



Foundation

THE CLUB'S OFFICIAL CHARITY

Season Review

2016-2017



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Foreword

Welcome to the LFC Foundation 2016/17 Season Review.

The purpose of this publication is to share the outcomes and impacts of the past year, and 16/17 was certainly a landmark season for the LFC Foundation, the official charity of Liverpool Football Club.

In February we launched our new strategy, which focuses on improving the health and life chances of children and young people in need. We also created a new identity for the LFC Foundation to reflect the charity's new direction. You can read more about our new strategic focus on page 5.

This has enabled us to better communicate our purpose, the impact of the work we do and to help harness support from across the LFC family. A great example is our first official LFC Foundation Legends Charity Match at Anfield on 25 March, which saw LFC Legends take on Real Madrid Legends in a thrilling match in front of a sell-out crowd.

When the LFC family comes together, we can do great things. Through the support of our fans, our Club and our legendary former players, the LFC Foundation Legends Charity Match 2017 raised over £1million to support our programmes and partnerships.

The LFC Foundation's Community Delivery Unit based at Anfield Sports and Community Centre have been busy engaging children and young people through our programmes, and during 16/17 we ran 60 sessions a week and worked with 150 primary and secondary schools across Liverpool City Region.

Our support continues outside of term time with our Holiday Camp scheme, encouraging children and young people to keep healthy and active outside of school. Thanks to the James Milner Foundation, over 400 children from the Anfield area were able to take part in our Holiday Camps throughout the season. Our new Football+ programme, a collaboration with the Premier League and Merseyside Fire and Rescue Service, has also been a big success. You can find out more about our new schemes on page 12.

As Vice Chair of the LFC Foundation it is with great pleasure to share our 16/17 Season Review.

It's been a positive year for the charity, and alongside our Board of Trustees, we would like to extend our thanks to the LFC family for their dedication, generosity and support over the last season.

With the launch of our new strategy and identity, we hope to better engage our fans and supporters with the Club's official charity and to demonstrate the positive impact we make to the lives of children and young people.



The LFC Foundation team has also been working internationally, notably with the WISH Foundation in Qatar to help develop a disability and inclusion programme and in Germany where the LFC Foundation Inclusion Football Team joined Liverpool FC's under 19s to take part in the Lebenshilfe Cup.

Despite the great achievements of the LFC family, LFC Foundation and our participants over the season, there are more children and young people who need our help. Thank you for your continued support and we look forward to working together with the LFC family to create even more life changing opportunities in the season ahead.

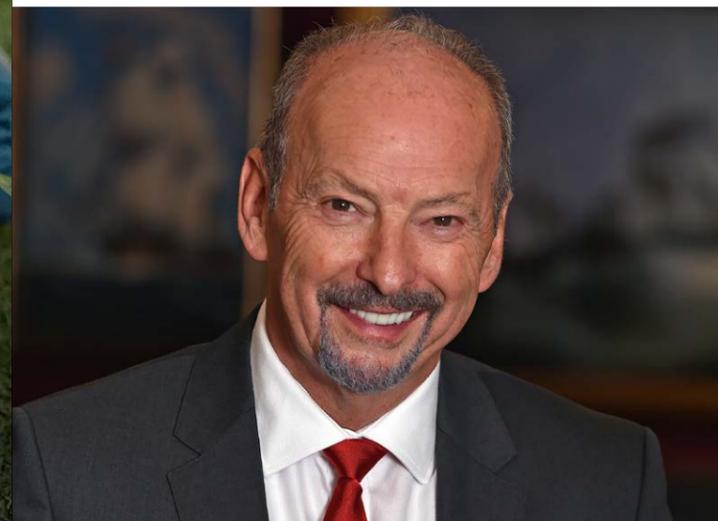
Gavin Laws
Chair, LFC Foundation

The LFC Foundation team have delivered some excellent work on the ground, supporting children and young people from the city's most deprived areas by using the power of the LFC family and the Club badge to raise aspirations and help achieve their potential.

Needless to say, without the support of Liverpool Football Club, our Trustees and the LFC family we couldn't provide support we do, and we look forward to working together to help even more children and young people in need.

Peter Moore
CEO, Liverpool Football Club
Vice-Chair, LFC Foundation

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Our Purpose

Being part of Liverpool Football Club is like being part of a family – we look out for others and especially those in need.

