



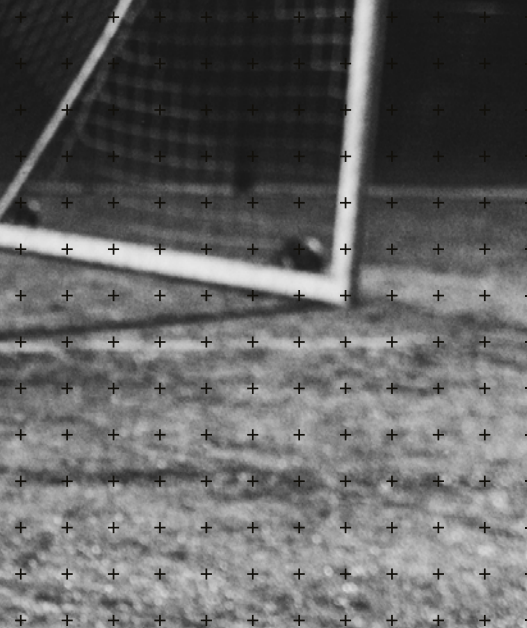
Foundation

THE CLUB'S OFFICIAL CHARITY

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SEASON REVIEW



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Creating life
changing
opportunities
for children
and young people

Welcome



Welcome to the LFC Foundation Season Review 2019/2020.

It has been an incredibly difficult and turbulent year, on both local and global scales, and I want to start by congratulating the LFC family for coming together to help those in need like no other football club can.

The Foundation Board and Trustees have been overwhelmed by the kindness, passion, generosity and resilience shown by our participants, fans, players and colleagues around the world. Our anthem of You'll Never Walk Alone has never rung so true.

In the months prior to the Covid-19 pandemic, the LFC Foundation was continuing to develop its reach and impact, both in Liverpool and internationally through our partnership with Right To Play. We were on track to have supported more than 30,000 participants through our growing portfolio of community delivery programmes, and our Legends Charity Match against FC Barcelona scheduled for 28 March 2020 had already sold out.

The unprecedented events of 2020 resulted in our regular community programmes and fundraising activities being paused for three months. Upon lockdown, the Foundation, Club and Red Neighbours teams immediately sprung into action to provide emergency aid across Liverpool City Region, through food provision, social isolation, and NHS and key worker support. You can read more about LFC during lockdown on Pages 18 & 19.

We have also developed new ways of delivering our community work virtually to ensure that we continue to support those most in need. We've had some great success in this area, while at the same time we're all learning to adapt to this new way of engaging with each other safely.

As soon as Government guidelines allowed, the Foundation returned to face-to-face delivery ensuring the safety of our participants, their families and our staff while adhering to strict health and safety and PPE protocols.

The pandemic has affected us all, and the most in need in our communities have been hit the hardest. On behalf of my fellow Trustees and LFC Foundation team, thank you for your unwavering support over the past year to provide essential help where it is most needed.

Gavin Laws
Chair, LFC Foundation

Having joined the LFC Foundation in March 2019, this was my first full season as part of the team. It was also a year which featured many inspiring highlights as this season review details.

Liverpool Football Club had an amazing season on the pitch with the Premier League title returning to Anfield for the first time in 30 years. The 2019/2020 football season was also one of tremendous growth for the LFC Foundation, the Club's official charity.

There was key progress in developing new partnerships and a definite increase in the number of people, of all ages, who we were able to support across Liverpool City Region and beyond.

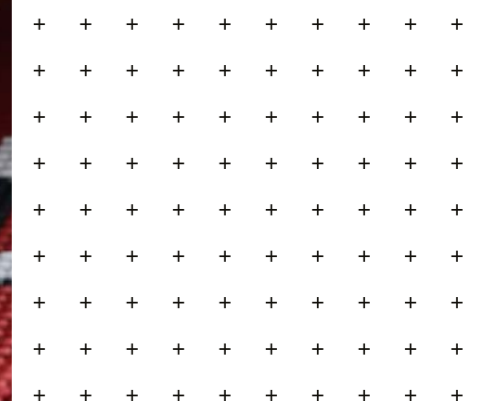
The impact of the Covid-19 pandemic towards the end of the football year was significant for the LFC Foundation, the Club itself, but even more so for the communities we are extremely lucky and privileged to serve and support.

I am really proud of the way our team; Red Neighbours, the Club's CSR team (Corporate Social Responsibility); and in fact Liverpool Football Club in its entirety, have stepped up to lend a much needed helping hand in the areas we felt we could have the most impact. This included volunteering and community support, food poverty, virtual physical activity, and supporting frontline NHS staff and other invaluable key workers.

Getting help to where it was needed the most was only made possible through the commitment of our staff and volunteers, existing partnerships across the community, and the incredible support of our amazing LFC fans. Together we have achieved great things in a time of real uncertainty, thank you to everyone for the part they have played.

We now look forward to continuing to grow the LFC Foundation and further develop the programmes we can offer in our community and beyond.

Matt Parish
Director, LFC Foundation



Meet The Team

Billy Hogan, Vice Chair

Billy joined Liverpool FC in 2012 and held a number of senior roles before being appointed as the Club's Chief Executive Officer in September 2020.

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 at Fulwood Green Medical Centre in South Liverpool, and Clinical Director of the Digital Innovation strand of Healthy Liverpool.

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.

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.

Laura Weston

Laura joined the LFC Foundation's Board of Trustees in August 2019. An independent brand and PR consultant, Laura returned to Liverpool after living in London for 20 years, and most recently was Managing Director at Iris Worldwide heading up its award-winning sports and entertainment agency.

Executive Team

- Matt Parish, **LFC Foundation Director**
- Holly Chan, **Financial Controller**
- Janine Ross, **Head of Marketing & Business Development**
- Gemma Smith, **Senior Manager (Skills)**
- Katie Ellis Carrigg, **Senior Manager (Communities & Wellbeing)**
- Lynn Taylor, **Governance & Administration Manager**

Administration & Operations

- Elaine Birkenhead, **Office & Administration Manager**
- Eddie Sullivan, **Community Co-ordinator**

Fundraising & Marketing

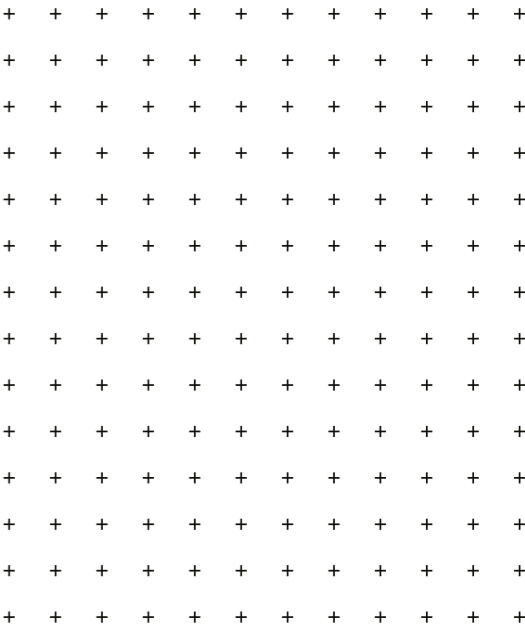
- Rachael Biggs, **Marketing Manager**
- Rachel Bates, **Fundraising Manager**
- Dr Paula Carroll, **Impact & Insights Manager**
- Lewis Webster, **Marketing Specialist**
- Tracy Boden-Coyne, **Fundraising Co-ordinator**

Community & Wellbeing Team

- Karl Carney, **Sport Development Manager**
- Tony Cosgrove, **Programme Manager, Kicks**
- Patrick Brown, **Kicks Co-ordinator**
- Billy Gerard, **Kicks Co-ordinator**
- Dawn Georgeson, **Programme Manager, Open Goals**
- Jamie Henderson, **Open Goals Coach**
- Mike Levenson, **Open Goals Coach**
- Terri Ritchie, **Inclusion Manager, Inclusion**
- Mathew Murphy, **Disability Co-ordinator**
- Leah McAteer, **Women & Girls Co-ordinator**
- Liam Brady, **Disability Coach**
- Megan Dykes, **Women & Girls Coach**
- Andy Fulstow, **Health Manager**
- Andy Hanlon, **Mental Health Lead**
- Mark Henderson, **Mental Health Co-ordinator**
- Ellen Anderson, **Mental Health Co-ordinator, Action for Children**
- Ste Hollis, **Military Vets Project Lead**
- Alex Hughes, **Volunteer Manager**

Skills Team

- David McParland, **Programme Manager, Primary Stars**
- Ste Leftley, **Primary Stars Co-ordinator**
- Nick Ryan, **Primary Stars Co-ordinator**
- Chris Manning, **Primary Stars Co-ordinator**
- Jakob Spruce, **Primary Stars Co-ordinator**
- Anthony Wright, **Primary Stars Co-ordinator**
- Stephen Piscopo, **Programme Manager, Employability**
- James McCall, **Programme Lead**
- Rob Fairfield, **Employability Co-ordinator**
- Franny Hargreaves, (Maternity Cover), **Programme Manager, Crime Prevention**
- Anna Slack, **Programme Manager, Crime Prevention**
- Ashton Lee, **Project Co-ordinator**
- Nicky Rea, **Project Co-ordinator**
- Shaun Preston, **Project Co-ordinator**
- Lewey Smyth, **Project Co-ordinator**
- Paul Wright, **Kicks Targeted Co-ordinator**
- Shawn Donaghy, **Inspires Co-ordinator**
- Alex Jones, **Programme Manager, #iwill**
- Helen Whitfield, **Programme Lead, #iwill**
- Mollie Caswell, **Programme Co-ordinator**
- Ellie Douglas, **Programme Co-ordinator**
- Jake McGovern, **Programme Co-ordinator**



What We Do

The Need

Our mission is to improve and enhance communities, while creating life changing opportunities for children, young people and their families.

In 2019, there were approximately
1,559,300 people
 living in the Liverpool City Region (LCR)⁽¹⁾

(1) Nomisweb.co.uk. 2021. Labour Market Profile - Nomis - Official Labour Market Statistics. [online] Available from: <https://www.nomisweb.co.uk/reports/lmp/lep/1925185554/report.aspx#tabempunemp>

Deprivation

Deprivation in the LCR is higher than the national average.

