



**Foundation**

THE CLUB'S OFFICIAL CHARITY

# Season Review

**2017-2018**



A young boy in a maroon Liverpool kit with 'Stanley Charles' on the back is looking up at a man in a grey Liverpool Foundation jacket. They are on a football pitch at night, with spectators in the background.

Creating life changing  
opportunities for children  
and young people



# Contents

Welcome | 5

Our Board | 6

Our Season in Numbers | 9

Wellbeing | 10

Skills | 24

Communities | 36

The LFC Family | 44

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# Welcome

It gives me great pleasure to welcome you to the LFC Foundation's season review 17/18.

It has been a tremendous season for the Club's official charity. We introduced seven new programmes to our portfolio of support services and community activities and the number of individual children and young people supported increased by a staggering 33% to a total of 15,416 compared to the previous season.

We filled 141,111 places across our programmes, which pays testament to the quality of our delivery and the dedication of the LFC Foundation team. To ensure we achieve sustainable outcomes, the frequency and rate of attendance from children, young people and their families is incredibly important so its pleasing to see this has also improved year on year.

The LFC Foundation's mission is to bring together the LFC family to create life changing opportunities for children and young people – and the support we have received from across the Club and our fans and supporters has been outstanding. In March 2018 the Legends Charity Match at Anfield was once again a sell-out, raising an amazing £1million to support the LFC Foundation's programmes and partnerships.

**Our work in the schools and education sector has developed considerably over the past season. The Foundation has worked with over 100 schools in the local area and has established 28 new partner schools, which benefit from enhanced support from the LFC Foundation through the nationally acclaimed Premier League Primary Stars programme. This has resulted in a 25% increase in the number of pupils engaged in LFC Foundation activities.**

The LFC Foundation also launched IntoUniversity North Liverpool Centre in partnership with national education charity, IntoUniversity, and the University of Liverpool. The project supports children and young people in North Liverpool from disadvantaged backgrounds to reach their educational potential by providing a dedicated learning centre, after-school clubs, homework support and mentoring schemes.



To further enhance our skills and education offer, we have also invested in our new Learning Space facility at Anfield Stadium. Funds raised by the LFC family at the 2017 Legends Match have provided new facilities, IT and learning equipment, providing a safe and welcoming environment for children and young people of all ages.

It was also pleasing to see the launch of our new Open Goals and volunteering programmes. By utilising parks and open spaces across Liverpool, this project aims to get families outside and active all together. Open Goals is free, fully inclusive and accessible, helping to break down barriers and change attitudes towards health and physical activity. We have also launched a new volunteering programme with Liverpool John Moores University, which enables students to gain valuable skills and experiences, and to provide a way for fans to engage directly with the LFC Foundation and the valuable work we do in the community. To learn more about the work we do and the people we help please visit our website [www.liverpoolfc.com/foundation](http://www.liverpoolfc.com/foundation)

The LFC Foundation could not improve the life and health chances of so many without the unrivalled support of the LFC family – the football club, current and former players and our very special fans. On behalf of the LFC Foundation and the thousands of children and young people you help, thank you. Finally in a world of such challenges we are lucky to have so many talented and dedicated staff working in our Foundation, my thanks to all of them.

**Gavin Laws**  
 Chair of the LFC Foundation



# Our Board

## A message from Peter Moore, Liverpool FC CEO and Vice-Chair of the LFC Foundation

I have had the pleasure of being on the LFC Foundation Board for the past 18 months and it's been wonderful to witness the fantastic growth and impact of the Club's official charity across the community.

I've been to so many LFC Foundation events at Anfield Sports & Community Centre and in high-need areas across Liverpool, where our team of project-leads and coaches deliver packed daily sessions and workshops, and I've lost count of the number of times that the eyes of youngsters light up when someone walks in wearing the Club badge.

I'm known for my mantra of 'local heart, global pulse' and the LFC Foundation is a great example of how the LFC family pulls together to help children, young people and their communities in dire need of support. I am truly astounded by the passion our fans have to help others, to unite for the causes they believe in and to be the 12th man, both on and off the pitch.



To echo Gavin's sentiments it really has been an outstanding year for the LFC Foundation and the thousands lives it changes for the better in Liverpool and beyond. This is all made possible by the unfaltering support from the greatest football family in the world. We are Liverpool. This means more.

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

## A message from Matt Parish, Director of the LFC Foundation

I'm incredibly excited to join the LFC Foundation and lead the charity into the next chapter of its development.

Although I have only been in post a short while, it's been so heartening to see the amazing impact the LFC Foundation makes to the lives of children and young people across Merseyside and beyond. We have a great team of staff and a dedicated and supportive board of trustees who work tirelessly to ensure the Club's official charity upholds the values of Liverpool Football Club to positively impact communities in need.



“What has really stuck me in particular is the amazing support and generosity of our fans and the LFC family.”

This has enabled the Foundation to work with even more children and young people, which has increased by a third over the past season.

To echo Peter's words, we really are the greatest football family in the world and I look forward to what we can achieve together in the future.

**Matt Parish**  
Foundation Director



## Our Board Members

**Professor Fiona Beveridge LL.B., M.Phil.**  
Fiona is Executive Pro-Vice-Chancellor for the Faculty of Humanities and Social Sciences at the University of Liverpool.

**Susan Black**  
Susan joined Liverpool FC in 2011 and is the Director of Communications. She has over 20 years' experience in the telecommunications, technology and global management consultancy sectors.

**Dr Simon Bowers**  
Simon is a GP in South Liverpool, the Community Clinical Lead for the Digital Programme at the Royal Liverpool Hospital and Clinical Development Lead for Capacity, The Public Services Lab.

**Linda Henry**  
Linda is the managing director of the Boston Globe. She is a co-founder of HUBweek, a fantastic collaboration between the Boston Globe, Harvard University, MIT and Massachusetts General Hospital that explores the intersection of art, science and technology.

**Billy Hogan**  
Billy joined Liverpool FC in 2012 and is the Club's Managing Director and Chief Commercial Officer, responsible for Club-controlled revenue, marketing, digital media and business development activities.

**Tom Werner**  
Tom is Chairman of Liverpool FC and the Boston Red Sox. He was instrumental in establishing and overseeing the Red Sox Foundation, America's largest sports team charity.

## Our DNA

### Vision, mission and values

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

Established as an independent registered charity in 2010, the Foundation provides a platform for the greatest football family in the world to come together and help those in need.

- Just like the football club, we want to be the best at what we do. Our vision is to become the world's leading football foundation that improves the lives of children and young people.

- By harnessing the passion and power of our fans, we can make a real difference. Our mission is to bring together the LFC family to create life changing opportunities for children and young people.
- As the Club's official charity we do things The Liverpool Way. We uphold the Club's values of ambition, unity, dignity and commitment.



# Our Impact Areas

## Wellbeing, skills and communities

The LFC Foundation focuses its work in areas of high need and deprivation across Liverpool City Region and beyond.

By supporting children, young people and their families we aim to deliver sustainable and long-term change for communities and ensure that our work continues to benefit future generations.

We do this by looking at the root causes of the issues that effect children and young people, and by focusing our resources on three key impact areas of; wellbeing, skills and communities.



