission and lacking in basic confidence when confronting new situations or meeting new people. He was however a big LFC fan and hoped that the programme would afford him new opportunities and help him develop his interpersonal skills.

“I thought that the programme would be good but it surpassed my wildest expectations. The training really helped me to confront my demons of leaving my comfort zone and has helped me to build my confidence. The sessions were relaxed and really enjoyable but so beneficial. I would recommend the LFC Youth Ambassadors programme to everyone who is eligible to get on it. It gave me the opportunity to work on a series of high profile events and take my level 1 coaching qualification, which has resulted in me coaching in Qatar and USA.”

JAMIE SPELLMAN
LFC YOUTH AMBASSADOR

JASON MALLOY
MILITARY VETERANS PROGRAMME

JAMIE SPELLMAN
LFC YOUTH AMBASSADOR
• Reducate, a state-of-the-art education centre at Anfield Stadium
• Helps children improve their skills in the key areas of literacy, numeracy and computer technology
• Offers inspirational and interactive educational programmes
• Provides unique tailored curriculum packages to meet specific school requirements

CASE STUDY

Who are we?
Florence Melly Community Primary School, Liverpool

What did they do?
Head Teacher, Alan Reeves, contacted Reducate to book in a ‘Christmas Cracker’ special session, which took place in December 2013.

The focus for the session was fun and enjoyment with Literacy, Numeracy, ICT and musical educational activities all underpinned with a Christmas theme.

Working individually, in groups and in teams, the children took part in various activities including: a Christmas quiz through which their oral communication skills were tested, a crossword game where children had to work out titles of Christmas songs from crossword clues and a literacy game ‘Mignolet’s mind games’ where pupils had to work out anagrams of Christmas words and events.

Rewards and prizes were given out to winning individuals and the entire group was presented with a commemorative photograph of the children wearing Christmas hats sat around the Reducate Christmas tree.

Mr Reeves said:
“Reducate is an exceptional, educational facility which Liverpool Football Club should be proud of. Once again our kids have had a fantastic educational experience and the success of Reducate for me is the quality of the materials, the interpersonal skills of the staff, the informality of the centre and the style in which they are delivered.”
**CHARITY WORK**

As a Club with a global fan base, the Foundation receives an overwhelmingly high volume of requests for assistance to help in raising funds for various charities – local, nationally and internationally.

Over the 2013/14 season Liverpool FC Foundation have donated:

- **334** Signed items
- **857** Stadium and Museum Tours
- **203** Stadium and Museum Tours
- **33** Museum Tours only
- **420** signed photos
- **53** Items belonging to players
- **24** Goody bags
- **73** Liverpool FC shirts

**SIGNED ITEMS**

**STADIUM AND MUSEUM TOURS**

**OTHER ITEMS**

**DONATED KITS**

During the season the Foundation also donates hundreds of items of kit to various parts of the world. 37 kits were donated on request in 2013/14, some of the destinations are shown below.
CASE STUDY

What was the event?
Melwood Staff Community Event at Anfield Sports and Community Centre

What did it involve?
Liverpool manager, Brendan Rodgers and staff from the Melwood backroom team took part in a fun-filled challenge day hosted by Liverpool FC Foundation.

The event, which took place at Anfield Sports and Community Centre (ASCC), was attended by 40 children from All Saints Catholic Primary School and Phoenix Primary School (special educational needs), which are two of the Foundation’s partner schools.

The children took part in various sport-inspired fun tasks in groups with Brendan and his backroom team, including ‘Beat the Goalie’ and relay challenges.

Brendan spent time with each of the groups helping them to gain as many points as possible within their allocated 10 minutes per challenge.

Brendan said: “This afternoon was great fun and a chance for me and the team at Melwood to be part of the Liverpool FC Foundation.

We are always keen to show our support whenever we can because the work they deliver is fantastic and makes a real difference to people’s lives.”

The Foundation is responsible for co-ordinating the signing sessions with the First Team players for all departments across the Club. Each week during the season, except when the players are on international duty, signing sessions take place at Melwood Training Ground.

In partnership with a number of charities, the Foundation have welcomed 29 terminally ill supporters to Melwood Training Ground, to meet the players and watch a training session. Five seriously ill supporters have received a private tour of Anfield stadium and the interactive museum.