For example, **Liverpool** is
considered the 3rd most deprived

of 317 Local Authority areas. It was ranked as the 4th most deprived in 2015, having previously been ranked the most deprived in 2004, 2007 and 2010

The **Anfield area** in **Liverpool** is one of the
10 most deprived areas
 in England in 2019⁽²⁾

(2) Liverpool City Council, 2019. The Index of Multiple Deprivation 2019 A Liverpool analysis. [online] Available at: <https://liverpool.gov.uk/media/1359213/imd-2019-liverpool-analysis-main-report.pdf>

Health

Life expectancy in the Liverpool City Region is lower than the national average.

For example, in **Liverpool**,
men live 11.1 years and
women live 8.9 years
 less than the
 national average

In **Sefton** it is
11.8 years lower for men
 and **11.5 years lower for women**

In **Knowsley** it is
11.4 years lower for men
 and **12.6 years lower for women**⁽³⁾

(3) Public Health England, 2020. Public Health Outcome Frameworks.



Employment

Levels of unemployment in LCR are greater than the UK average.

Employment in LCR is **lower than the UK average** (77.7% and 79.1% respectively)⁽¹⁾

⁽¹⁾ Nomisweb.co.uk, 2021. Labour Market Profile - Nomis - Official Labour Market Statistics. [online] Available from: <https://www.nomisweb.co.uk/reports/lmp/lep/1925185554/report.aspx#tabempunemp>

Employment deprivation in Liverpool is ranked the **5th highest in the country**⁽²⁾

⁽²⁾ Liverpool City Council, 2019. The Index of Multiple Deprivation 2019 A Liverpool analysis. [online] Available at: <https://liverpool.gov.uk/media/1359213/imd-2019-liverpool-analysis-main-report.pdf>

There were a higher number of Universal Credit claims in the LCR for 18 to 24-year-olds (11.4%) compared with the UK average (9.2%)⁽¹⁾ (May 2020, not seasonally adjusted)

⁽¹⁾ Nomisweb.co.uk, 2021. Labour Market Profile - Nomis - Official Labour Market Statistics. [online] Available from: <https://www.nomisweb.co.uk/reports/lmp/lep/1925185554/report.aspx#tabempunemp>

Education

Grades of GCSEs are lower than the national average.

The number of young people in **Liverpool** achieving **Maths and English GCSEs at Grade 5** or above is **lower than the national average** (36.1% compared to 43.2%)⁽⁴⁾

⁽⁴⁾ UK Government, 2019. Find and compare schools in England. Available from: <https://www.compare-school-performance.service.gov.uk/schools-by-type?step=phase®ion=341&geographic=la&phase=16to18&page=2&For=secondary&dataSetFilter=final>

The number of **16 to 24-year-olds Not in Education, Employment or Training (NEET)** is **greater in the Liverpool City Region (10.7%)** compared to the North West (6.3%) and the national average (5.5%) (Dec 2019)⁽⁵⁾

⁽⁵⁾ Department for Education, 2020. NEET statistics annual brief: England. Available from: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/869804/NEET_statistics_annual_brief_2019_statistical_commentary.pdf & Government UK, 2019. NEET and participation: local authority figures. Available from: <https://www.gov.uk/government/publications/neet-and-participation-local-authority-figures>





How We Do It

The LFC Foundation focuses on four core areas of work:

High quality community delivery

Targeted programmes delivered by the LFC Foundation in schools and across communities.

Working in partnership

Combining the power of the Club badge, Foundation expertise, and sector leaders to maximise social impact.

Raising funds

Generating sustainable income to support the work of the LFC Foundation, grassroots and partner charities.

Engaging fans

Harnessing the power and passion of LFC fans worldwide to make positive change happen in Liverpool and its local communities.

Our Impact Areas & Key Outcomes

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

By supporting children and young people and their families, we aim to deliver sustainable and long-term change for communities, ensuring our work leaves a positive legacy and continues to benefit future generations.

We do this by looking at the root causes of the issues that affect children and young people, and by focusing our programme delivery outcomes on three key areas:

Our Mission, Vision & Values

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

Just like our football club we want to be the best, helping Liverpool FC make an impact both on and off the pitch. 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 in Liverpool and beyond.

As the Club's official charity we do things The Liverpool Way. We uphold the Club's values of ambition, unity, dignity and commitment.

Wellbeing

Living healthy and happy

Skills

Achieving success in life

Communities

Inspiring lives together

During the 19/20 season we delivered 18 community programmes.

Each programme generated so many positive outcomes, ranging from improvements in physical and mental wellbeing, confidence and self-esteem.

Other benefits included the development of skills and knowledge, making people feel inspired and engaged, improved interpersonal relationships and communication, and increased participation in physical activity and sport.



Our Year In Numbers

The LFC Foundation supported over

76,000 people
across Liverpool City Region.

Over
19,500
Unique participants

Over
7,000
Sessions delivered

Over
30,000
Wider beneficiaries

Over
100,000
Session attendees

267
School and
community events

Over **27,000**
Attendance at events

286
Volunteers

1,268
Number of
volunteer hours



Covid-19 Response & Recovery

LFC During Lockdown

As the UK entered its first Covid-19 national lockdown on 23 March 2020, the LFC Foundation with support from the Club, Red Neighbours team and local community partners, entered into a phase of emergency response.

Working with Local Authorities, schools and communities, we listened to their immediate needs and focused our work in three vital areas of provision:

1,000

free fresh meals per week donated to local residents in need, community groups, school hubs, the NHS and key workers

Food poverty

Social isolation

Supporting the NHS and key workers

25,000

face masks donated to Liverpool GP surgeries

1,350

food vouchers issued

16 March £40K Donated to Local Foodbanks

The cancellation of matches had a significant impact on North Liverpool Foodbank, which receives approximately 25% of its donations from matchday collections. The Reds' First Team squad and LFC Foundation committed to jointly donating £10,000 per game for the four remaining Premier League fixtures played at Anfield in 2019/2020 to ensure the foodbank could continue to function.

25 March LFC Connect Launched

In a bid to reduce social isolation amongst older and vulnerable neighbours in the North Liverpool and Kirkby communities, the Club's Red Neighbours, LFC Foundation, and Fan Experience teams spent time contacting people to chat over the phone and enjoy a virtual cuppa with them.

24 April New Online Safeguarding Campaign

The LFC Foundation launched an online safeguarding campaign to help support participants who were unable to attend their school and community sessions during the Covid-19 national lockdown. The online safeguarding campaign reached out to participants to address whether they needed someone to talk to, had any worries or concerns, as well as promoting the message of not keeping things to yourself.

13 May Red Chefs Prepared 1,000 Fresh Meals a Week

The meals provided essential fuel to those who needed it most, including Merseyside Fire & Rescue Service firefighters, fire control officers, and North West Ambulance Service staff. Local school hubs and community groups, supporting some of the most vulnerable children and families in the Club's local Anfield and Kirkby communities, also received hundreds of fresh meals every week.

14 May LFC Foundation Launches Big Red Design Competition to Raise Money for NHS Together

The Club's official charity invited youngsters and their families to get creative during lockdown and draw, sketch, colour or paint a unique design to be featured across a special product range. All profits from the collection is being donated to NHS Charities Together, supporting NHS staff and volunteers caring for Covid-19 patients, as well as supporting the LFC Foundation's response and recovery work during the pandemic.

Lockdown numbers

£90,000

donated to the North Liverpool Foodbank

Over £40,000

donated to the Club's Unity Is Strength emergency foodbank appeal

Over 3,400

people provided with free breakfast hampers

More than 25,000

kilograms of food distributed from the North Liverpool Foodbank's central hub

300

goodie bags donated to frontline care workers, young people, new mums and families affected by Covid-19

15 May £50K Donated for Foundation Mental Health

The Reds' official charity, the LFC Foundation, received two generous donations totalling £50,000 to help support its mental health projects and Covid-19 community response work. The Steve Morgan Foundation and Peter Moore Foundation both donated £25,000, enabling the Foundation to employ a Mental Health Worker and develop a schools programme with Action For Children.

21 May #unityisstrength Facebook Appeal

Reds' fans around the world, alongside Club partners, donated to a new global Facebook fundraising appeal to support the ongoing food crisis work of foodbanks across Liverpool City Region.

3,510

Cookies of Kindness delivered to 327 pharmacies

Over 1,000

calls to isolated members of the community

Wellbeing

Living healthy and happy

On Target | Move | Health Goals Malawi | Military Vets | Holiday Camps

Adult Disability

65
Unique participants

165
Sessions delivered

1,953
Session attendees



Unified

133
Unique participants

23
Sessions delivered

414
Session attendees

4
Schools worked in

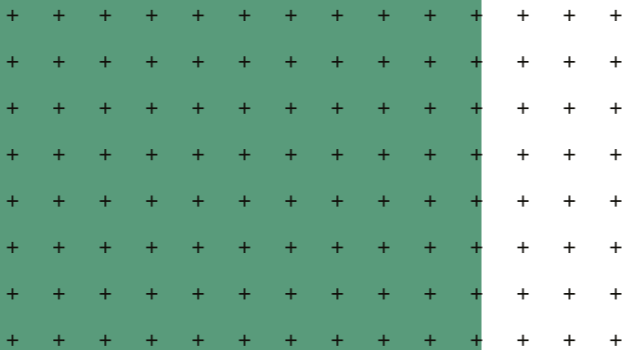
Special Educational Needs Schools (SEN)

656
Unique participants

380
Sessions delivered

2,544
Session attendees

12
Schools worked in



Girls' Schools

320
Unique participants

126
Sessions delivered

1,830
Session attendees

8
Schools worked in

107
Girls transitioning into additional LFCF sessions / opportunities



Kicks Girls

501
Unique participants

129
Sessions delivered

2,004
Session attendees

6
Schools worked in





CASE STUDY

Red With Pride

Representatives from across Liverpool Football Club showed their support for the Liverpool Pride Festival 2019.

More than 80 staff from across the Club took part in the annual Liverpool Pride March through the city in July to celebrate the LGBTQ+ community. Employees and their families paraded in LFC T-shirts, which were personally customised to reflect the festival's theme of Come As You Are.

The Reds were a proud sponsor of the 2019 festival in what marks the Club's seventh year supporting Liverpool Pride. Liverpool FC was the first Premier League football club to take part in a Pride March back in 2012, which was well supported by employees, supporters and the local community.

CASE STUDY

Liverpool Pride Football Tournament

The LFC Foundation hosted its second annual Pride tournament at Anfield Sports and Community Centre.

Supported by the LCR Pride Foundation, the event aimed to raise awareness of LGBTQ+ issues and promote health and wellbeing throughout the community in support of Liverpool Pride.