### Wellbeing

Living healthy & happy

### Skills

Achieving success in life



### Communities

Inspiring lives together



## Our season in numbers



141,111  
places filled  
on our  
programmes



15,416  
individual children  
and young people



78  
sessions delivered  
a week



28  
official partner  
schools



40  
active members  
in our new  
volunteer scheme



7  
new programmes  
launched



100  
schools supported  
in the local area





**Respect 4 All**  
**Women and Girls Football**  
**Military Veterans**  
**Holiday Camps**  
**New: Health Goals Malawi**  
**New: Kicks Multi Sports**  
**New: MOVE**

## Wellbeing

Living healthy & happy





## Respect 4 All

### Wellbeing

**Making football and sport accessible and inclusive for all.**

**227**

individual children and young people

**8**

sessions a week

Age Range

**5 - 30+**

**FREE**  
to attend

The LFC Foundation's disability and inclusion project provides free weekly sports, football and physical activity sessions for children and young people with complex and additional needs.

Respect 4 All provides coaching and multi sports sessions for people with a range of needs including but not restricted to; Learning Difficulties, Deaf and Physical Impairments, Visual Impairments, Autism and Wheelchair Users.

Our sessions are fun, relaxed and offer a great opportunity for families to come together, make new friends, learn new skills and share experiences.



### July 2017 Festival of Sport

Club participants, including representatives from the LFC Foundation, who are on the Premier League and BT Disability Respect for All programme took part in a special 'Festival of Sport' event at the Stoke Mandeville Stadium in Aylesbury, to celebrate the first successful year of the Premier League and BT's partnership.

The programme looks to encourage disabled people to be more physically active and to help access talent pathways and more mainstream opportunities.

The 'Festival of Sport' was hosted by BT presenters Abi Griffiths and Jake Humphrey, and saw participants from twenty clubs, who run the Premier League and BT Disability programme, take part in a range of different sports, each developing their own skills throughout the event by recording their best times and results at each sports station.

Jake Humphrey, BT Ambassador, said: "It's amazing to see all of these young kids, giving it their all, and just having a brilliant day. There's a good competitive spirit.

"The important thing, is that without this Premier League and BT initiative, a lot of these groups wouldn't be put on because it just costs so much money and the finances simply wouldn't be there. You come on a day like this and you see that absolutely it is making a difference. It's really important."

### November 2017 Liverpool FC Women's Star Supports Respect 4 All

Liverpool Women's star Satara Murray visited Anfield Sports and Community Centre to meet participants of LFC Foundation's Respect 4 All programme.

The defender spent time with the youngsters, who all have additional needs, before joining in with the range of activities provided by the LFC Foundation coaches.

The Foundation has two Respect 4 All centres – one in Anfield, the other on the Wirral – both of which deliver free impairment-specific coaching to young people and adults with complex additional needs.

Martin Talbot, Head of Community Delivery Unit, said "Respect 4 All aims to gives participants the chance to be involved in sport when they may not have had the opportunity before.

### May 2018 Gerrard Joins Respect 4 All

Participants from the LFC Foundation joined club legend Steven Gerrard, Leon Osman and participants from Everton in the Community in a competitive game of blind football at Anfield Sports and Community Centre.

The match and training session which preceded it is captured in the latest BT Sport film for the Premier League and BT Disability Initiative: 'Gerrard and Osman's Merseyside Derby.'

The short film highlights the inclusive work being delivered as part of the Premier League and BT Disability Initiative.

Former Liverpool captain Gerrard and Osman tried their hand at blind football alongside blind and visually impaired footballers from Liverpool and Everton's community programmes, as well as players from Merseyside Blind FC.

Gerrard and Osman started the blind football session by learning the basics before taking part in small-sides games, highlighting the collaborative work of the LFC Foundation and Everton in the Community, who facilitate a weekly disability session at the Anfield Sports and Community Centre.





## Women and Girls Football

### Wellbeing

## Providing opportunities for females to take part in the football in their local communities.

899

individual children and young people

Age Range  
8 - 13FREE  
to attend

### May 2018 Kirsty leading a new generation with Liverpool

Teenager went from a player to qualified coach with the LFC Foundation and PL Girls football programme.

As a huge Liverpool fan Kirsty Rigby was always eager to emulate her heroes on the pitch. She was a supporter of Liverpool Ladies but the 19-year-old from St Helens had limited opportunities to participate in the game herself.

"I wanted to play but we didn't have a girls' football team in high school," she says. "There was never that support in school to say, 'You can go further.' There were three of us girls and we used to ask to play on the astroturf after school while coaches would come and work with 60 boys on the field next to us."

Kirsty was not going to be deterred. When she found out the LFC Foundation was running Premier League Girls football sessions in her local area, she went to get involved.

"I was nervous. I'd never played football with girls in that kind of setting before and I didn't know what to expect. I'd only ever played football with my dad and watched local teams. I'd never seen a female coach before. I thought, 'I want to be like you.' I loved it and I knew I wanted to do more."

Kirsty soon became a regular participant at the sessions and was encouraged to join her local team, St Helens Town.

"Without the programme, I don't think I would have got into a team and enjoyed it as much as I did. Confidence was the biggest thing I developed through the programme. Without that, I probably would have struggled quite a bit. They encouraged me and gave me opportunities to just have a go, and not to worry if I got it wrong."

Delivered in partnership with The Football Association, the Premier League Women and Girls Football programme aims to increase the number of women and girls playing football on a regular basis.

The project increases opportunities for women and girls to develop skills and confidence, and also identifies pathways to develop as a player, coach or game official.



Inspired by Liverpool and their coach, Vicky Jepson, Kirsty is working hard on qualifications that will help her get more girls to take up the game. She has her FA Level 1 coaching badge and soon will complete her Level 2 course.

Kirsty is also a Level 7 referee – taking charge of some Liverpool Ladies development squad matches at the club's Academy – and is studying sports development and management at university.

"I want to go into a development role where I can help support more girls on a journey like mine. The more girls we can get involved in all aspects of the game, the better."

Kirsty also volunteers at four PL Girls and PL Kicks sessions a week and takes charge of an Under-8s boys team.

"I have changed massively over the last three years. Before I started with Liverpool, I don't think I had ever spoken in front of a group of people. I was probably the quietest person they have ever had turning up to a session and saying I want to be a coach. So, to be where I am now, it's just massive. I don't think I would have done it without Vicky and the LFC Foundation."

### March 2018 International Women's Day at Anfield

To celebrate International Women's Day, Liverpool FC and main club sponsor Standard Chartered Bank teamed up with LFC Foundation and its Kicks programme for a special half-time activity during Saturday's 2-0 victory over Newcastle United.

At half-time of the Reds' clash with the Magpies, Liverpool Ladies goalkeeper Becky Flaherty faced penalties from four participants from the LFC Foundation's weekly coaching events, which have seen more than 800 girls engage with the game this season.

On facing penalties at the Kop end, Flaherty said: "It was an unbelievable experience to walk out at Anfield and face penalties from some inspiring girls from the LFC Foundation's Kicks programme. It was a fantastic occasion and one that will live long in the memory."



## Kicks Multi Sports: New for 17/18

### Wellbeing

## Free sports and fitness classes for the local community

326

individual children and young people

Age Range  
8 - 17FREE  
to attend

The new LFC Foundation Kicks Multi Sports project provides children and young people with access to free sports and fitness classes every week.

From zorb football to rounders, there's lots of diverse and exciting activities for children, young people and their families to enjoy.

The 'drop-in' sessions are designed to be accessible for everybody and have been specially designed to bring a wide range of sports into our communities. It's ideal for those who aren't necessarily into traditional sports and provides the opportunity to try activities such as handball, archery and the very popular UV and glow in the dark games.





## MOVE: New for 17/18

### Wellbeing

## Supporting the treatment and management of Cystic Fibrosis

Since early 2018, the LFC Foundation has provided specialist coaching support for children living with Cystic Fibrosis at Alder Hey Children's Hospital.