As the official charity of Liverpool Football Club, our role is to harness the passion and power of our fans to make positive change happen. We are uniquely positioned to use the Liverpool FC crest to engage children, young people and their communities, especially those who are hardest to reach.



Our Mission

To bring together the LFC family to create life changing opportunities for children and young people.

As a charity, our aim is to deliver sustainable change, which works to address the root causes of the issues that face children and young people, and therefore we focus our work in three key impact areas:



Wellbeing

Living healthy & happy

Skills

Achieving success in life

Communities

Inspiring lives together

The LFC Foundation focuses on targeting areas of high-deprivation and need across Liverpool City Region. We also work internationally, supporting the work of partners and the Premier League.

Our team delivers a wide range of programmes directly within the community and in schools, and to ensure we are making the biggest impact possible we also work with three official charity partners; the Liverpool School of Tropical Medicine, IntoUniversity North Liverpool and Alder Hey Children's Charity.



Inspiring young people in Anfield

Our Season in Numbers



11,600

individual children
and young people
engaged



125,000

places filled
on our
programmes



150

primary and
secondary schools
supported



60+

programme
sessions a week



£1.3m

in vital
funds raised





Legends in London



Girls Football Week



Our Highlights

June

LFC Foundation U12s girls and boys teams win the national Cruyff 6v6 championship final hosted by Arsenal in the Community.

Susan Black, Director of Communications at Liverpool Football Club and Dr Simon Bowers from Liverpool's NHS Clinical Commissioning Group, join the LFC Foundation Board of Trustees.

August

The Club's official charity joins Liverpool Football Club's pre-season tour in USA, supporting local communities and charities including Ronald McDonald House in Stanford, which provides free 'home away from home' accommodation to families while their child is in hospital.

Respect4All inclusion awards hosted at Anfield Stadium, celebrating the achievements of over 50 participants from our inclusion programme and their families.

Teams from across the country take part in the 999 Cup hosted at Liverpool FC Academy to help raise vital funds for the LFC Foundation and Merseyside Fire & Rescue Service.

September

The LFC Foundation launches it's first Works employability programme in partnership with the Premier League.

October

Over 1,000 young women and girls participated in the LFC Foundation's Girls Football Week, which promotes and engages with young people in the female game.

The first Half Term Holiday Camp is held at Anfield Sports and Community Centre. Thanks to the kind support of the James Milner Foundation, local children in Anfield are able to enjoy out of school activities for free.

November

Over 80 guests attended the LFC Foundation's first fundraising event to be held in the capital. Legends in London brought together fans and supporters with three of LFC's greatest legends: Gerrard Houllier, Ian Rush and Gary McAllister.

December

The LFC Foundation launches it's first official Legends Charity Match with a little help from LFC Legends, Ian Rush, Robbie Fowler and Real Madrid legends, Emilio Butragueño, Luis Figo and Roberto Carlos.



Football+



February

Community leaders, charities and local partners attended a special stakeholder breakfast event at Anfield to mark the launch of the LFC Foundation's new strategic focus and brand identity.

Fans had the opportunity to win 'a day in the life' of Liverpool FC Manager, Jürgen Klopp as part of the charity's second Foundation Day fundraising celebration at the Reds Premier League clash against Tottenham Hotspur, helping to raise £40,000 in vital funds.

The LFC Foundation takes part in Safer Internet Day, working with Liverpool Football Club and their Red Neighbours programme to deliver a range of activities to promote safer and more responsible use of online technology and mobile phones amongst children and young people.

New Kicks Football+ programme is launched by LFC Ambassador, Gary McAllister at Toxteth FireFit Hub. This flagship programme, delivered with the Merseyside Fire and Rescue Service, aims to use the power of football to engage and educate young people in key life skills.

March

A 54,000-sell-out crowd watches the Liverpool FC Legends beat Real Madrid legends 4-3 in a thrilling game at LFC Foundation Legends Charity Match 2017. See page 18.

The LFC Foundation team from Woodchurch High School in Wirral are runners up in the national Premier League Enterprise Challenge, beating 29 schools in the play offs to reach the final six.

Sadio Mane helps launch Premier League Primary Stars and Simon Mignolet's visit to our Works programme gets primetime viewing on BBC Match of the Day.