Men's, women's and mixed teams from across the city – including Liverpool Homeless FC, The Brink, Mersey Marauders, Dockside Runners and Pinehurst Primary – came together to celebrate football and togetherness in support of the LGBTQ+ community.

David McParland, LFC Foundation project lead, said: "This is the second time we've hosted the tournament and we're excited to see it continue to grow in years to come.

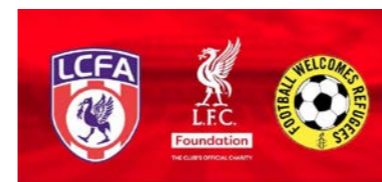
"The atmosphere was fantastic, not only did everyone really enjoy themselves but we raised awareness of some really important messages too."

CASE STUDY

New: Football Welcomes Community Refugee Project

The LFC Foundation, Liverpool County FA, and Amnesty International UK teamed up to launch the Football Welcomes Community Project. The three-year initiative will harness the power of the beautiful game to create more welcoming communities for refugees and people seeking asylum across the UK.

The aim of the project is to create a more welcoming environment through football, with local organisations working together to help refugees and people seeking asylum to develop a sense of belonging and purpose as they settle into their new communities.



New: On Target

CASE STUDY

New Schools and Community Mental Health Strategy

The LFC Foundation is investing in a universal mental health programme in partnership with Action For Children, which will be delivered in schools across Merseyside.

The new 12-week programme is designed to help children recognise the signs of mental health issues, looking at techniques and strategies to improve their mental health, and highlighting where to go if they have concerns.

The new funding will also support a dedicated professional counsellor for the LFC Foundation, who will be available to provide crisis intervention to any participants referred by Foundation coaches and staff working in the local community. In addition, there will be drop-in community-based provision also led by specialists to provide advice and guidance where needed.

Future plans include an adult male suicide prevention programme, delivered with partners and specialist service providers. The targeted programme will encourage men to talk if they have problems and how to look out for their friends' mental wellbeing.



CASE STUDY

AXA Teams Up with LFC Foundation to Provide Youth Mental Health First Aid Champions

As part of its partnership with Liverpool FC, AXA arranged for staff from the LFC Foundation to take part in a training course to become Youth Mental Health First Aid Champions.

Throughout the course, staff discussed topics including stigma and discrimination, the Mental Health First Aid action plan, as well as common mental health conditions such as depression and anxiety.

With one in eight, five to 19-year-olds reported to have a mental health disorder, the training aims to help LFC Foundation staff become better equipped to talk about mental health issues that might arise amongst the young people they engage with across the different programmes they deliver directly in schools and communities.



Move

Move is the LFC Foundation's specialist coaching project for Cystic Fibrosis (CF) patients at Liverpool's Alder Hey Children's Hospital. The project helps to encourage young CF patients to become engaged in physical activity to help improve lung functions and quality of life.

38

Unique participants transitioning onto LFC Foundation programmes or involved in further physical activity

37

Sessions delivered

296

Session attendess

41

Unique participants

Health Goals Malawi

Improving teenage health services and education about HIV and sexually transmitted diseases.

1,055
players reached

25
coaches trained

3,307
HIV self-testing
kits distributed

CASE STUDY

LFC Foundation and Liverpool School of Tropical Medicine Return to Malawi

Now in its second year, the joint project delivers sports-based public engagement activities in Malawi to provide youth friendly platforms for young people to access available health services and education about HIV and other sexually transmitted diseases.

Using the medium of football and the power of the LFC badge, the programme engages with youngsters, particularly hard to reach young males aged between 14 and 22 years, who are least likely to access health education and services such as self-testing and treatment plans.

The Malawi teams' last visit in July 2019 involved training 25 football coaches, alongside FA Malawi, in how to deliver messages about HIV through football.

These community coaches have since planned and delivered six mass participation sessions to more than 650 local young people, and 88% of the young people who took part went on to receive and use HIV self-test kits, supplied and distributed by local provider Population Services International, which highlights the main ambition of the programme.

During their 10-day visit to Malawi, the LFC Foundation and Liverpool School of Tropical Medicine team provided further training and support to the newly trained coaches as they delivered a week-long series of community outreach sessions, culminating in local partner Malawi Liverpool Wellcome Trust's science festival event and football tournament.

Using tailored football sessions as the hook, it gave hundreds of teenagers the opportunity to find out their HIV status and receive targeted health education.

Self-reporting rates for HIV testing increased to

83% from 58%



Military Vets

Supporting military service men and women back into civilian life.

60
Unique participants

84
Sessions delivered

2,112
Session attendees

442
Attendance at events

Events included games programme, breakfast clubs, Christmas party, health through football, football inclusion, and North West League.

CASE STUDY

Meet Tony

How long have you been attending LFC Foundation sessions?

I've been attending the LFC Military Vets sessions since day one. I was one of the first four or five people to attend and have been a member since. I attend all the sessions and I've even got my twin on-board who is also ex-Army.

I left the Army in 2003 and joined the prison service. It was here where I helped to set up the vets football sessions in the prisons. I was seeing a lot of ex-Army lads coming in and struggling to cope with being in prison. If people have never been in the Army then it's difficult to understand – it's tough being in prison but coming from an Army background makes it even harder. So we target vets in the prison and help them out a bit more, we give them something back.

These sessions are still running so I'm made up, and really proud that I have given something back to help create a bit of a legacy. People are still enjoying it, and the feedback has been great.

How have the LFC Foundation Military Vets sessions supported you? What have you got out of it?

It's hard to describe but the sessions make me feel part of a family, it is something to look forward to every week. Each week you get to meet the lads who have experienced the same situations as you, so they have a better understanding. The Army is like a family, and when you come out of the Army it's like you have lost something. These sessions give us something back again.

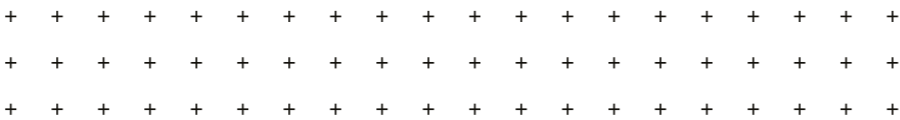
The support still continues outside of the sessions, like during lockdown, the WhatsApp group and the challenges we are doing like Fenway In May is all really motivating. I've been on bike rides with two of the lads I met at the sessions, and the amount of friends I've made is unbelievable.

Our virtual challenges started because some people are at home, some may have been furloughed, and people can be lonely and get a bit down. We have 40 lads in the group so there is always someone to speak to. When someone is down, everyone is there to help and support them – it's like having 40 brothers. I know that sounds really cliché, but all the support and motivating each other is brilliant!

What would you like to say to the thousands of LFC fans that play the LFC Lotto, which supports the Military Vets programme?

Thanks very much for all your donations and support. If we didn't have the Military Veterans programme there would be a lot of people suffering on their own, not getting the help they receive from the LFC Foundation.

It has been a godsend for me. It sounds too good to be true, but people don't realise just how good the help has been.

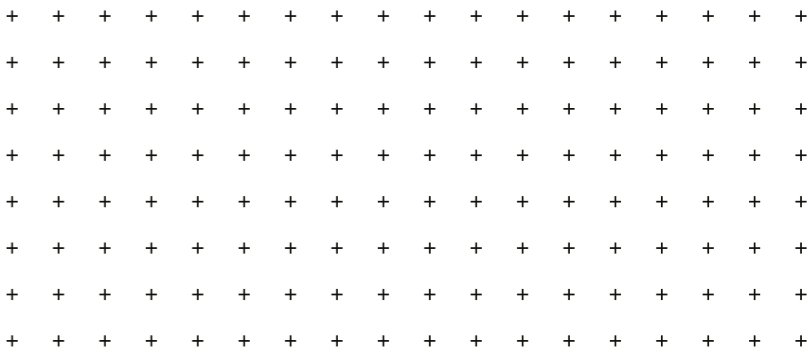


Holiday Camps

Out of school sports and activity camps for children aged from four to 14 years.

8 Camps delivered

529 Camp attendees



CASE STUDY

Summer Camp Hat-Trick

James Milner headed to Anfield Sports and Community Centre (ASCC) to visit participants of LFC Foundation’s Summer camps.

The Reds’ Vice Captain met with youngsters attending football and multi-sports camps which are funded through his own charity – The James Milner Foundation (JMF) – to see first-hand how participants benefit from the sessions.

For the past three years, the JMF has made an annual donation of £16,000 to the LFC Foundation, allowing local Anfield children to enjoy safe and fun activities throughout school holidays.

Free-of-charge camps are run during half-term and Summer breaks, offering youngsters the chance to take part in a variety of sports including football, dodgeball, cricket, hockey, and rugby. More than 1,000 young people have attended the sessions to date.

Together, the LFC Foundation and JMF aim to encourage children aged from six to 15-years-old to participate in healthy recreation and lead more active lifestyles.



CASE STUDY

Foundation Donor Gifts Birthday Holiday Camp

Liverpool supporter Dom Wong generously donated £3,000 to the LFC Foundation to celebrate his 50th birthday. The funds were used to deliver the free-of-charge Summer camps.

Taking place at Kirkby Sports Centre, the event gave 50 children and young people from Tiger Tots Children’s Centre, and St Marie’s and Northwood primary schools, the chance to enjoy a variety of sports and activities, as well as a healthy lunch during the day.

Matt Parish, LFC Foundation Director, said: “Summer camps allow us to support young people during the school break, when families can find it hard to provide out-of-school care and it can be a financial strain to sustain healthy appetites.

“Camps like this also benefit the wider community by providing activities to keep children physically active and off the streets, aiming to reduce anti-social behaviour.”



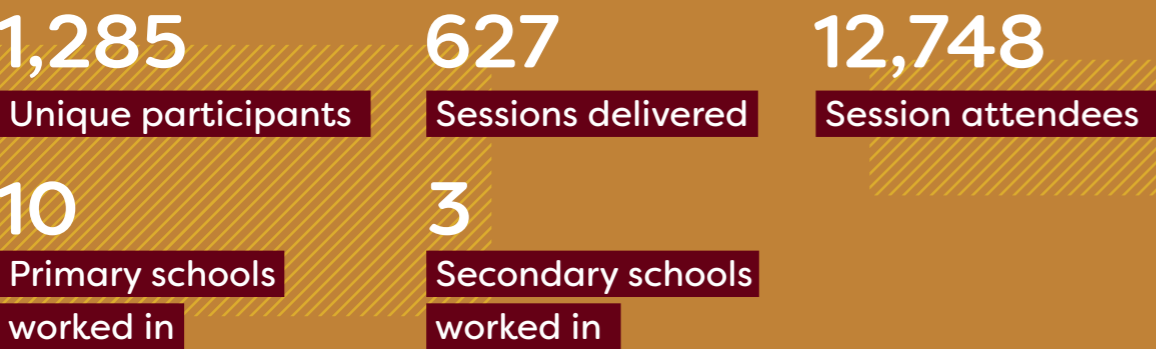
Skills

Achieving success in life

#iwill | Primary Stars | Game Changers | Inspires | IntoUniversity North Liverpool |
Works & Virtual Employability Programme | Leadership Through Sport & Business | Onside | Twinning | Street Soccer

#iwill

Engaging young people in social action, supporting and empowering them to be active citizens, both now and in the future.