Physical activity is critical to increasing the life expectancy of children living with CF. Through exercise, benefits include a slower rate of decline in lung function and clearing of mucus allowing for easier breathing.

As children with CF may have cycles of infection, physical activity helps create more reserve for the whole body to rely on during periods of infection, helping the patient to resume activity faster following a bout of illness.

There is also an improvement in mental wellbeing of both patients and family members, improving their overall quality of life.

The long-term objective of MOVE is to encourage CF patients to increase their physical activity through LFC Foundation sessions such as Kicks Football and Open Goals.

Each participant in the project is provided with an LFC Foundation coach mentor to help drive sports participation and a sustainable level of support. As hospital visits can be uncomfortable for CF patients, our team of coaches wearing LFC colours and crest can help lift spirits and raise moral.

The long-term objective of MOVE is to encourage CF patients to increase their physical activity internally through our LFC Foundation sessions and to pin point the participants interests outside of the MOVE Programme with the LFC Foundation, such as PL Kicks Football and Open Goals.



### Jurgen Klopp on the MOVE at Alder Hey

Liverpool manager Jürgen Klopp visited Alder Hey Children's Hospital to learn about LFC Foundation's MOVE project, which supports patients who have cystic fibrosis.

The MOVE project uses the power of football and the LFC badge to appeal to young cystic fibrosis patients, encouraging them to partake in plenty of physical activity, which not only improves their quality of life but is critical to increasing the life expectancy of children living with the condition

"Alder Hey is a fantastic place and I'm always interested to learn about the brilliant work they do," said Klopp, whose gala dinner on November 19 will raise funds for the MOVE project.

"I was very pleased to hear that the LFC Foundation was working closely with the hospital and will be donating the proceeds of my gala dinner to fund the MOVE project, to support local kids."

"Our patients clearly enjoy the activity sessions with the LFC Foundation coaches, which transform their hospital experience by making them much more fun and aim to improve their long-term health by taking part in more physical activities outside of the hospital."







## LFC Foundation donates £225k to Alder Hey Children's Charity

The LFC Foundation has made a £225,000 donation to Alder Hey Children's Charity for the hospital's new research, innovation and education facility.

The funds were raised by Reds fans who attended and supported the Liverpool FC Legends Charity Match with Real Madrid at Anfield in March 2017, plus other activities held by the club's official charity throughout the year.

The Institute in the Park will enable the hospital to develop better, safer medicines and treatments to benefit young patients at Alder Hey and children across the world.

Their aim is to develop the next generation of medicines and interventions that are even more effective, and safer to treat children, for generations to come.

The Institute will also be home to the Alder Hey Academy, which will aim to provide the very best healthcare education across the NHS and abroad.

Reds legends Robbie Fowler, Gary McAllister and Ian Rush, who took part in last year's charity match, visited the hospital to meet with patients who are benefiting from the research taking place in West Derby.

One brave young boy who has both benefited from, and contributed to, the available expertise and treatment at Alder Hey is Harry Howard.

The four-year-old from Wigan was diagnosed with Stage 4 Non-Hodgkins Lymphoma, a cancer of the blood, in November 2016 and his family spent 140 nights at the hospital as he underwent more than 200 treatments, including seven rounds of chemotherapy.

In June 2017, Harry was given the news that his cancer was in remission, and to give something back to Alder Hey as a sign of his gratitude, he participated in clinical trials designed to help improve future treatments for children.

**It's because of children like Harry taking part in clinical trials that the treatments are available today which have helped Harry beat a very aggressive and advanced cancer,**

"We are eternally grateful for that."





## Holiday Camps

### Wellbeing

School holiday sports and activity camps for children aged 4 to 14 years.

Our programme of holiday camps purposely run outside of the school calendar, providing a fun and safe environment to enjoy a variety of games and multi sports during the school holidays.

465

individual children and young people

Age Range  
4 - 14

16

camps held during 17/18



### September 2017 Bumper Summer at the LFC Foundation

Almost 6,000 local young people have participated in a range of fun and energetic activities this summer thanks to the Club's official charity.

Multi-sports sessions, football camps and family events were held across Merseyside throughout the school holidays, providing a fun and safe environment for children to stay active and entertained during the summer break.

Martin Talbot, Head of Community Delivery Unit, said: "It can be difficult to find ways to keep children amused for the whole six-week holidays – our camps and programmes are an ideal way to do that.

It's really important that young people maintain a healthy lifestyle – both physically and mentally – and all of our activities allow them to do so in a friendly and safe setting. They're also a great place to socialise or make new friends.

### October 2017 James Milner Visits Foundation Holiday Camp

Liverpool vice-captain James Milner visited a LFC Foundation half-term multi-sport camp in Anfield.

The midfielder popped in to Anfield Sports and Community Centre to meet with the young participants and see first-hand how they are benefiting from the sessions, which were funded by a generous donation from James' own charity.

After chatting to the youngsters and answering their questions, Milner also tried his hand at the numerous activities on offer – including dodgeball, cricket, hockey and rugby.

The James Milner Foundation (JMF) provided £16,000 last year, and the money was used to fund a series of three-day multi-sports and activity camps during school half-term breaks.

The camps began in October 2016 and aim to encourage children aged six-15 years to participate in healthy recreation, with over 540 participants benefitting from the sessions to date.

Like the LFC Foundation, JMF promotes healthy activities among young people across the UK by focusing on the development, improvement and provision of sporting opportunities – in particular football, rugby and cricket.





## Military Veterans

### Wellbeing

## Supporting military service men and women back into civilian life.



The LFC Foundation's Military Vets' free football sessions give our participants the chance to increase their physical activity and exercise levels, whilst improving their mental wellbeing through the formation of new friendships with like-minded people, open communication and encouragement from coaches and other participants.

Through the provision of weekly football sessions at both the Liverpool FC Academy and Netherton Goals, and national football tournaments, the LFC Foundation seek to recapture the 'spirit of service' and comradeship that is so powerful amongst ex-military personnel and often lost on their return from service.



### April 2018 Mane Motivates Malawi

LFC forward, Sadio Mane, was on hand to help officially launch the new programme at Anfield Sports and Community Centre, where he attended a training session with coaches from Malawi and the LFC Foundation.

As part of a week-long visit by the Malawi team, Foundation coaches delivered an intensive training session to provide them with the essential skills needed to deliver a range of high-quality sports sessions with youngsters back in Malawi.

The Senegalese star is lending his support to the new programme after visiting the LSTM back in December to find out more about it.

**In Malawi, the number of people living with HIV is one of the highest in the world and young people account for 50% of new infections and incidences are highest among 15-17-year olds.**



Knowledge around prevention and transmission of disease is essential amongst young people who often have low levels of awareness and are therefore more likely to contract it or be living with it unknowingly.

The new joint project will deliver sports-based public engagement activities in Malawi to provide more youth-friendly platforms for young people to access a range of available health services and education about HIV and other sexually transmitted diseases.

LSTM's Director, Professor Janet Hemingway CBE, said: "We are excited to be working with the LFC Foundation on this important project, which will provide new, youth-friendly platforms for engagement with health services. Football's appeal is universal with the power to break down barriers and reduce the stigma associated with HIV testing. LSTM has a long history of addressing important global health issues, and working with a global brand's charity, such as the LFC Foundation, will enable us to further impact the lives of people in vulnerable populations."

## Health Goals Malawi: New for 17/18

### Wellbeing

## Improving teenage health access and education.



This joint project with the Liverpool School of Tropical Medicine (LSTM) encourages youngsters in Malawi to access education and health services.