April

James Milner and Liverpool Ladies FC defender Martha Harris awarded PFA Community Champion Trophies in recognition of their support of the LFC Foundation.

May

Liverpool Football Club Player of the Year Awards 16/17 raises £50,000 for the Club's official charity.

The LFC Foundation supports the third Run For The 96 5K in Stanley Park.

Participants from our Respect4All Inclusion Team join Liverpool FC's U19s end-of-season visit to Germany as they take part in the Lebenshilfe Cup.

LFC Foundation team wins the Premier League Schools Tournament 2017.



Holiday Camps

Our Programmes

Kicks

Premier League Kicks engages with hard-to-reach young people, to help reduce antisocial behaviour and identify pathways for further development and employment opportunities.

Football+

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.

Girls Football

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

Mini Soccer Academy

The LFC Foundation's Mini Soccer Academy is a specially designed coaching session for the game's very youngest players. Indoor sessions introduce children to football in a fun and supportive environment, helping to build confidence as they develop the basic skills and techniques of the game.

Holiday Camps

The LFC Foundation hosts school holiday camps across the Liverpool City Region, encouraging children and young people to stay active outside of term time in a safe and supportive environment.

4 Sport

Premier League 4 Sport is an Olympic legacy programme giving young people the opportunity to try out different sports including basketball, athletics, table tennis and volleyball.



Kicks



4 Sport



Enterprise Challenge

Primary Stars

Premier League Primary Stars is a national curriculum-linked education programme using the appeal of the Premier League and professional football clubs to inspire children to learn, be active and develop important life skills.

Enterprise Challenge

As part of the Premier League Enterprise programme, the national Enterprise Challenge gives young people of secondary school age the opportunity to work with their local professional football club on an actual football business challenge, which is set by Premier League Executive Chairman, Richard Scudamore.

Works

Premier League Works supports young people aged 18 to 25 who are not engaged full time in school, college or the workplace. The 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.



The Works

Thank you to our funders:



Case Studies

James*

James is a year 6 pupil from Anfield, Liverpool.

James has below average literacy and numeracy levels for his age and receives extra support due to his behaviour. He lacks confidence and self-esteem due to several health issues which affect his weight and mental health.

James regularly attends LFC Foundation activities including, Kicks, mini-league fixtures and half-term football activities. These sessions all positively help James with his behaviour and are starting to have a positive effect on his day-to-day attitude in school.

James said: "I like taking part in the football stuff and I know that if I'm naughty at school the teacher won't let me take part in any matches. I try my best to behave so that I can go as much as I can."

The LFC Foundation started delivering Premier League Primary Stars sessions at the school James attends in 2016. Several of the topics within the programme touch on sensitive subjects which have indirectly influenced several pupils including James.

James's year 6 teacher and PE/Sports Co-ordinator said: "James is a young lad with a lot of issues who wants to improve but needs a lot of support. The sessions with the LFC Foundation have been great as they have not only support young people with advice and guidance on sensitive subjects, but they have also given them an outlet to share

their thoughts and feelings. The 'ask it basket' activity has allowed the pupils to ask sensitive questions in confidence with no embarrassment in front of their friends/peers."

James has enjoyed these sessions and now participates in the class discussions. Both the LFC Foundation team and his teachers have noted that James is gaining more confidence and self-esteem.

James has pledged that he will continue to take part in the sessions with a positive attitude and will continue to set himself short-term goals that he will work towards with support of the school and the LFC Foundation.

The sessions with the LFC Foundation have been great as they support young people with advice and guidance, and have also given them an outlet to share their thoughts and feelings.



Mark*

Mark has been working with the LFC Foundation from an early age. Like many of our participants it's fair to say he's football mad.

Despite his passion for the game, Mark did present some challenging and difficult behaviours, and like many young people he was easily influenced by his peers to try push the boundaries. Being involved with the wrong crowd led to anti-social and sometimes violent behaviour both on and off the pitch.

By attending the Kicks programme, which combines football training and educational sessions, the coaches began to see some improvement in Mark. In 2015 the Foundation set up an U17s Kicks development squad - a select group of 24 young men from across the city. Mark was invited to try a few sessions to see how he'd fair alongside the standard in the squad, and amongst people he didn't know - something he'd struggled with in the past.

The first session didn't go to well, which really knocked his confidence. There were no familiar faces to support him and his fitness levels were average compared to most of the squad. He vowed to get into shape but Foundation Coaches saw very little of him for the first part of 2016 and were worried he may have fallen back into old ways.