CASE STUDY

#iwill Week 2019: 18-24 November

The #iwill Week is an opportunity to shout about the positive change young people are creating in their communities as volunteers, mentors, and campaigners.

The LFC Foundation was involved in more than 30 activities with 13 local schools and 10 delivery partners and charities during #iwill Week. The week supported young people to take action on issues they care about including anti-knife crime, anti-racism and hate crime, homelessness, bullying, poverty, and animal cruelty.

Matt Parish, Director of the LFC Foundation, said: "I am really proud that we are the only football club foundation leading an #iwill programme. We have made a significant investment in #iwill as we believe it is so important to empower youth social action, and highlight some of the most hard-hitting issues that affect young people in society today.

"Our commitment to the #iwill campaign over the next three years will positively engage 4,000 children and young people across our city region which is just fantastic, and I look forward to seeing the positive change this will bring."



CASE STUDY

Local Schoolchildren Tackle Bullying and Homelessness

Youngsters from a Liverpool primary school joined forces with a local charity to discuss homelessness and anti-bullying as part of the LFC Foundation's #iwill programme.

A group of 70 Year 6 pupils from Florence Melly Primary School hosted an afternoon of focused activities as part of a week-long social action campaign.

Representatives from the Whitechapel Centre, a homeless and housing charity based in Liverpool, visited the school to support the young people's activities which included a presentation, cake sale, donation bags, and a dramatic performance aimed at raising awareness and removing the stigma of homelessness.

Staff from the LFC Foundation also delivered a bullying awareness session, and supported the young people in producing the play.

Paul Wright, #iwill Co-ordinator at the LFC Foundation, said: "Homelessness and bullying are both prevalent issues across our city region, so it's great to see Florence Melly Primary School raising awareness and doing their bit to help.

"The pupils have really embraced #iwill, delivering a variety of different activities, and it has empowered them to continue striving to make a difference going forward."

CASE STUDY

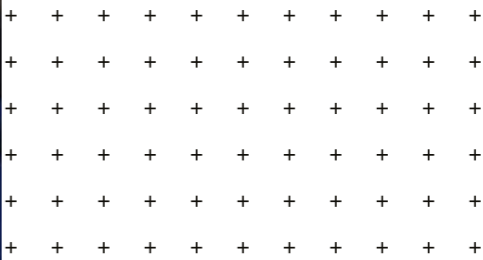
Matip Helps Anfield Youngsters Tackle Elderly Isolation

Joel Matip joined a group of Year 6 pupils to help tackle the social isolation of Anfield's elderly community.

The youngsters from Anfield's Whitefield Primary School visited a group of residents from Millachip Nursing Home to teach them how to use technology, including how to video call to keep in touch with friends and family.

Matip joined in with the pupils as they shared their technology skills, played classic board games and chatted to the residents – helping to bridge generations and address social isolation which can often be found amongst the elderly community.

Matip said: "It's great to see the difference the children want to make, they're so inspiring. Meeting the elderly fans was also really special and I'm grateful to have been asked to attend."



Primary Stars

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

Over 9,000

Unique participants

2,839

Sessions delivered

48,270

Session attendees

98

Teacher attendees
at CPD workshops

(Continued Professional Development)

30

Partner
Schools

Additional support
provided to a further

56 schools in the
Liverpool City Region

CASE STUDY

Big Red School Sports Day Goes Digital

The LFC Foundation hosted a virtual sports day in April to engage with schoolchildren safely in their own home environment during the first national lockdown.

The Big Red School Sports Day welcomed children from the age of four to participate in a range of interactive activities using the Premier League's Primary Stars (PLPS) curriculum.

Participation in the event was free-of-charge, and was broadcast on the LFC Foundation's Facebook page later that month.

The event focused on self-assessment – a key part of the PLPS curriculum – with children marking their own performance out of six stars. All participants received a digital certificate of participation.

Participants had the opportunity to repeat the sports day at a later date in order to track their development through the LFC Foundation's official YouTube channel.



New: Game Changers

Using the power of football to boost reading skills and life chances of excluded young people.



CASE STUDY

The LFC Foundation teamed up with the National Literacy Trust to launch a new educational programme in Merseyside.

Funded by BT Supporters Club through Comic Relief, Game Changers combines football-themed reading lessons, practical football activities, and sporting role models, to equip 900 excluded students aged 11 to 14 with the reading motivation and skills to overcome barriers to educational success.

Young people who are excluded from mainstream education have some of the poorest outcomes in education, health, and life – only 1% achieve five good GCSEs. Excluded young people are 10 times more likely than their peers to experience mental health problems.

Game Changers aims to make a positive change to these statistics by leveraging young people's interest in football to provide a vital route into reading, which research shows can boost their educational and mental wellbeing.

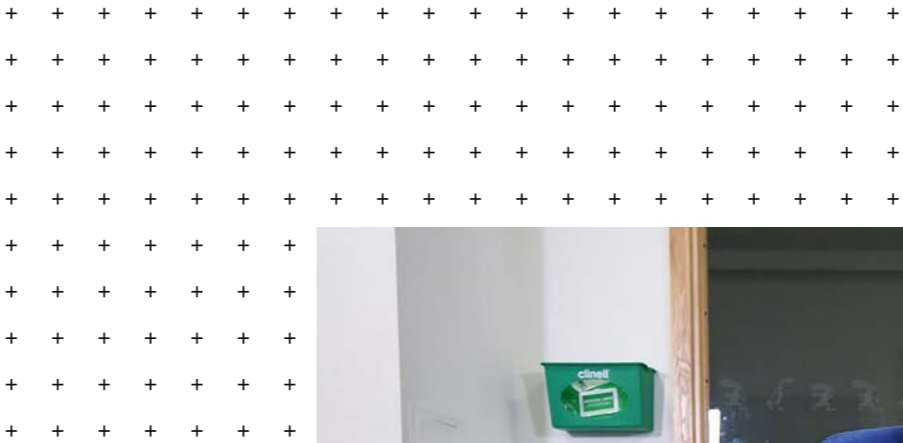
The Club charity will deliver Game Changers sessions to more than 100 excluded students over the next 18 months, with coaches working alongside Pupil Referral Units and alternative provision settings across Merseyside.

Matt Parish, Director of the LFC Foundation, said: "We are delighted to be delivering the Game Changers programme, which fits in perfectly alongside our current secondary school delivery and enables us to further reach the most high-need communities.

"In Liverpool, 48.7% of neighbourhoods are classed as highly deprived, and Game Changers gives us the perfect opportunity to target these areas to bring about a tangible, positive change.

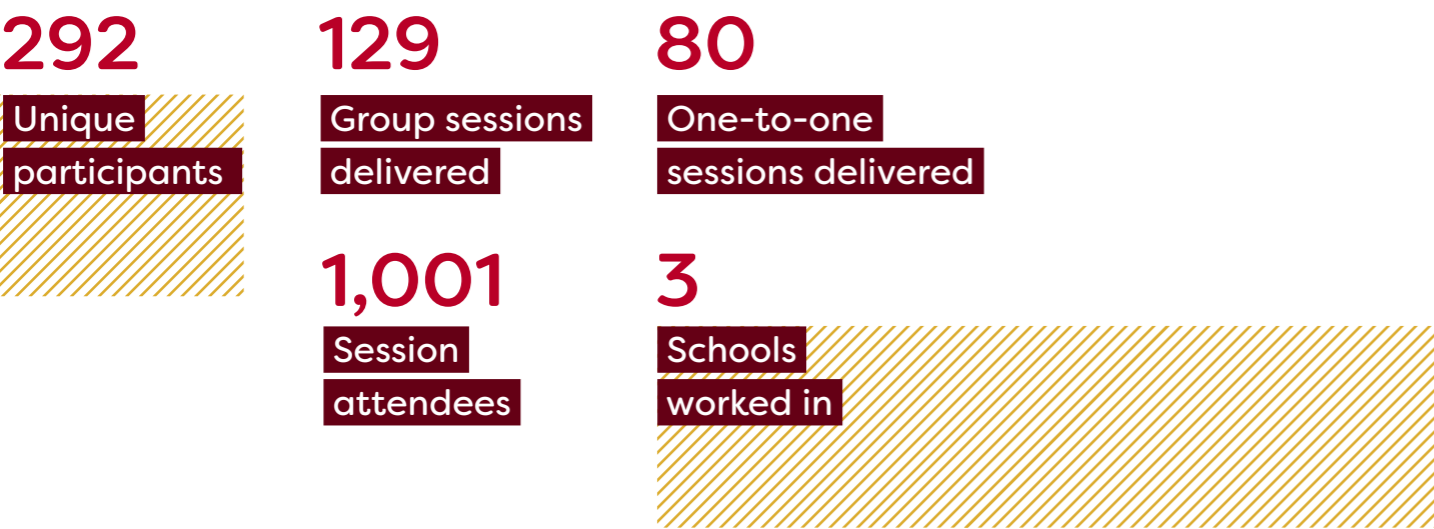
"By taking on the challenge to improve literacy and overall educational outcomes, we can create life changing opportunities for children and young people across Merseyside."

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Inspires

Inspiring children and young people to develop the personal skills and positive attitudes to succeed in life.



CASE STUDY

Premier League Inspires Programme

Premier League Inspires is an education programme introduced in 2019, which was developed by the Premier League and professional football clubs.

The programme is aimed at young people aged between 11 and 25, and brings together learnings from previous PL programmes such as PL Enterprise, PL Works, and The Prince's Trust Achieve course.

Young people today face a variety of ever evolving challenges, experiencing mental health issues more than ever. Teachers and practitioners in secondary schools and the education sector face multiple pressures and each school has differing priorities, including approach to pastoral care, behaviour management, and emotional support.