Health Goals Malawi is a two-year project that aims to reduce the transmission of HIV and other sexually transmitted diseases in Malawi, by raising awareness of support services and educating young people about the risks.

The medium of football and the power of the LFC badge aims to support engagement with local people, in particular young males aged 14-22 who are predominantly hard to reach and least likely to access health education and services such as self-testing and treatment plans.





Primary Stars  
Enterprise  
Works  
New: IntoUniversity North Liverpool  
New: Leadership Through Sport & Business

Skills

Achieving success in life



## Primary Stars

### Skills

Using the appeal of football inspire children to learn, be active and develop important life skills.

The Premier League Primary Stars program works with primary school teachers to deliver fun, educational sessions. Teaching materials cover subjects from English and Maths to teamwork and PE, with free to download activity ideas, worksheets, lesson plans, fun assemblies and exclusive videos.

Learning is connected to the real world of sport to enthuse pupils when tackling challenging PSHE topics such as resilience, diversity, self-esteem and fair-play. Club support and online resources are also designed to help primary school teachers improve their confidence and skills in delivering PE lessons.

7229  
pupils

28  
partner  
schools

100  
schools  
supported



**March 2018**

### Aashvi Agarwal, 6, Wins Regional Writing Stars Competition

6-year-old Aashvi Agarwal from Holy Cross Catholic Primary School in Liverpool has been named as the North West regional winner of the inaugural Premier League Writing Stars competition.

Aashvi's poem 'Count to Ten' was selected as the winning poem for the North West region in the Key Stage 1 age group (five to seven years old).

The winning poem was selected by an all-star judging panel, which featured former professional footballer and children's author Frank Lampard OBE, Premier League footballer and lyricist Yannick Bolasie, Children's Laureate Lauren Child and the young people's laureate for London Caleb Femi, overseen by the National Literacy Trust Director, Jonathan Douglas.

Commenting on Aashvi's poem, Lauren Child said **"Everyone was pretty impressed by the way Aashvi has put rhyming in so successfully. Her poem has a real powerful feeling behind it, it's very upbeat. I think we all loved the last two lines especially, they are very strong and rather joyful, so well done to Aashvi."**

More than 25,000 children from England and Wales entered the competition with their own original poetry submissions. From the 25,200 poems received, nine regional winners and one national winner have been selected across two age groups, Key Stage 1 (5-7 years) and Key Stage 2 (7-11 years), with the poems being judged on their originality, effect, tone and message.



### Winner North West Key Stage 1

**Count to Ten by Aashvi Agarwal**  
Netherton Infant and Nursery School

Sometimes things can be hard,  
But never give up.  
You just need to bounce back,

And never give up.  
Never be scared,

But instead work hard,  
Keep faith in yourself,  
And always work hard.

Sometimes you need to count to ten,  
And try, try and try again.

**October 2017**

### Can and Mignolet Return to School

Emre Can and Simon Mignolet recently joined a group of local school children to take part in their Premier League Writing Stars competition preparation.

Launched on National Poetry Day, Premier League Writing Stars is a national poetry competition which aims to encourage primary school pupils to write poetry based on the theme of resilience while having fun and encouraging creativity.

Can and Mignolet met with pupils at Gwladys Street Community Primary School, where they assisted with creative writing before going head-to-head with pupils in a 'rhyme battle'.

The Writing Stars competition is part of the PL Primary Stars programme, which is delivered by LFC Foundation coaches in schools across Merseyside.

The initiative includes a free online resource for teachers and parents and uses the appeal of the Premier League and professional football clubs to inspire children to learn, be active and develop important life skills.





## Enterprise

### Skills

## Reduces underachievement and improves educational outcomes to help address the skills gap and prepare young people for the world of work.

Premier League Enterprise is joint-funded by the Premier League and Sport Relief and uses the backdrop of professional football clubs' business models to deliver enterprise education to inspire young people and increase their aspirations and skills.

Through the power of football and the LFC Crest, Enterprise sessions delivered during curriculum time challenge youngsters to think strategically, outside the box and utilise their learnings to communicate their business ideas and grow their skill set.

We aim to channel the passion of each youngster's support of Liverpool FC into an entrepreneurial output and uncover each child's inner potential for business and enterprise.

**130**  
children and  
young people

**11-17**  
Free



### April 2017 Enterprise Challenge has given me belief

Woodchurch High School student Matthew has more on his plate than many of his age. The 15-year-old is the main carer for his nan, who is blind.

"For the past few months I have been mainly living with her so I can look after her as my grandad can't get out any more," he says. "I wouldn't do it if I didn't love my nan. You are supposed to look after your family."

As he spent his time concentrating on looking after his nan, Matthew did not have the time to develop friendships.

But in the autumn, Matthew volunteered for the Premier League Enterprise Challenge run by the LFC Foundation at his school on the Wirral.

"I have always wanted to run my own business and it seemed like something I would love to do."

Their proposals impressed and the Woodchurch High team beat other Merseyside schools to represent Liverpool FC in the competition at Manchester City in a regional final.

"When we won at the Etihad, most of the group were stunned. We didn't know how to respond, the feeling was unexplainable."

As one of six play-off winners, Matthew and his team went to the eighth Premier League Enterprise Challenge final, where they presented to the likes of entrepreneur Theo Paphitis and former Chelsea defender Graeme Le Saux at the head offices of EY in London.

Woodchurch High did not win in the final, that honour went to the Pingle School, representing Derby County, but taking part in the competition has made a big impact on Matthew.

"I have changed a lot. At the start of this I was nervous and I didn't usually talk much to people. But it has really developed my team working skills and getting talking to people.

"I never had many friends really but I have got loads more now because more people are coming up to me, talking to me and congratulating me. It makes me feel involved."

Matthew's immediate priority is to care for his nan but in the future he hopes to run his own restaurant business, a dream that maybe has become a bit closer thanks to the Enterprise Challenge.

"This scheme has given me a lot more confidence. I feel I can hold more responsibility than I did and look after everyone else.

"The Enterprise Challenge has given me the belief that I can do stuff. I was always interested in having a business but I never thought I would do it. Now I am quite certain I can."





## Works

### Skills

Uses the power of football and the Premier League to engage young people who are not involved in education, training or employment.

Premier League Works, delivered in partnership with Professional Footballers Association and The Prince's Trust provides young people with support to develop their personal and social skills, giving them the confidence and the experience they need to make a positive transition back into education, access training or gain meaningful employment.

The free 8-week course targets young people aged 18-25 though an intensive programme that is personalised to the individual needs of attendees.

23  
young  
people

FREE  
to attend

18-25  
age range

**May 2018**  
**Rebecca Stapleton**

"Last year I completed a programme with the LFC Foundation after struggling to find employment after finishing university. The course included various activities such as enterprise tasks, a mock job interview and a residential trip. The course has given me various transferable skills such as being able to communicate more effectively, team work and more importantly confidence in myself when applying for employment, something which I struggled with prior to the course.

During the programme, I applied to university again to begin a PGCE in Primary education. Interviews have always been something I have struggled with but I was able to apply what I had learned from the programme to the interview for my course. I was successful at interview and was offered a place at Liverpool Hope University. I am now on my second placement of the course, teaching in a year 5 class. I am really enjoying the course and feel like I have a much clearer idea on my future career. I graduate as a qualified teacher in July and hope to find employment for September in the coming months."

Becca has just agreed to be on our Youth Panel in a mentoring capacity in a bid to give back to the Foundation but also build up her employability skills in anticipation of her education coming to a close.