Then in September Mark turned up for a Friday night Kicks session, and from this point forward there was a tremendous change in his health, fitness and attitude. He was often the first to turn up and had a more mature approach to how he engaged with those around him.

Mark was desperate to get back involved with the development squad and was selected at the 2015 trials. His discipline and conduct continues to improve, as does his fitness with two strong performances against Waterloo Dock and Everton.

Mark is a true example of somebody who despite having a difficult side is worth every minutes if investment. He is finally appreciating the help and support available to him. Kicks has had a positive effect on him both as a footballer and a person.

Tony, LFC Foundation Project Lead





A Legendary Day

LFC Foundation Legends Charity Match 2017 Raised over £1million

The first official LFC Foundation Legends Charity Match was held at Anfield on Saturday 25th March.

The Liverpool FC Legends took on Real Madrid's Legends at Anfield 2017 in a rematch of the Corazon Classic.

The match saw the Reds Legends reign supreme by beating the Real Madrid Legends 4-3 in a thrilling clash in front of a 54,000 strong, sell-out crowd.

Captain of the Reds Legends, Steven Gerrard, made his highly anticipated return to Anfield and contributed to the score line with fellow legends: Robbie Fowler, John Aldridge and Michael Owen.

Fernando Morientes, Edwin Congo and Ruben De La Red scored for the Real Madrid Legends and secured a nail-biting end to the game.

Over 450 tickets for the game were issued to LFC Foundation participants and 200 tickets were given to its charity partner - Alder Hey Children's Charity to enable patients and their families to attend the match.



In addition to this, 12 schools were given a once in a lifetime experience to enjoy the match in a box, 32 centre circle flag bearers, 11 ball boys and ball girls and 20 half-time activity participants were from a range of LFC Foundation programmes.

The game, which was watched over four million times by fans via Facebook, LFC TV and LFC TV Go, also saw match sponsor NIVEA MEN deliver digital firsts - providing a live stream of the game on Facebook to 3.9 million fans as well as live in game LED Man of the Match voting.

100% of the net proceeds raised from the game support LFC Foundation programmes and partnerships to help make a real difference to the lives of children and young people.

The LFC family can achieve so much as a collective and the ongoing support and generosity we receive will enable us to improve the lives of many children and make a real difference

Gavin Laws, Chair, LFC Foundation



At the end of each year, the LFC Foundation allocates funds across its programmes and partnerships. In 2016/17 funds were also allocated across its three charity and non-profit partners; Alder Hey Children's Charity, University of Liverpool & INTO University and the Liverpool School of Tropical Medicine.

Gavin Laws, Chair, LFC Foundation, said: "On behalf of the LFC Foundation I would like to thank everyone who supported this game - our supporters, the Legends, our charity matchday sponsors, the Club and all our staff. This helped us to deliver a truly fantastic day to remember at Anfield and raise a huge amount of money."

Thanks to our Sponsor's:



THE LFC FOUNDATION
LEGENDS
CHARITY MATCH 2017

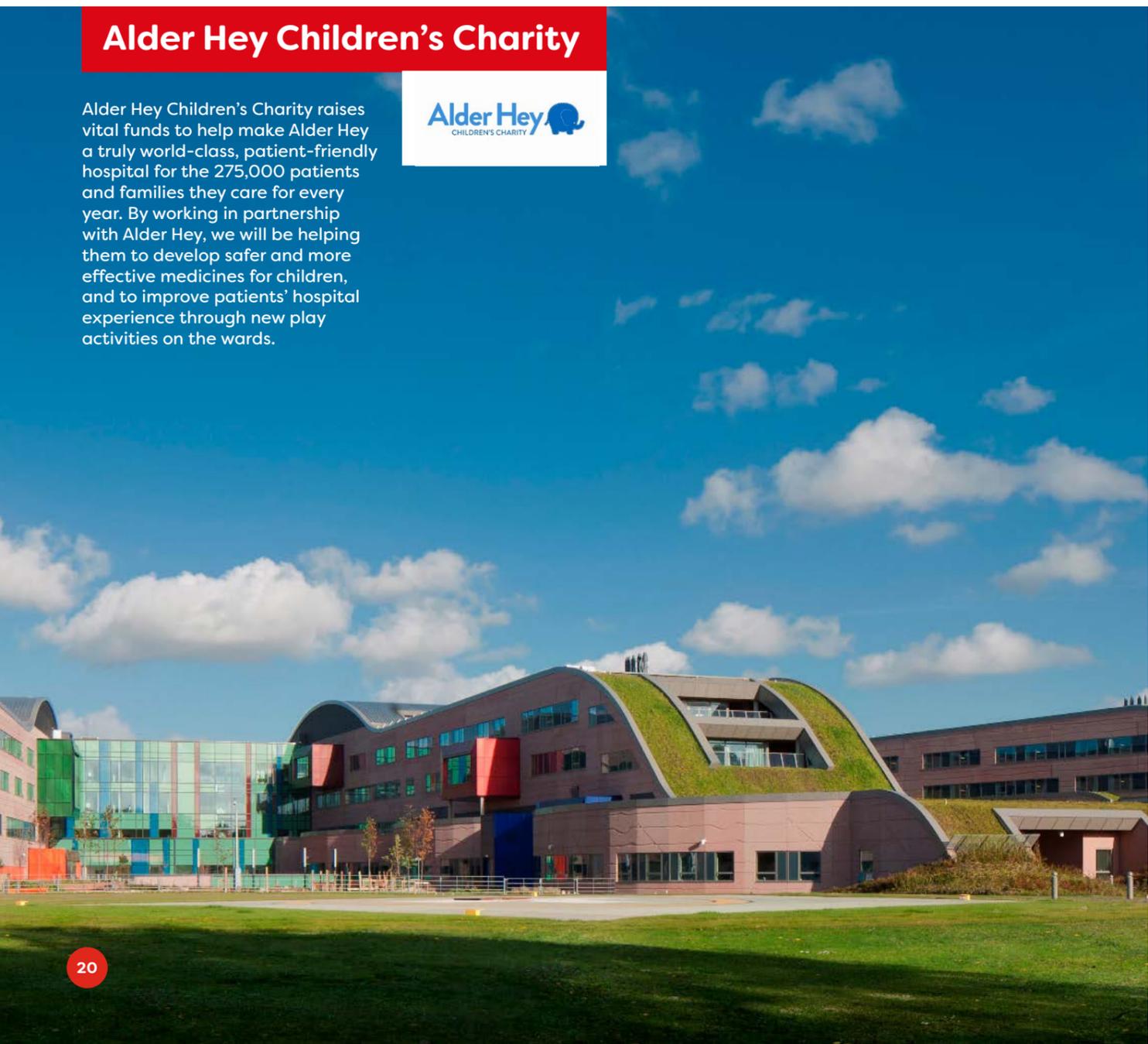


Our Partnerships

To ensure that the LFC Foundation can make the greatest impact possible, in addition to delivering our own programmes we also work in partnership with three local charities to help 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 a truly world-class, patient-friendly hospital for the 275,000 patients and families they care for every year. By working in partnership with Alder Hey, we will be helping them to develop safer and more effective medicines for children, and to improve patients' hospital experience through new play activities on the wards.



IntoUniversity / University of Liverpool

IntoUniversity provides local learning centres where young people are inspired to achieve. This joint project with the University of Liverpool and LFC Foundation offers an innovative programme that supports young people from disadvantaged backgrounds to attain either a university place or another chosen aspiration. The IntoUniversity North Liverpool centre in Anfield opened for students in October 2017.