CASE STUDY

Inspires Participants Fundraise for Alder Hey

Participants from the LFC Foundation's Premier League Inspires programme visited Alder Hey Children's Hospital to donate proceeds from a fundraising initiative.

Fifty pupils from Broughton Hall Catholic High School in West Derby – which is located less than a mile from the hospital – spent six weeks undertaking a community fundraising project as part of the LFC Foundation's work in the school.

The youngsters raised £250 through their activities, which included a cake sale and Christmas accessory day. The funds were presented to hospital staff, as well as Christmas cards and shoeboxes containing gifts for patients.

The pupils were given a tour of the hospital grounds, including the Steven Gerrard Foundation Garden, which opened in 2015 thanks to a donation from The Reds' legend.

The project also included pupils researching about Alder Hey; gathering ideas on how to raise money for the hospital; and coming up with ways to help staff and patients over the Christmas period. Ideas were put to teachers and senior LFC Foundation staff in a Dragons Den-style format, allowing pupils to work on their presentation and teamwork skills.

Shawn Donaghy, Inspires Co-ordinator at the LFC Foundation, explained: "The Inspires programme aims to help upskill pupils through alternative forms of education and different methods of approaching learning.

"Our work focuses on pupils who are struggling to engage with school, have low attendance or behavioural issues, and we use the power of the Club badge to inspire these pupils to achieve the best they can.

"The young people worked really hard on this project and delivered fantastic presentations during the ideas phase. The effort, hard work, and excellent attitude they showed throughout the entire project was outstanding and they are a credit to both their school and the LFC Foundation.

"We'd also like to thank the staff at Alder Hey for their warm welcome and for taking the time to show us around the different areas of the hospital. They offered a great level of insight and the pupils really learned a lot from the visit."



IntoUniversity North Liverpool

IntoUniversity is an educational intervention that provides local learning centres to inspire young people to improve their academic performance and employability skills and progress onto university.

910 students worked with in total this academic year

342 Primary

568 Secondary

2,033 unique students worked with in the three years since the funding partnership began

142 students seen for Academic Support

57 students seen on the Buddy programme

285 students seen on the Primary FOCUS programme

481 students seen on the Secondary FOCUS programme

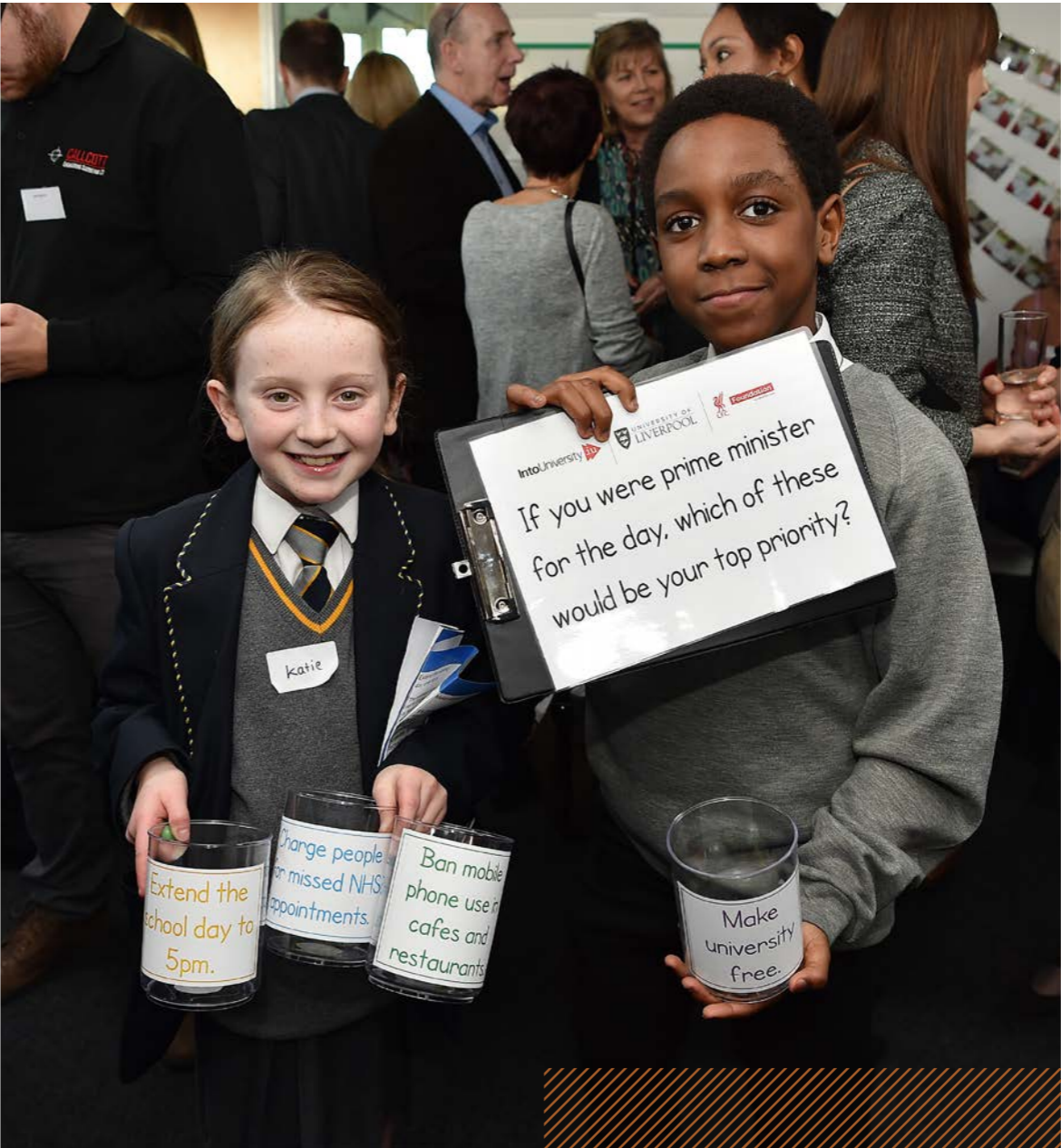
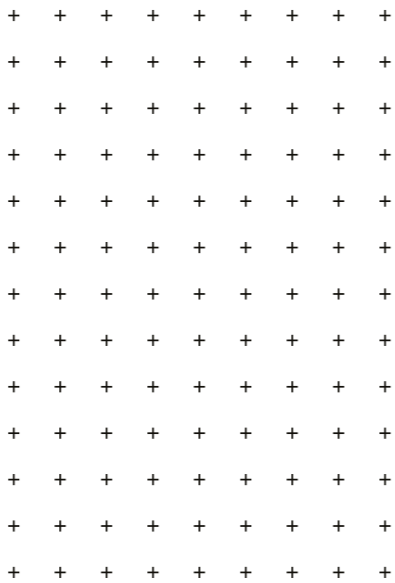
North Liverpool H.E Progression Rate

62% vs 23%
local average

IntoUniversity nationwide H.E Progression Rate

71% vs 43%
national average*

* Estimated % of all maintained school pupils who entered H.E by age 19 (2018/2019)



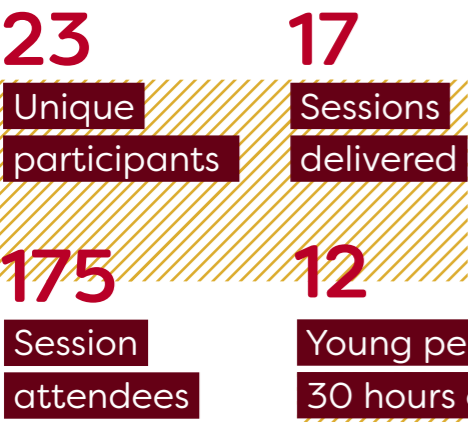
60 University of Liverpool volunteers have inspired at events, given campus tours and provided mentoring and Academic Support

Figures from IntoUniversity North Liverpool Annual Report 2019/2020.

Works & Virtual Employability Programme

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

Works



This was the first ever hospitality specific Works programme and resulted in 12 casual jobs being offered, of which 11 were accepted

Virtual Employability Programme



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CASE STUDY
LFC Foundation and TigerWit Employability Scheme Encourages Future Workforce

As part of its Premier League Works scheme, the LFC Foundation teamed up with the Club's online foreign exchange trading partner TigerWit, to help young people develop their personal and social skills.

This enables the young people to make a positive transition back into education, access training, or gain meaningful employment.

The scheme spanned five weeks and was delivered at Anfield by TigerWit. It featured a group of 11 young people, aged between 18 and 25, taking part in a range of activities aimed at inspiring and supporting them onto the next

stage in their lives. This included one-to-one development sessions and a CV surgery to focus on how to write and construct a successful CV to capture the attention of future employers.

At the start of the scheme, participants received a special surprise when LFC legends John Aldridge and Roy Evans paid them a visit to deliver a career session with a difference, before the group headed out onto the pitch for a once-in-a-lifetime opportunity to play on the famous Anfield turf, courtesy of TigerWit.

The youngsters were also treated to a trip to London to visit the impressive Bloomberg headquarters to get a sense of what working life is like in a professional environment.

CASE STUDY

Meet Rebecca

The eagerness of 21-year-old Rebecca Dillon to learn throughout the programme resulted in an all expenses paid week of work experience in TigerWit's London head office.

Rebecca's schedule will see her spend time within a number of departments across the business including marketing, user experience design, finance and compliance, and sales and technology, to provide her with a well-rounded experience to help her discover the field she is most interested in.

Matt Parish, Director of the LFC Foundation, said: "Our employability programme offers employment support and unique experiences to young people who have either been out of work or full-time education for a period of time. It really helps them to build their confidence, which is a core part of the scheme."

"We recognise that young people are our future so they're learning additional skills and meeting real people who work in the business world, seeing where they've come from and how they've got to where they are now. Often they've been on a not-too-dissimilar journey which can give these young people inspiration for their own career paths."

Talking about her experience on the programme, Rebecca commented: "I found the employability scheme really valuable, especially the CV surgery as it helped me to develop my own CV and tailor it to different job applications to meet each company's criteria. I also really enjoyed playing on the pitch at Anfield – it was fantastic to meet the former players and have the once-in-a-lifetime opportunity to score in front of The Kop."

"I'm really looking forward to starting my work experience in London. During the course I was motivated by TigerWit's inspirational talks and wanted to get a glimpse of life in the city and a corporate work environment. I was able to find out more about the company, which encouraged me to apply for the position. This opportunity will be invaluable as it'll give me transferable skills and knowledge which I'll be able to use throughout my life."