Stephen Piscopo, Project Lead



**LFC Legends Launch  
the new LFC Foundation Learning Space**

### Skills

**September 2017**

Club ambassadors Ian Rush and Gary McAllister joined a group of young students to unveil the facility, which aims to support the education and employability of local youngsters.

Young people from All Saints Catholic Primary School and the Foundation's Leadership Through Business and Sport programme got to grips with the raft of new and interactive technology the LFC Foundation Learning Space offers.

More than 350 children and young people will access the new space each year via the Foundation's Premier League Works and Enterprise programmes, with many more taking part in interactive workshops through partner schools and the Premier League Primary Stars scheme.

The refurbishment of the Kop-end space, which was previously known as Reducate, was funded by money raised by the LFC Foundation across last season, including the official legends charity match that took place in March. Reducate existed as an educational space within Anfield for over 17 years, following its launch in 1999.

Gemma Smith, Senior Project Lead, added: "Our new Learning Space is very impressive and will provide a safe, creative and inspirational environment for our participants and the local community to focus and learn within.

"We will be delivering a series of educational and practical programmes within the new space alongside organisations such as the Department for Work and Pensions, Job Centre Plus and the Premier League and to engage with as many children and young people as possible."

It was great to see the Foundation's new Learning Space and the fantastic new facilities on offer. The interactive screen and tablets were really impressive and lots of fun.

Ian Rush, Liverpool Legend





# IntoUniversity North Liverpool: New for 17/18

## Skills

Supporting  
disadvantages  
children and young  
people achieve their  
potential

IntoUniversity North Liverpool is a partnership project with the LFC Foundation, official charity of Liverpool Football Club, with the University of Liverpool and national educational charity, IntoUniversity.

The project supports children and young people in North Liverpool from disadvantaged backgrounds to reach their educational potential by providing a dedicated learning centre, after-school clubs, homework support and mentoring schemes.

Each year, the North Liverpool centre provides over 1000 local young people with a programme of personal and educational support that includes;

- Weekly after-school academic support
- One-to-one mentoring
- Provision of workshops to local primary and secondary schools that aim to nurture young people's aspirations

600  
pupils in  
first year

FREE  
to attend

7-19  
age range



## February 2018 Partnership launches new learning centre to help youth in Anfield

The new learning centre which will support children and young people in North Liverpool to improve their educational attainment was officially launched in February 2018.

This is the first time the national education charity IntoUniversity has worked jointly with a university and a Premier League football club. The project will engage and inspire young people using the badge and reach of Liverpool Football Club.

To mark the launch a special ribbon cutting ceremony involving representatives from the partnership, local students, teachers, parents and Liverpool Football Club's goalkeeper Simon Mignolet took place at the centre.

Building on existing programmes of outreach projects the centre will work with up to 1,000 children and young people in Anfield and the surrounding areas of Liverpool each year, to make the best of their talents and improve their chances of gaining a university place.

Based at the Anfield Business Centre, Breckfield Road South, the centre is already working with four primary schools and two secondary schools in the area and has seen dozens of families sign their children up to receive after-school support, access to university-student mentors, workshops and direct experience of university life.

In parts of North Liverpool where the centre operates, the higher education progression rate is as low as 17.5%, less than half the national average (37%). In the Anfield ward, young employment (16-24) is currently at 8.5% compared to 2.8% nationally\*\*.



Professor Dame Janet Beer, Vice-Chancellor, University of Liverpool, said: "At the University of Liverpool we firmly believe that anyone with the talent to pursue study in higher education should be given the opportunity and encouragement to do so. We understand that some students may face additional barriers in accessing higher education which is why we have partnered with IntoUniversity and LFC Foundation to develop this initiative, which has the potential to deliver life-changing impact.

"With the help of our students, staff and partners, we will continue to provide academic support and inspiration for school students in the heart of our community."

Dr Rachel Carr OBE, Chief Executive and Co-Founder at IntoUniversity, said: "We are delighted to have opened our first centre in Liverpool thanks to the backing of the University of Liverpool and the LFC Foundation.

"Working in close partnership with local schools and community groups, we will deliver a long-term programme of support that starts early, ensuring that young people in North Liverpool are able to achieve their aspirations.

"We are excited to see this new partnership develop in the years to come."

Martin Talbot, Head of Community Delivery Unit, added: "We are thrilled to officially launch this exciting partnership as it wholly supports our mission of creating life changing opportunities for young people. We know that many young people are passionate about Liverpool Football Club, and we hope that the LFC badge will enhance this project to inspire local youngsters to reach their potential. We are delighted to be working with one of the country's leading universities and educational charity to deliver this project."



## LTSB: New for 17/18

### Skills

**Prepares and supports bright young people who face disadvantages into secure, sustainable, high-quality careers in accounting, business and finance.**

**18**  
young people

**FREE**  
to attend

**16-21**  
age range

Together with the LFC Foundation, other Premier League Community initiatives and education delivery partners, LTSB provides young people with personal and professional development to prepare them for the world of work, places them in AAT Level 2 and 3 apprenticeships with leading employers in London, Birmingham, Liverpool and Manchester.

LTSB focuses attention on communities where leadership potential is often wasted, and we empower young people in the locations that we work to become future business leaders, addressing all forms of disadvantage: personal, in terms of adverse life events; socio-economic, in terms of class boundaries or lack of social capital; and practical, in terms of preparation young people need for the working world.

Participants are provided with a real chance and a helping hand to ignite their spark and to develop into well rounded members of their community and dedicated, hardworking employees who can ultimately become leaders, movers and shakers.



### May 2018 Adam and Charlie Interview Gini Wijnaldum

Meet Adam (19) and Charlie (20), two gifted young men from Liverpool who both aspire for highly successful careers in the world of business and finance. Sandwiched between them, is Liverpool FC Champions League Semi-finalist / goal-scoring hero, Gini Wijnaldum!

The youngsters are participants of the Leadership Through Sport & Business Apprenticeship Scheme, a social mobility charity supported by the LFC Foundation who help transform the lives of young people in the city.

Both were invited to Melwood Training Ground for outstanding work within the course and their proactiveness in supporting the LFC Foundation through numerous volunteering opportunities.

Rewarded for their efforts, both sat down for a unique experience with Gini and had the chance to discuss numerous topics with LFC's number 5, including: football, career highlights, inspirations, motivations and general life advice Gini had for the younger generation.

Upon gaining their composure (and got over the fact they have met their hero!), the youngsters began their Q&A...



## Gini Wijnaldum

**Q: What is your career highlight so far?**

GINI: Finishing 3rd with my team (Netherlands) at the World Cup 2014 and winning the Eredivisie with PSV (Eindhoven).

**Q: What is your biggest motivation?**

GINI: Playing football itself is my motivation.

**Q: Do you have any advice for children and young people?**

GINI: Persevere! Working hard is key and find something that you enjoy, as it gives you extra motivation to do more.

**Q: Who are your footballing inspirations?**

GINI: Zinedine Zidane, Clarence Seedorf and Ronaldinho.

**Q: How has Jurgen improved you as a player?**

GINI: I am now more of an 'all-rounder'.

Gini enjoyed the experience of meeting both Adam and Charlie and was really interested in hearing about the LTSB scheme and their involvement with the LFC Foundation.

After photos were taken, Gini returned to training in preparation for the Champions League semi-final, in which Liverpool FC beat AS Roma 7:6 on aggregate, reaching their first Champions League Final since 2007.

Both Adam and Charlie are huge LFC fans and were asked about their experience with Wijnaldum...