LIVERPOOL FC FOUNDATION STAFF

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<thead>
<tr>
<th>full-time staff</th>
<th>part-time staff</th>
<th>volunteers</th>
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PARTICIPANTS

- 101k+ total participants
- 3000+ children benefit from international activity each year

LIVERPOOL FC FOUNDATION ACTIVITIES

- 315 match-day tickets donated to young people aged 12-16 years through our Sweeper Zone programme
- 103 local schools
- 22 different sports

ATTENDANCE

- 40 children from All Saints Catholic Primary and Phoenix Primary School
- 19 full-time staff
- 57 part-time staff
- 14 volunteers

CLUB & FOUNDATION WORKING AS ONE

What was the event?
Melwood Staff Community Event at Anfield Sports and Community Centre

What did it involve?
Liverpool manager, Brendan Rodgers and staff from the Melwood backroom team took part in a fun-filled challenge day hosted by Liverpool FC Foundation.

The event, which took place at Anfield Sports and Community Centre (ASCC), was attended by 40 children from All Saints Catholic Primary School and Phoenix Primary School (special educational needs), which are two of the Foundation’s partner schools.

The children took part in various sport-inspired fun tasks in groups with Brendan and his backroom team, including ‘Beat the Goalie’ and relay challenges.

Brendan spent time with each of the groups helping them to gain as many points as possible within their allocated 10 minutes per challenge.

Brendan said: “This afternoon was great fun and a chance for me and the team at Melwood to be part of the Liverpool FC Foundation.

We are always keen to show our support whenever we can because the work they deliver is fantastic and makes a real difference to people’s lives.”

The Foundation is responsible for co-ordinating the signing sessions with the First Team players for all departments across the Club. Each week during the season, except when the players are on international duty, signing sessions take place at Melwood Training Ground.

In partnership with a number of charities, the Foundation have welcomed 29 terminally ill supporters to Melwood Training Ground, to meet the players and watch a training session. Five seriously ill supporters have received a private tour of Anfield stadium and the interactive museum.

LIVERPOOL FC FOUNDATION STAFF

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HILLSBOROUGH FAMILY SUPPORT GROUP (HFSG)

FUNDRAISING

MONEY RAISED

£567,827
Total amount raised in the Celebration of the 96 Charity Match

£283,913
Total amount donated to Hillsborough Family Support Group

CASE STUDY

What was the event?
Hillsborough Family Support Group (HFSG) Celebration of the 96 Charity Match Event at Anfield

What did it involve?
The Foundation was given the wonderful opportunity to allow 80 participants from its programmes to take part in on-field activities before the Celebration of the 96 Charity Match Event.

Participants showcased their abilities in small games in front of 45,000 fans at Anfield and were joined by First Team, Liverpool Ladies FC and Academy players. Brendan Rodgers also joined the young people on the pitch to see them all in action. The event was a huge success and the Foundation received some fantastic feedback from participants’ families.

“I just wanted to thank you for a wonderful day. It’s not often that we get to spend a day as a family and what a day it was. Nathan has some really memorable pictures which will feed his dream. Thank you from the bottom of our hearts.”

“I would just like to pass on my thanks for inviting Adam and Caitlin to the Celebration of the 96 Charity Match. They both had a fantastic time, and think it will be a few years until Adam stops telling everyone he played with Lucas.”
Liverpool Football Club hosted its inaugural Players’ Awards Dinner in May 2014 at ACC Liverpool.

The First Team and manager Brendan Rodgers joined a host of celebrities and LFC legends and more than 800 guests at the awards dinner.

As part of the event, an auction was held to raise vital funds for Liverpool FC Foundation, some of the exclusive items included a trip to Melwood to watch the team train, a chance to join the Club on the 2014 tour in Boston and a host of LFC signed items.

A total of £72,465 was raised and was used to help support and develop the Foundation’s Football and Sports Development programme.

To make a donation to the Liverpool FC Foundation, please visit: http://foundation.liverpoolfc.com/get-involved
The Liverpool FC Foundation is grateful to all its funding partners and the generosity of all the donors who participate in our fundraising events. Over the course of the next 12 months and beyond, we want to maintain and expand our funding partners and fundraising opportunities so we can further serve our communities locally, nationally and internationally through the power of football and the LFC Badge.

WHERE DO OUR FUNDS COME FROM?

34% Premier League
10% NHS Liverpool Clinical Commissioning Group
2% Premier League
2% NHS Liverpool Clinical Commissioning Group
2% LFC Official Membership
54% Fundraising
2% Other

The pie chart below illustrates by percentage the income we receive from our current fundraising partners and events.