Foundation
THE CLUB'S OFFICIAL CHARITY



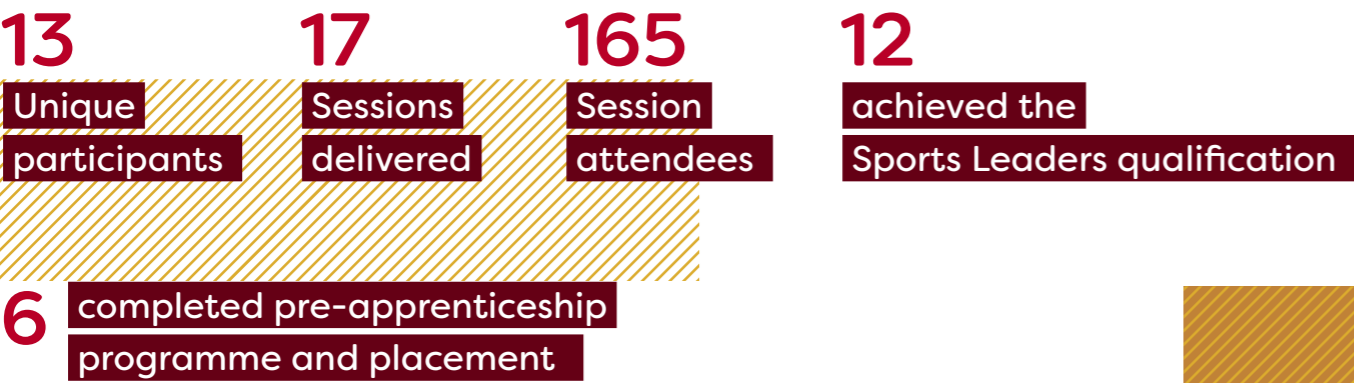
TIGERWIT



Tim Hughes, CEO at TigerWit, added: "It has been inspiring to work with the LFC Foundation and we look forward to continuing this scheme in the years ahead to help young people like Rebecca learn the skills and gain the confidence to get any job they want. We are looking forward to welcoming Rebecca to the TigerWit office in London, and will provide her with a rounded week of experience that we hope will serve her well for the future."

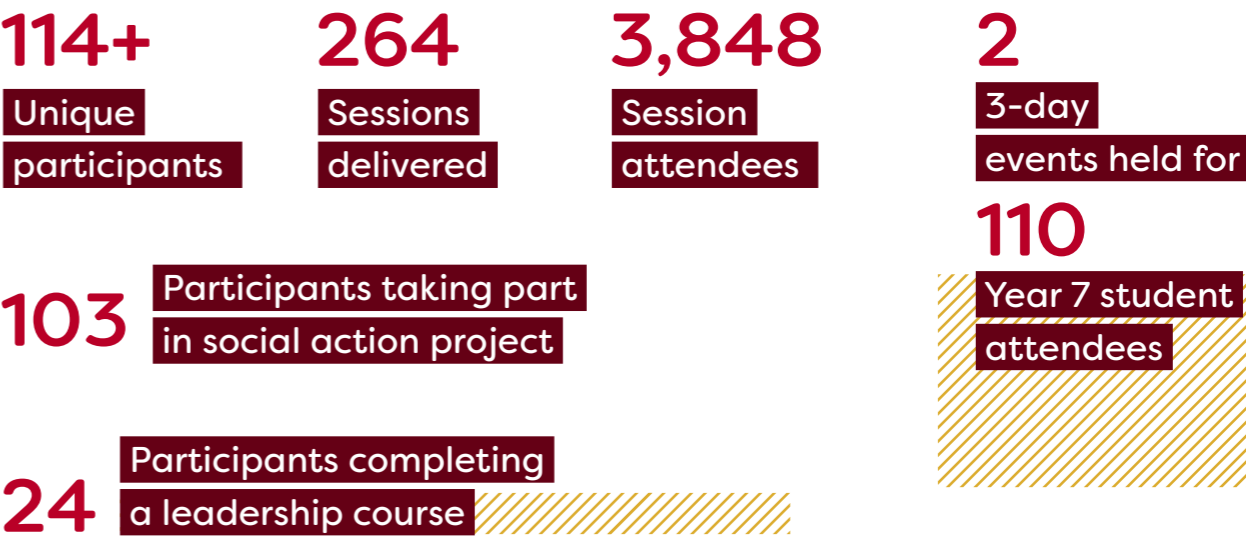
Leadership Through Sport & Business

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



Onside

Addressing youth and gang crime in conjunction with schools across Liverpool and Merseyside.



CASE STUDY

Celebrating Onside Success

Participants from the Onside project were invited to Anfield in January by the LFC Foundation for a special event.

Working in collaboration with Merseyside Police, Onside is also part-funded by Merseyside’s Violence Reduction Unit. The project aims to address some of the social issues faced by young people today, including stereotypes and perceptions, mental health, and youth and gang crime throughout the local area.

The project uses the draw of the LFC badge to engage with local students, providing them with key skills, confidence, and the resilience to overcome obstacles and choose the right pathways in life.

Pupils from Kirkby High School and All Saints Catholic High School were invited to the Sir Kenny Dalglish Stand at Anfield for the special event to mark their hard work and attentive attitude in the classroom.

Superintendent Mark Wiggins from Merseyside’s Violence Reduction Unit congratulated the youngsters on their success. The group also took part in a networking event where they were given the opportunity to spend time with representatives from Merseyside Police and Merseyside’s Violence Reduction Unit.

The day ended with a tour of the stadium and a raffle, with prizes including LFC match shirts, signed player photos, and a Champions League Final winner’s medal replica.

Matt Parish, LFC Foundation Director, said: “Onside is a relatively new programme for us yet we’re already seeing a real difference in the participants, so it’s fantastic to be able to reward their efforts and progress so far. We’re really looking forward to seeing the young people continue to grow and develop their skills as the project continues.”

Twinning

Supporting inmates to develop their skills and qualifications to reduce the reoffending rate amongst adult men.



CASE STUDY

Sports Leadership for Rehabilitation

As part of the Twinning project, the LFC Foundation offers a 10-week programme to 12 HMP Altcourse inmates with weekly workshops both in the classroom and on the football pitch.

It focuses on helping prisoners develop leadership skills, form positive relationships, understand the rules of the game, and build their technical football skills in outdoor training sessions.

The aim is for the participants to develop and demonstrate key qualities and skills for employment both within football and beyond once they are released. Throughout the programme, the sports leadership course will be supplemented by employability skills and interview practise.

Upon completion of the course, they earn an accredited Level 2 Sports Leaders Certificate to officially recognise their participation. Participants also have the opportunity to apply for a mentor role, in which they can use their new skills and experience to support future cohorts.

Matt Parish, Director of the LFC Foundation, explained: "The Sports Leadership course provides participants with many key skills such as management, communication, and confidence to help improve their employability prospects upon release – and reduce the likelihood of reoffending."

David Dein MBE, former Vice Chairman of Arsenal and the Football Association, founded the Twinning project. He said: "It is a real testament to the success of their first delivery and dedication to tackling the reoffending rate that the LFC Foundation and HMP

Altcourse have committed to delivering their second Twinning course. I want to commend all involved for their fantastic work offering new opportunities and real hope to the men at HMP Altcourse to help them turn away from reoffending."

Steve Williams, G4S Director at HMP Altcourse, added: "Fostering links between the community and the prison is a real focus for us at Altcourse, whether that be through work, education, or physical activity. By partnering with the LFC Foundation as part of the Twinning project, we are able to offer the men a real opportunity to learn and develop new skills, as well as improve confidence in their own abilities."

Jason Swettenham, Head of Prison Industries, Catering, Retail and PE at HMPPS, said: "We are extremely grateful to David Dein, the Twinning project, and the LFC Foundation for engaging with the men at HMP Altcourse. To participants, the attendance of David Dein and Liverpool and Wales legend Ian Rush to kick-off their course is like meeting football royalty – and evidence of how much the Twinning project is determined to use the power of football to help them turn their lives around."

Street Soccer

Tackling youth homelessness through training, coaching, and employability workshops.

CASE STUDY

Graduation Time!

Students from the LFC Foundation's Street Soccer Academy celebrated the programme's first ever graduation at Anfield Stadium.

A special ceremony was held in the Sir Kenny Dalglish Stand following the completion of a 10-week course of sports and employability training.

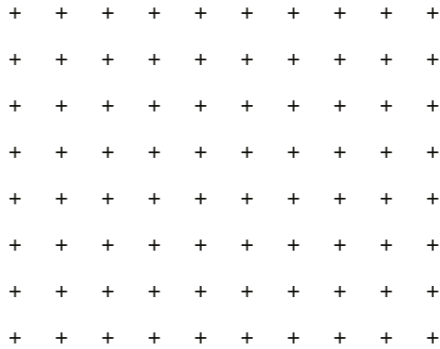
The LFC Foundation first teamed up with footballing charity, Street Soccer Foundation, in May 2019 to help tackle youth homelessness in Liverpool and the North West.

The LFC Foundation and Street Soccer curriculum offers vulnerable and homeless young people a fusion of professional football training, positive mindset coaching, and employability-driven workshops in a bid to promote physical and mental wellbeing and provide important life skills.

Recent graduate Shaun said: "It normally takes a while for me to build trust, but I've been able to trust here and talk more. I feel like I've been able to communicate a lot more."

The Street Soccer Foundation was launched in 2015 and works with a number of Premier League partners to raise awareness of youth homelessness, providing development programmes for vulnerable and homeless young people across the UK aged between 16 and 24-years-old.

In Liverpool, both foundations co-deliver the Street Soccer Academy course at Anfield Sports and Community Centre and Anfield Stadium.



Communities

Inspiring lives together

Kicks | Mini Kicks | Open Goals | Football Development | Multi-Sports

Kicks

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

2,083

Unique participants

624

Sessions delivered

9,668

Session attendees

AIMS

- To engage young people in positive and inclusive activities.
- To create stronger, safer, and more inclusive communities.

To offer pathways to players into football development opportunities, volunteering, or career development.

CASE STUDY

Reds' Goalkeepers Meet LFC Foundation Youngsters

Liverpool FC First Team goalkeeper Adrián and LFC Womens' Anke Preuss met youngsters from a LFC Foundation programme.

The pair headed to Anfield Sports and Community Centre to take part in a special tournament celebrating the relaunch of the LFC Foundation's Premier League Kicks.