Adam: "I was absolutely ecstatic! It has always been a dream of mine to visit Melwood and meet the players. Gini had some really inspiring advice for us."

Charlie: "After interviewing Gini and experiencing Melwood first hand, it felt surreal. Gini was really down to earth and looked like he enjoyed the interview which made me feel even better."

This experience came about through the donation of a valued supporter of the LFC Foundation, Ian Pearce. After bidding for a once-in-a-lifetime chance to meet and greet Gini Wijnaldum, Ian donated the experience back to the LFC Foundation, so that two participants in our LTSB programme could experience this opportunity instead.



Kicks

Football on the Dock

New: Open Goals

New: LFC Foundation Family Fun Day

# Communities

Inspiring lives together







## LFC Foundation Tackles Gang Culture

LFC Foundation's Premier League Kicks programme has completed a series of workshops aimed at eradicating gang crime from the streets of Merseyside.

Working alongside Get Away 'N' Get Safe (GANGS), which was founded by former probation officer James Riley in 2016, the PL Kicks sessions focused on educating, inspiring and empowering local young people to take control of their future and reject the gang lifestyle.

Using expertise and experience gained from working with urban street gangs and organised crime groups, James educated the young people on the dangers and consequences of gang culture and its impact on their families and the wider community.

The PL Kicks programme has also continued its successful relationship with the charity Street Doctors, a Liverpool-born nationwide scheme run by medical students. PL Kicks participants attended interactive Street Doctors sessions aimed at equipping young people with the skills to administer immediate first aid in a medical emergency – in particular, injuries sustained from knife or gun attacks.

**Encouraging local young people to make positive lifestyle choices is a key focus of the PL Kicks programme, and plans for further workshops in 2018 are already underway.**

## Kicks

### Communities

**Using the power of football and sport to inspire young people in some of the most high-need areas**

The Premier League Kicks programme engages youngsters aged 7 to 19 in constructive activities, including a wide variety of sports, coaching, educational and personal development sessions.

Kicks has helped transform communities across the country with significant reductions in anti-social behaviour in the areas in which the programme is delivered.

#### Kicks Football+

Building on the successes of the Kicks programme, Kicks Football+ is a joint initiative between the LFC Foundation and Merseyside Fire and Rescue Service.

Our sessions aim to address the key issues affecting young people, helping to reduce anti-social behaviour and criminal activity whilst positively impacting their mindset and encouraging long-term personal growth and development.



**1608**  
children and  
young people

**15**  
sessions  
a week

**FREE**  
to attend

Age Range  
**7 - 19**





## May 2018 The Kicks Cup

Two teams from the LFC Foundation's Premier League Kicks programme represented the Reds at a prestigious national tournament in Manchester recently.

The Premier League Kicks Cup, held this year at the University of Manchester Sports Ground in Wythenshawe, saw boys and girls U16s sides compete on behalf of Liverpool FC for a chance to lift the 2018 Kicks trophy.

A thrilling quarter-final penalty shoot-out saw the end of the boys' journey, while the girls left the competition at the group stages - yet there were many positives for both groups to take from the day.

Tony Cosgrove, PL Kicks project lead, said: "Both sets of players thoroughly enjoyed the tournament and their attitude and behaviour throughout was impeccable.

"Through the PL Kicks programme we engage with many young people across the city and our weekly football sessions encourage an active and healthy lifestyle while highlighting the importance of positive life choices.

"Regular fixtures and tournaments, such as the Kicks Cup, attract more young people to the programme and can lead to pathways in both grassroots and semi-professional football.

"Representing LFC and wearing the famous red shirt really inspires the young people to make better choices and create a safer, stronger and more respectful community."

Premier League Kicks is now in its 12th year and is delivered by 69 professional clubs across the Premier League, Football League and National League.

**The LFC Foundation runs weekly football sessions across Merseyside and has formed a number of development teams which operate from Anfield Sports and Community Centre.**



## April 2018 Kicks Comes to Kirkby

The LFC Foundation Kicks Football Sessions will launch on Friday April 20th in Kirkby! Girls and boys aged between 8 - 17 can attend free weekly football sessions at Kirkby Leisure Centre, coached by the LFC Foundation team.

From 5-6pm, 8 to 13 year olds are welcome, whilst 6-7pm caters for the older youngsters aged 14 to 17. Both sessions require no pre-sign up - just turn up on the day and play!

Supported by Merseyside Fire and Rescue Service and Knowsley Council, the LFC Foundation's excellent Premier League Kicks Football Programme has now expanded to Knowsley. Currently, we coach sessions in 13 areas across the city region including; Anfield, Toxteth, Walton, Croxteth and Speke.

This is the LFC Foundation's first provision of a Kicks programme in Knowsley. Over the years, our free-to-attend Premier League Kicks sessions ran by LFC Foundation, FA Qualified coaches have engaged over 10,000 individuals, utilising the power of the LFC Crest to increase sports participation and improve the health and wellbeing of children in our community.

With over 100 participants playing every week, the LFC Foundation Kicks programme is one of the highest performing football coaching setups in the country for girls and boys, ensuring our duty in providing the need for sports activation within our community.





## Open Goals: New for 17/18

### Communities

## Free weekly multi sports and activity sessions in local parks for children and their families

Commenced  
**May 2018**

**10**  
locations  
by 2019

Children &  
families aged

**5+**

**Fully**  
inclusive

Launched in May 2018, Open Goals is a unique project designed to support families to be more active together and is inclusive for all abilities.

It encourages families to use their local parks and public spaces, and to get active together in the outdoors through fun activities such as frisbee golf and orienteering – although we do have indoor facilities if the weather gets too bad!

The sessions are purposely run on a drop-in basis, with no need to book in advance and the games are designed to be easily replicated at home. The aim is to help break down barriers and perceptions of physical activity and for it to become a fun, everyday behaviour.

Through ‘teachable moments’ the project also helps educate the local community about their parks, bringing a sense of ownership and pride and helping to sustain these spaces for the wider benefit.



## Football on the Dock

### Communities

The Liverpool FC Foundation teamed up with Albert Dock Liverpool and Everton in the Community to offer free football coaching sessions on a specially created pitch at the city's iconic attraction.

From July 24 until August 11, the North West's most visited free tourist attraction will host summer football on the dock, involving coaches from the LFC Foundation and Everton in the Community demonstrating the tricks of the sport at Mermaid Courtyard, which is next to Tate Liverpool.

Boys and girls of all ages and abilities are invited to drop by and join in on the action – with no pre-booking required.

The LFC Foundation, the official charity of Liverpool Football Club, will be hosting their sessions over the weekends of July 29/30 and August 5/6. Kick-off will be at 10am BST and the final whistle will be blown at 3pm daily. Sessions last 20 minutes each and will focus on skills, techniques and improving overall confidence on the pitch.

Andrea Cooper, Head of LFC Foundation, said: “We are really looking forward to heading to Albert Dock this summer. We run a number of programmes throughout Merseyside so it will be fantastic to bring our free football coaching sessions into the city centre for visitors to get involved in, too.

“It will also give people the opportunity to see a snapshot of our programmes and hear more about the work we do across the city and beyond as part of our mission to create life changing opportunities for children and young people.”

Clare Rawlinson, marketing manager, Albert Dock Liverpool, said: “It's been brilliant to partner up with EitC and the LFC Foundation, and support their great work within the local community encouraging health, well-being and sport development. Here's to an action-packed few weeks of skills and drills on Liverpool's iconic waterfront.”