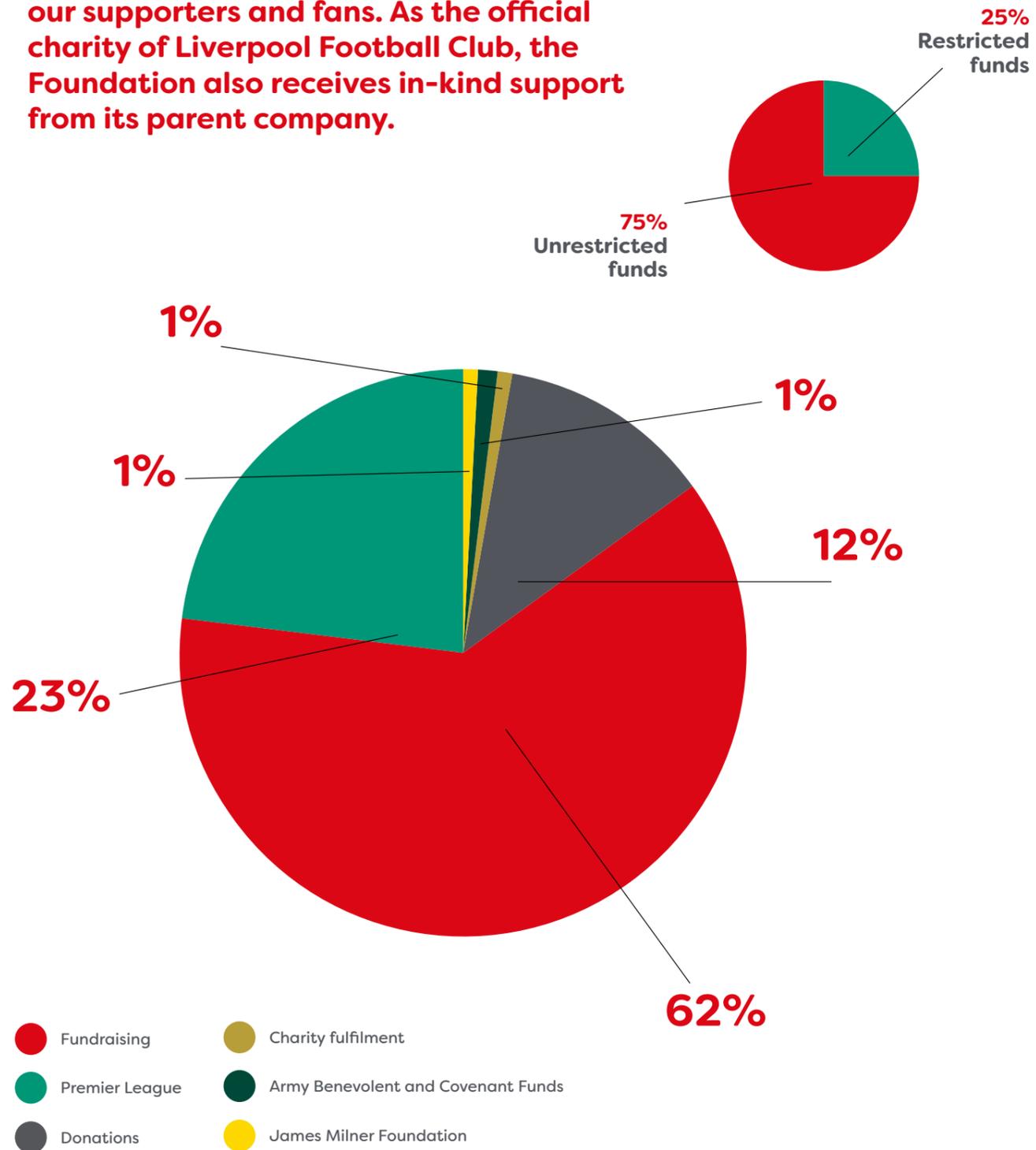


Liverpool School of Tropical Medicine

The Liverpool School of Tropical Medicine (LSTM) works around the world to reduce sickness and mortality in high-risk countries and communities. Teenagers are one of the most hard-to-reach groups, and football can be a powerful tool to engage these vulnerable and isolated audiences. We are working together with LSTM to develop a project that will utilise young people's love of football and sport to deliver life-saving health education in developing countries.

How we are Funded

The LFC Foundation is grateful to all our funding partners and the generosity of our supporters and fans. As the official charity of Liverpool Football Club, the Foundation also receives in-kind support from its parent company.



With thanks



The LFC Foundation is incredibly grateful for the amazing support we receive from our parent company, Liverpool Football Club, and from across the LFC family.

We would also like to thank our funders and donors, whose continued support has enabled the LFC Foundation to improve the life and health chances of even more children and young people in need.

You can make a donation to the LFC Foundation, the Club's official charity by visiting liverpoolfc.com/foundation

*Names have been changed for confidentiality.



Foundation

THE CLUB'S OFFICIAL CHARITY

**Creating life changing opportunities
for children and young people**

liverpoolfc.com/foundation



The LFC Foundation is the official charity of Liverpool Football Club.
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Registered Office: Anfield Road, Liverpool, England L4 0TH.