Participants from Kicks' U15 sessions went head-to-head with teams representing Everton, Derby County, West Bromwich Albion, and Manchester City during an afternoon of 9-a-side games, before meeting with The Reds' goalkeepers for a question and answer session and photo opportunity.

Adrián commented: "It's fantastic to visit Anfield Sports and Community Centre and meet young people from the LFC Foundation programmes. For a player like me who is fairly new to the city, it's really great to get involved in the local community and see the work our Foundation does.

"You can really see that the young people enjoy these sessions and take a lot of positives away with them."

CASE STUDY

LFC Foundation and Standard Chartered Celebrate Women's Football

The LFC Foundation and Standard Chartered teamed up to celebrate women's football with a special tournament in Anfield.

As LFC Women made history by playing the first ever Women's Super League match at Anfield Stadium, the LFC Foundation and the Club's main sponsor held a women's football competition for local youngsters at nearby Anfield Sports and Community Centre.

Six 5-a-side girls' teams from LFC Foundation programmes, Everton in the Community, and Birmingham Youth Sports Academy spent the morning playing a series of competitive games before heading to Anfield to enjoy the historic LFC Women v Everton Women Derby.

The winning girls' squad, named Team Bo Kearns after their LFC Women hero, were presented with their trophy on the Anfield turf during a special half-time event.

Tournament participant 12-year-old Georgia Andrews was also given a day to remember when she was rewarded with the chance to sit behind the Anfield dug-out with the LFC Women's players and manager Vicky Jepson.

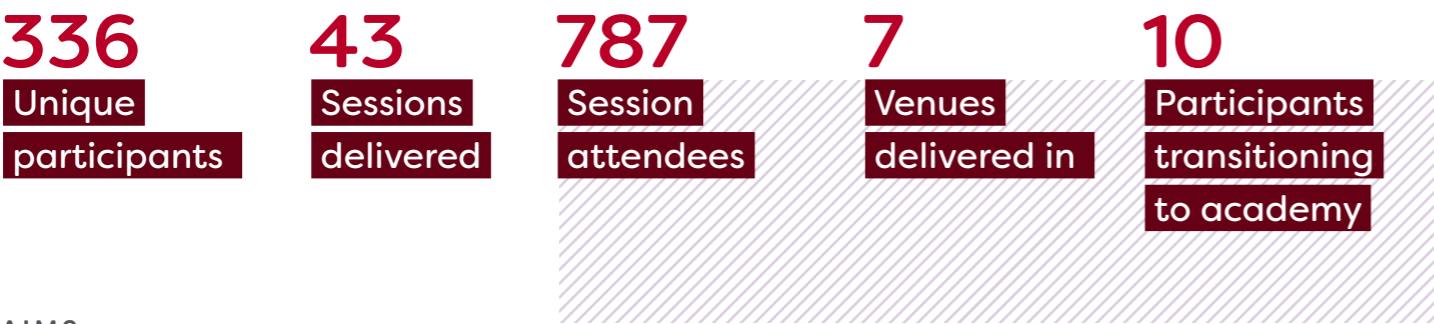
Matt Parish, LFC Foundation Director, said: "This was a historic weekend for LFC Women and women's football. Not only was it the first time a Women's Super League game was held at Anfield, but the 23,500-strong crowd marked the biggest attendance for a women's football match on Merseyside for almost a century.

"We wanted to celebrate this momentous occasion with our girls' teams, and I know they were all really inspired by seeing their LFC Women's heroes play at Anfield."



Mini Kicks

Friendly and welcoming introduction to the fundamentals of football for youngsters aged four to six.



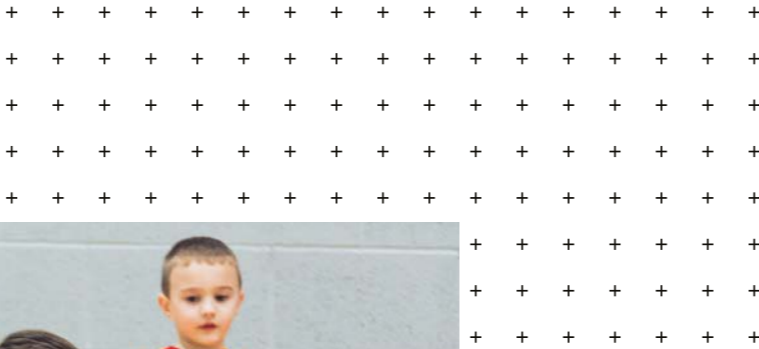
- AIMS
- Mass engagement of our youngest participants, delivering an introduction to football.
 - To create pathways into further activities such as local grassroots football and future LFC Foundation programmes.
 - Develop the LFC Foundation Development League across numerous areas of the region.

CASE STUDY

Four New Mini Kicks Sites

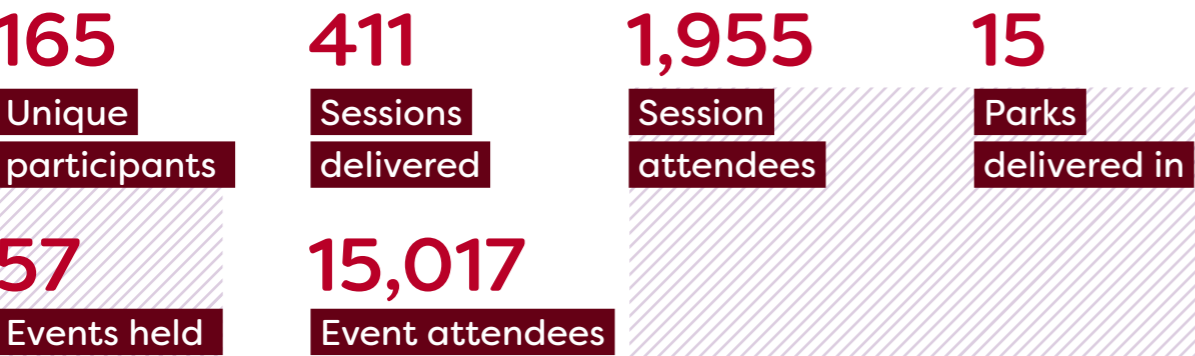
Due to the enormous success of our Anfield and Rainhill football sessions for four to six-year-olds, we're now taking Mini Kicks to four new indoor locations across the city.

Merseyside boys and girls can learn to play the beautiful game 'The Liverpool Way', with weekly football sessions expanded to now include Kirkby, Toxteth, Croxteth, and Halewood.



Open Goals

Using the power of sport and play to transform the lives of young people and their families.



AIMS

Enhanced wellbeing of children and young people in targeted urban communities.

CASE STUDY

Lovren Supports Open Goals

Dejan Lovren visited St Teresa of Lisieux Catholic Primary School in Norris Green.

The Reds' centre back took part in an Open Goals taster session run by the LFC Foundation, the Club's official charity.

Pupils from Year 5 enjoyed an Open Goals multi-sports session alongside Lovren, who really brought out their competitive spirits.

Open Goals is the LFC Foundation's free weekly multi-sports and activity sessions delivered in 15 local parks across Merseyside for children aged five upwards and their families.

The free sessions, which do not require pre-registration and typically last up to two hours, are designed to support and encourage families to be more active together, and are inclusive to suit all abilities.

Open Goals coach-led activities include quick cricket, ultimate frisbee, orienteering games, hot potato, cat and mouse, bean bag throw, and frisbee golf. Each location has indoor facilities in the event of bad weather.

Open Goals taster sessions are delivered by LFC Foundation coaches and volunteers in schools across Merseyside to encourage awareness of the project and participation.

Leslie, a teacher at St Teresa of Lisieux Catholic Primary School, explained: "We have received amazing support from the LFC Foundation. Their coaches and volunteers are fantastic with our pupils, and really add to our physical education offer. Following on from these taster sessions, lots of our children go onto participate in Open Goals in their local parks."

CASE STUDY

LFC Debuts New Charity Logo on Champions League Shirt

Fans would have noticed the addition of the Right To Play logo, which was unveiled when the reigning European Champions faced Salzburg at Anfield.

In support of Club charity the LFC Foundation and their partnership with Right To Play, the Right To Play logo features prominently on the back tail of The Reds' Champions League jersey.

The recently established multi-year partnership between Right To Play and the LFC Foundation brings together two innovators and leaders in the fields of sport and play to combine their expertise to implement high-impact programmes that will benefit vulnerable children. The joint programmes will be launched initially in Anfield and Thailand, and will be later expanded to include other countries.

Matt Parish, Director of the LFC Foundation, said: "We are delighted to have the opportunity to feature the Right To Play logo on the Champions League shirt. This will provide a fantastic platform to highlight our partnership and work with Right To Play to millions of fans across the world.

"We are committed to improving the lives of children and young people across Liverpool City Region and beyond. Our partnership with Right To Play will enable us to extend our reach and help transform more lives through the power of play."

Kevin Frey, CEO of Right To Play, added: "We are proud to have the Right To Play logo on Liverpool FC's Champions League jersey to recognise our exciting new partnership with the LFC Foundation.

"Our collaboration is built on a shared belief that every child deserves to be safe, healthy, and empowered. Together we will transform the lives of vulnerable children and young people in Anfield and around the world."

Football Development



- AIMS**
- Provide and deliver a high-quality Football Development Programme.
 - Increase children’s enjoyment, participation and skills in competitive and non-competitive sports and physical activity.
 - To create pathways into grassroots provisions.
 - To develop the LFC Foundation Development League across numerous areas of the region.
 - To mentor local grassroots clubs.

Sessions delivered included four virtual coaching sessions; one Manager); one external grassroots coach forum with Pep Ljinders (First team Assistant Manager), one link up coaches’ session with LFCF and FEFA and one coaches Q&A with LFCF, LFC Academy Players and FEFA.



Multi-Sports



- AIMS**
- Provide and deliver a high-quality multi-sports programme.
 - Increase children’s enjoyment, participation and skills in competitive and non-competitive sports and physical activity.
 - To create pathways for participants into partnering clubs in the region.





Being Red

Supporting Others In The LFC Family | With A Little Help From Our Friends | The Game Of Legends | Volunteering

Supporting Others In The LFC Family

McVeigh Legacy Grows with LFC Foundation Funding

A charity offering respite breaks for families affected by cancer has been given a helping hand thanks to the LFC Foundation.

The Owen McVeigh Foundation enriches the lives of local children suffering with cancer by providing them and their families with money can't buy experiences.

It was set up in memory of Liverpool fan Owen McVeigh, who was 11-years-old when he passed away in December 2015 only three days after being diagnosed with leukaemia.