**286**  
children and  
young people

**FREE**  
to attend

## LFC Foundation Family Fun Day

### Communities

## Anfield Sports and Community Centre, 12 August 2017

The LFC Foundation family fun day proved a big success at Anfield Sports and Community Centre.

More than 600 people from the local community were in attendance to enjoy a range of activities, including football, food and drink, entertainment, ultraviolet games, multi-sports, zorb football and more.

Chief executive officer Peter Moore, Reds legend Robbie Fowler and mascot Mighty Red were there too, to join in the fun amid the sunshine, and there were lucky winners in a series of prize giveaways.

KitAid, a charity which distributes recycled and donated football kit to underprivileged people in Africa, were also onsite to collect old and unwanted items from guests.

**600**  
local children,  
young people &  
their families

**FREE**  
to attend





**“THERE’S NO BETTER  
FEELING THAN  
KNOWING I’M PART  
OF THE GREATEST  
FAMILY IN  
THE WORLD”**

Sue McGrath, Chester



**WE ARE LIVERPOOL.  
THIS MEANS MORE.**



# LFC Foundation Legends Charity Match 2018

## LFC Family

## Anfield Stadium, 24 March 2018

Hundreds of members of the local community enjoyed a special day out at the LFC Foundation's official Legends charity match on Saturday 24 March.

A sell-out, 54,000-strong Anfield crowd saw a host of Reds greats face their Bayern Munich counterparts in a 10-goal thriller, while a wealth of community activities took place around the stadium.

Guests from Liverpool-based charities and community groups - including Alder Hey Children's Charity, 23 Foundation, Owen McVeigh Foundation and CHICS - plus pupils from local schools were invited to watch the game courtesy of more than 500 free tickets from LFC Foundation.

One hundred young people from across LFC Foundation programmes - girls' football and Premier League Kicks - were given the once-in-a-lifetime opportunity to play their part in the game, taking up mascot, flagbearer, ball boy and ball girl roles on the day.



A five-a-side half-time match gave participants from the charity's Mini Soccer Academy, for four to six-year-olds, the chance to show their skills on the Anfield turf alongside LFC's mascot, Mighty Red.

Youngsters from the Premier League Kicks programme were also given the honour of selecting the Man of the Match recipient, which was presented to Reds favourite Xabi Alonso by club partner Vitality's 'On the Team' competition winner.

For those who couldn't make it to Anfield, the game was broadcast free and live on LFCTV and Facebook - with the use of the Facebook Live Donate feature marking a football first.

Ninety percent of the proceeds from the match went to the club's official charity to support its programmes and partnerships, which last season saw 125,000 places filled and more than 11,600 individual children and young people reached.

The remainder of the money raised was donated to Bayern Munich's charity, FC Bayern Hilfe e.V.

More than two million fans tuned in via the live stream on LFC's global Facebook page and were able to donate directly to the LFC Foundation in just two clicks, encouraging even more donations to the cause.





## LFC Foundation Volunteer Programme: New for 17/18

### LFC Family

## Volunteering is a fantastic way of engaging our fans in the work of the Club's official charity.

In February 2018 the LFC Foundation launched a new scheme with Liverpool John Moores University to give students the opportunity to learn new skills and gain valuable experience in a community setting.

**Volunteers provide valuable support for the Foundation, assisting with the delivery of our Open Goals programme and at fundraising events such as gala dinners and the Run for the 96 5K in Stanley Park.**

The LFC Foundation's volunteer portal provides an accessible online resource for volunteers, showcasing the range of opportunities available and the ability to sign up for Foundation sessions and events. Volunteers also receive a special volunteering kit top and complete a full induction programme delivered by the LFC Foundation team.

In addition to benefiting the LFC Foundation and the children and young people we work with, the programme also aims to develop the skills profile of the volunteers themselves, helping them prepare for the future and transition into employment.



### Brett Duffy

Brett is studying Football and Science at Liverpool John Moores University and is one of the first students to join the new LFC Foundation volunteering programme.

#### Why did you join the LFC Foundation/ Liverpool John Moores University volunteering programme?

Volunteering is a passion and something I've done for a long time. I started volunteering at home in Basingstoke, Hampshire to support the local county FA (Hampshire FA); plus I've taught the local children on my street how to play football. I'm a massive Liverpool FC fan so was drawn to the city for university, and the volunteer scholarship with John Moores University allowed me to be close to the club and support it in any way possible.

#### What are you hoping to achieve?

Ultimately, I want to be a part of the community, specifically the LFC Community. Going to a match can give you a taste of the club, but volunteering can give you an introduction to the wider LFC Family.

Studying Science and Football, I have an interest in developing my skills to help academically. I'd like to work in sport analysis and statistics, so to learn how the club does this would be a great opportunity.

I also have a passion for working with young people to see the smiles on children's faces when given opportunities like I had.

Finally, I want to forge a relationship with the club. Liverpool FC and football are my passions and, in the future, I would love to work with them.



#### How have you developed since joining the scheme?

I feel that I have developed my confidence. I have mild Asperger traits so sometimes that makes things a bit harder – I was shy at first, but I have learned new skills that I can take back into university and my everyday life. My volunteering journey hasn't just started here in Liverpool, but it has been a vital aspect for me becoming more confident in a new city, enabling me to make new friends and forge new relationships.

I've reinforced my mentality of 'have a go' and I've accessed many opportunities since starting which have been challenging but very rewarding. Being lucky enough to meet legends and players was also an amazing surprise!

#### How do you think your experience of volunteering will help you in the future?

Working with other volunteers has been key for me: I've learnt a lot from their support. Building strong friendships has also been great, although this wasn't my reason at all for volunteering, it has been an extra benefit. Building a strong CV is something I feel I will be able to do by volunteering with the LFC Foundation.

**40**  
registered  
volunteers





## Meet George – Our First Fundraiser of the Month

### LFC Family

**“I’ve raised money so other children get the chance to play sports...”**

A huge Liverpool FC fan from Widnes, George ran Liverpool 1k Kids Marathon on Saturday 5th May at Sefton Park, in aid of the LFC Foundation.

George loves to help others, enjoys playing football for his school team and plays rugby every week for local side Halton Farnworth Hornets.

George was really excited to run and set a target of £50. When we asked why he runs for charity, he explained...

“I’ve raised money for the LFC foundation so that other children get the chance to play sports and improve their skills”.

George was determined to beat the time he ran in last year’s run, when at 8 years of age he raised £100 for Oddballs, an underwear company that aims to raise the awareness of testicular cancer.



## OLSC Challenge

### LFC Family

## Engaging our Official Liverpool Supporters Clubs

In May 2017 the Foundation launched its first Official Liverpool Supporters Club (OLSC) Fundraising Challenge.

In addition to raising vital funds for the Club’s official charity, the aim of the competition was to build upon our relationship with the OLSCs following the Foundation’s re-focus on improving the life and health chances of children and young people.

To engage OLSCs our objective was to ensure we put the ‘fun’ in fundraising. Branches were encouraged and incentivised to organise events and activities which brought fellow Reds together in entertaining and enjoyable way.

The three award categories were designed to help meet the Fundraising Challenge objectives and ensure that all OLSCs had the opportunity to enter, wherever their location.

1. The YNWA Award - The OLSC that raises the most money for the LFC Foundation
2. The Original Award - The most innovative fundraising branch
3. The LFC Family Award - The OLSC that delivers the most family focused fundraising activity

**£16,778**  
raised

**18**  
branches



### Foundation thanks Supporters Clubs for raising £16k

Official Liverpool Supporters Clubs (OLSCs) from across the world have raised £16,778 for the LFC Foundation as part of their first Fundraising Challenge.

The competition challenged all 270 OLSCs across 88 countries to organise creative events and activities to bring fellow Reds together while raising funds for the club’s official charity.

Three top awards were up for grabs: the YNWA Award, for the OLSC who raised the highest amount during the challenge; the Original Award, for the most innovative fundraising group; and the LFC Family Award, for those who delivered the most family-focused fundraising activity.

The winning Supporters Clubs – Cyprus (YNWA Award), Madrid (Original Award) and Japan (LFC Family Award) – will each receive a special LFC prize. The OLSCs from Cyprus and Japan will attend Anfield for a VIP matchday experience, while the OLSC of Madrid will take part in a Skype ‘meet and greet’ with a first team player live from Melwood.

A number of smaller prizes and rewards were also available, including LFC Foundation merchandise and signed Reds goodies, to those who hit the £50, £100 and £500 targets.



Janine Ross, LFC Foundation Marketing Manager, said: “Being part of LFC means being part of the greatest football family in the world, and we wanted to come together with our Official LFC Supporters Clubs across the globe to share our mission of creating life-changing opportunities for children and young people.

“The idea was to put the ‘fun’ into fundraising, so they were asked to come up with their most innovative and creative ideas for events or activities. All of the entries were excellent, with charity dinners, viewing parties and family festivals among the brilliant ideas put forward.

**We’d like to congratulate the three winners on their fantastic achievements and thank all of the Official Supporters Clubs involved for their valued contribution to the fundraising total.**



## Foundation Day 17/18

### LFC Family

## Anfield Stadium, 4 May 2018

The third annual LFC Foundation Day was hosted at Anfield Stadium, as Stoke City visited Anfield for the penultimate Premier League Home Fixture of the season.

Liverpool FC's official charity delivered a variety of child and family-friendly activities and fundraising initiatives taking place in and around the stadium during Matchday.

Activities included a free family fitness session located in Stanley Park, where LFC Foundation coaches offered passers-by the chance to take part in introductory sports challenges and fun, orienteering games.

This also acted as a taster for the Open Goals project, which launched in 5 parks around the city including; Stanley Park, Doric Park, Wavertree Park, Belle Vale Park and Walton Hall Park.

The LFC Foundation's team of volunteers returned, helping to fundraise in the hospitality lounges through the sale of raffle tickets, with signed LFC memorabilia prizes on offer for lucky winning fans!

Mighty Red was also in attendance, adorning his special LFC Foundation t-shirt and was busy entertaining the crowds of youngsters at the Fan Zones in Paisley Square and Anfield Road. Families attending the match together were full of smiles and delighted to see the club's official mascot in person and the increased level of family-focused activities.

Just before kick-off, participants from the LFC Foundation's Kicks programme took on roles as flagbearers and were stationed along the touchline whilst the players walked out onto the turf. Proudly waving the LFC Foundation flags which matched the LFC Foundation centre circle, this helped in communicating the message of #LFCFoundationDay and raising the profile of our work in our local communities.

**At halftime, the Official Liverpool Supporters Clubs of Cyprus and Japan were led down to pitchside, to take photographs with Liverpool FC's CEO Peter Moore and LFC Foundation participants from the Premier League Kicks Football Programme.**

The reason? Both OLSCs were winners in this season's 'OLSC Challenge'. The competition challenged all 270 OLSCs across 88 countries to organise creative events and activities to bring fellow Reds together while raising funds for the club's official charity. Through winning their awards, each branch was given the opportunity of a VIP matchday experience at Anfield.

Vital funds raised from the LFC Foundation Day supports the Foundation's projects and charity partners, which aim to create life changing opportunities for children and young people.





## Fundraising Events

### LFC Family

## Reds fans come together to help raise vital funds for the Club's official charity

### October 2017 Leaders in London

The LFC Foundation's Leaders in London VIP Fundraising Dinner bought together some of the Club's great leaders in the grand surroundings of the London Transport Museum.

Special guests Gérard Houllier, John Barnes and Peter Moore, CEO, Liverpool Football Club, entertained guests with a lively Q&A and an impromptu performance of World in Motion by Digger himself!

### November 2017 VIP Gala Dinner with Jürgen Klopp

Hosted at the prestigious Knowsley Hall, ancestral home to the Early of Derby, 100 Reds joined Liverpool FC Manager Jürgen Klopp for an evening of entertainment in aid of the LFC Foundation.

Guests enjoyed a fine three-course meal before the Manager and LFC Ambassador took to the stage for a Q&A with LFC TV's Peter McDowall.

Charismatic Klopp welcomed questions from the room and also started a bidding war with LFC CEO Peter Moore during the fundraising auction!

Proceeds from the first VIP Gala Dinner with Jürgen Klopp were donated to the Foundation's new IntoUniversity North Liverpool project which supports children and young people from disadvantaged backgrounds achieve their educational potential.

£100k  
raised

## Run for the 96

### LFC Family

## Stanley Park, May 2018

Liverpool FC legends, Robbie Fowler and Alan Kennedy, joined the Club's CEO Peter Moore to take part in the Run for the 96 5k at Stanley Park.

The annual 5k run, currently in its 4th year, celebrates the lives of the 96 Liverpool fans, who were unlawfully killed in the Hillsborough tragedy on 15 April 1989.

LFC legend Robbie Fowler, said: "It's amazing to see so many people coming together, both Reds and Blues running side-by-side to remember the 96 – what a great city this is."

The LFC Foundation, Everton in the Community, the 23 Foundation and Stanley Park C.I.C are supporting the Run for the 96.



The family-friendly event was not just for runners, many chose to walk the 5K or 1K routes, and in the park LFC Foundation coaches hosted 'Open Goals' sessions; inviting kids and adults to take part in fun fitness activities. A team of LFC Foundation volunteers were also on hand, helping organisers to ensure the event ran smoothly and everybody had a great day.

## Kit Aid

### LFC Family

## Reds fans donate kit to help support communities in need



Kit Aid is a charity that recycles once loved football kit and distributes to underprivileged children and communities in some of the poorest countries around the world.

The LFC Foundation and Kit Aid have been working together to Reds fans to collate unwanted football kit and other sports clothing and distribute to communities who need it most.

More than 300 items of clothing were collected alone from fans attending the LFC Foundation's Legends Charity March in March 2018. These have been distributed by Kit Aid to communities across Africa.



Liverpool FC Foundation  
Balance Sheet  
As at 31st May 2018

|   |           |  |
|---|-----------|--|
|   | £         |  |
| <b>Fixed assets</b>                           |           |  |
| Tangible assets                               | 43,111    |  |
| Investments                                   | 1         |  |
|   | 43,112    |  |
| <b>Current assets</b>                         |           |  |
| Debtors                                       | 683,427   |  |
| Cash at bank / (overdraft)                    | 2,159,917 |  |
| <b>Creditors falling due within one year:</b> |           |  |
| Other creditors                               | 620,427   |  |
| <b>Net current assets / (liabilities)</b>     | 2,222,917 |  |
| <b>Net Assets</b>                             | 2,266,029 |  |
| <b>Funds</b>                                  |           |  |
| Unrestricted funds                            |           |  |
| General funds                                 | 1,746,739 |  |
| Designated funds                              | 150,000   |  |
| Restricted funds                              | 369,290   |  |
| <b>Total Funds</b>                            | 2,266,029 |  |



Thanks to Funders



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.





Creating life changing  
opportunities for children  
and young people





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THE CLUB'S OFFICIAL CHARITY

**Creating life changing opportunities  
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The LFC Foundation is the official charity of Liverpool Football Club.  
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