By Summer 2019, enough money had been raised to purchase a holiday lodge in the Lake District. The lodge has now been fully refurbished courtesy of the LFC Foundation, who donated

£36,000 from the Liverpool charity match against Milan Glorie.

Owen's dad Mark, who would take his son to watch Liverpool home and away, explained: "Funding from the LFC Foundation has helped us modernise the whole facility for children to visit and spend some quality time with their families for many years to come. It's always been all about Owen and making sure that his legacy continued and lasted deep into the future."

The importance of providing families with a retreat, somewhere to spend precious time away, has been a driving force for both Mark and Joanne, Owen's mum.

Magical Memories

Joanne added: "Owen was a vibrant, colourful splash of life. He was magical. We were both still in work and didn't need to leave our jobs because Owen's illness was so short. Other families have to leave work and then they have no money to experience memories we were lucky to have with Owen."

"Once we decided to set up a charity for Owen, we knew the importance of being a family, of being together, and just having some really good memories."



LFC Foundation Donates £24K to Support Holiday Camps in Anfield

The Reds' official charity donated £24,000 to Anfield Sports and Community Centre (ASCC) to help support its Fit & Fed programme for the next 12 months.

Fit & Fed are free camps that run during school holidays, providing a range of sports and other activities including dance and art. Participants also receive a healthy breakfast and lunch as part of the scheme.

The camps run alongside a packed Summer activity schedule at ASCC which also includes badminton, basketball, LFC Foundation multi-sports events, arts and crafts, boxing, fitness classes, trampolining, and inclusive sports.

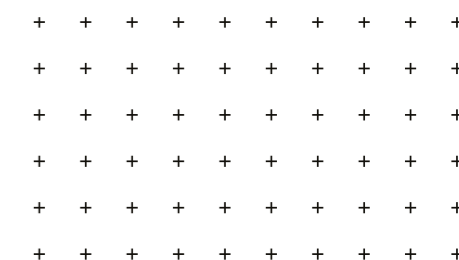
Matt Parish, LFC Foundation Director, said: "It's fantastic to be able to donate funds to Anfield Sports and Community Centre to help support its fantastic Fit & Fed camps for the next 12 months."

"Providing free access to physical activity and healthy food during the school holidays is really important to support local children and their families. We know that many families feel the financial strain of the school holidays, particularly in areas of high need like Anfield."

"The camps also bring benefits to the wider community by providing activities to keep young people engaged and off the streets, helping to reduce anti-social behaviour."

Adam Clarke-Jones, Manager of Anfield Sports and Community Centre, added: "We are delighted to have the support and financial backing of the LFC Foundation, as well as continued help from the Club's Red Neighbours team with our wider programme of activity at ASCC."

"Our centre aims to support the local community by providing a range of inclusive activities that everyone can access. We are so grateful for Liverpool Football Club's continued assistance through the LFC Foundation and Red Neighbours teams because it enables us to keep delivering more for our local residents."





“With an investment of almost £2,000 into the KnifeSavers kits so far, this strengthens the LFC Foundation’s commitment to helping young people and therefore helping to improve the survival rates of victims. We’re proud to be supporting local communities by funding the packs for some of our key delivery locations across the city and for secondary schools.”

In addition to the kits, KnifeSavers has provided LFC Foundation staff with training and education on bleeding control and using the kits, which aim to empower and educate people on how to deal with life threatening injuries caused by knife crime.

LFC Foundation Funds KnifeSavers Kits

KnifeSavers kits have been designed to include essential items to allow trauma victims an increased chance of survival if faced with a knife wound. The kit includes scissors, gloves, trauma dressings, military-grade gauze, and a chest wound sealant.

Funding was made available through the LFC Foundation’s Onside+ and Premier League Kicks football programmes. Both schemes work with participants of the age group often identified as the highest likelihood of engaging in knife crime or being the victim of possible stabbings.

The KnifeSavers initiative is run by trauma surgeon Mr Nikhil Misra, from the Major Trauma Unit at Aintree Hospital in Liverpool.

Matt Parish, LFC Foundation Director, said: “We were approached by Nikhil about the work he has been doing. Not only has he got first-hand experience of the devastating effects of knife crime, but he also has a huge passion for educating our young people to help keep them safe.

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With A Little Help From Our Friends

Supporters Clubs Rise to LFC Foundation Fundraising Challenge

More than £9,000 has been raised for the LFC Foundation by Official Liverpool Supporters Clubs (OLSC) as part of the OLSC Fundraising Challenge.

An impressive 287 OLSC branches from around the world were challenged to organise fundraising events to bring Reds’ supporters together and raise money for the Club’s official charity.

Through activities such as bingo nights, Futsal tournaments, blood donation campaigns, and football training camps, supporters clubs competed to raise the highest total and take home one of the three top awards.

The YNWA Award for the highest total, Original Award for most innovative fundraising idea, and LFC Family Award for the best family focused activity went to OLSC Cyprus, OLSC Malta, and OLSC Myanmar, respectively.

Matt Parish, LFC Foundation Director, chose the winners of each award. He explained: “It’s an incredible feeling to know that our Official Liverpool Supporters Clubs have given so much of their time, effort, and love to support our mission of creating life changing opportunities for children and young people.

“Once again, the OLSCs were challenged to bring the LFC family together and create innovative and unique fundraising ideas. The entries did not disappoint with charity raffles, football viewing parties, Futsal tournaments, auctions, and a last man standing competition to name a few!

“We’d like to congratulate all of the winners and thank each of the branches involved for their fantastic contributions.”

Each of the three winning branches will be awarded a special LFC prize, with OLSC Myanmar and OLSC Cyprus receiving a VIP matchday experience at Anfield, and OLSC Malta given a meet and greet video call with a Liverpool FC First Team player.



Liverpool Fans Raise £5,000 at Annual Dutch Tournaments

Friendship between Reds’ fans and FC Utrecht supporters has raised more than £35,000 for good causes over the last decade.

Most recently, a group of Liverpool supporters helped to raise more than £2,000 during their annual charity fundraising weekend with their Dutch counterparts.

Organiser Ste Traynor took a 16-man squad to Holland where they were beaten 7-2 by VEP Woerden. An auction and raffle followed, raising €2,500 (£2,240) for the LFC Foundation, Hillsborough Justice Campaign, and the 23 Foundation.

It was the eighth year that the fundraising weekend has taken place, alternating each year between Liverpool and Woerden. The friendship between the two sets of fans stems from when Liverpool FC met FC Utrecht in the Europa League back in 2010.

Ste Traynor said: “I’d like to thank everyone that attended and helped contribute to such a great weekend. VEP Woerden will travel over to Liverpool for the ninth charity weekend when we’ll be hoping to reclaim the crown on home turf.”



Featured Fundraiser: Mike King Runs for The Reds!

Mike King is a huge fan of Liverpool Football Club and is a season ticket holder. With Liverpool’s exceptional performances over the past two seasons, Mike felt compelled to give something back to his Club’s official charity.

Mike, his dad and stepmum took part in Run For The 96 5K in aid of the LFC Foundation, running to remember the 96 Liverpool FC fans who tragically lost their lives at Hillsborough.

Raising £382.48, the family were joined by more friends for the RFT96 2019 event, with Mike on his own raising an incredible £296 – raising an overall total of £678.48 for the LFC Foundation over two years.

Throughout his training, Mike kept track of his performances and shared his stats with his donors through his online JustGiving page. He said:

“It’s a fantastic event and we’re all excited to run again for the LFC Foundation. I’m now hoping to do a 10K and will once again be raising money for the official charity of the Club I love.”



The Game Of Legends



Liverpool FC Legends Beat Their Rangers Counterparts 3-2 at Ibrox

First-half goals from Luis Garcia, Patrik Berger and Emile Heskey decided the encounter in the Scottish city of Glasgow in October 2019, played in front of 30,488 spectators.

Ian Rush managed the Liverpool side featuring names including Jamie Carragher, Dirk Kuyt, Glen Johnson, and Rangers' First Team Manager Steven Gerrard, who turned out for both teams.

The former skipper represented The Reds in the first-half and was jokingly booed by the home crowd as he registered the match's first shot on target inside three minutes.

The visitors conceded a penalty minutes later when Carragher brought down Kris Boyd. Boyd stepped up from 12 yards out, but ended up dragging his effort wide of Jerzy Dudek's right post. The deadlock was broken when Kuyt sent an inviting cross into the box that was met by Garcia's diving header, with Neil Alexander unable to make a save.

Berger doubled Liverpool's lead after a counter-attack from Kuyt, and Gerrard saw Garcia pick up the ball in the box and square for the eventual goalscorer. Rangers pulled one back in the 25th minute when Boyd made amends for his earlier miss, converting Lee McCulloch's neat through ball. Goals for either side were then netted within seconds of each other.

£100,000 raised for the LFC Foundation

Liverpool's two-goal advantage was restored as Heskey delicately dinked over Alexander, with Gerrard claiming the assist. But that was quickly wiped out when Peter Lovenkrands pounced on loose control from Johnson. Both teams squandered opportunities towards the end of an entertaining opening 45 minutes. Thomas Buffel missed from yards out, while Gerrard was denied by the post from close range.

After a fast start to the second period, the affair slowed down somewhat and chances were few and far between. Rangers' goalkeeper Alexander repeatedly denied Liverpool from adding to their lead with a string of impressive saves.

There was a standing ovation from all four corners of Ibrox in the 75th minute when Gerrard was replaced by David Thompson and headed straight down the tunnel. He emerged moments later decked in blue to a rapturous reception, and completed the remaining nine minutes for Alex McLeish's team.

Alex Rae grazed the top of the crossbar for Rangers in the dying moments, but The Reds held on to the result.



Volunteering

Our volunteers are the backbone of the LFC Foundation. During the 2019/2020 season we had 130 regular community volunteers, and our volunteering programme was funded by Liverpool John Moores University.

286
Total volunteers

1,268
Number of
volunteer hours

56
different volunteering
opportunities

When the pandemic hit 156 staff signed up to volunteer their time supporting foodbanks and those socially isolated.

Our Youth Panel, made up of LFC Foundation participants, have continued to help inform our decision making. In the past year they have met 18 times discussing various topics and ensuring we have a youth voice across all our work.



Thank You From The LFC Foundation





Creating life changing opportunities for children and young people

The LFC Foundation is the official charity of Liverpool Football Club.
An independent charity registered in England & Wales with The Charity Commission, Charity Number: 1096572.
Registered Office: Anfield Road, Liverpool, England L4 0TH.