



Foundation

Season Review 2015/16





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Foreword

“
It is so inspiring to see
the difference we can make together

”

The 2015/16 season was a great one for the Liverpool FC Foundation, Liverpool Football Club's official charity. I hope you enjoy reading about our activities, and the difference we have made to children and young peoples' lives over the past year.

The dedication of the LFC Foundation community delivery team is one of the charity's greatest assets and the rapport the team have with children and young people has helped them to build confidence, adopt healthier lives and develop new skills.

It is clear that our fans and the wider LFC Family want the LFC Foundation to go from strength to strength, and with your continued support we will help even more children and young people to fulfil their potential. It is so inspiring to see the difference we can make together!

The Foundation's Season Review provides a snapshot of all the great work we do. There's plenty more going on behind the scenes and I look forward to sharing some exciting news with you soon.

On behalf of the LFC Foundation, thank you once again to all our participants, fans, partners and staff who support our work. We could not help so many young people in need without the fantastic commitment and support we receive from across the LFC Family.



Andrea Cooper
Head of LFC Foundation



“
The passion people have for our special Club enables
the Foundation to engage with hard-to-reach groups

”

As Chair and Trustee of the LFC Foundation, I am delighted to share our 2015/16 Season Review.

It is important that we capture the good work delivered by the LFC Foundation in the Merseyside community and beyond, and the positive impact the charity makes on young people's lives.

As the official charity of Liverpool Football Club, we are able to harness the power of the Club's crest to deliver some really meaningful activities. The passion people have for our special Club enables the Foundation to engage with hard-to-reach groups, and this Review lays out some brilliant examples of what the charity has delivered over the past year.

We couldn't deliver our programmes without the support of our funders, partners, and remarkable fans – and for this we thank you enormously. The success of our inaugural Foundation Day pays testament to the difference our fans make (and the fun they can have!) when they get involved in our causes and appeals.

Together we've had an incredible 12 months and I know we are going to do even greater things in the future.



Gavin Laws
LFC Foundation Chair and Trustee



“ We look out for each other, and particularly those who are in need. ”



The Liverpool Way

Being part of Liverpool Football Club means being part of the greatest football family in the world. We look out for each other, and particularly those who are in need.

The LFC Foundation is a charitable organisation that harnesses a shared passion for Liverpool FC to help improve the health and life chances for children and young people.

We deliver a wide range of initiatives and activities that aim to make the biggest impact possible for people both in Merseyside and beyond.

Our Season Review outlines the impact of our work and the fantastic outcomes and achievements of our beneficiaries, which is made possible by our funders, charity partners and amazing fans.

You can find out even more about what we do and how you can get involved with the LFC Foundation by visiting www.liverpoolfc.com/foundation



15/16 highlights

What a season for the LFC Foundation!

June 2015

LFC Foundation visits Thailand and Malaysia as part of the Club's pre-season tour, delivering 20 sessions to 1,250 young people including soccer clinics and sessions for blind and visually impaired participants in Bangkok, Adelaide and Kuala Lumpur



August 2015

LFC Foundation Wheelchair Football Coach, John Smith, named a 'Point of Light' by the Prime Minister. This special award recognises outstanding individual volunteers who are making a change in their community

LFC Foundation delivers a two-day coach education workshop in Sweden as part of the United Nations' Young Leadership Camp programme, working with local youth leaders from countries including Namibia, Ghana, Nigeria, Lebanon, and South Africa



For many people conquering disability to play wheelchair football would be enough of a challenge, but John has gone so much further.

Through his key role in Liverpool's Respect 4 All programme, he is sharing his wheelchair football skills with others and helping to make football more accessible for disabled people.

What John is doing at Liverpool is inspirational and I am delighted to recognise him as the UK's 317th Point of Light.



David Cameron

December 2015

- Jürgen Klopp pledges his support for the LFC Foundation
- Inaugural Liverpool FC Foundation Day on 13 December 2015 raises over £45,000
- Vicky Jepson, LFC Foundation Women and Girls Programme Lead, wins FA Female Development Coach of the Year 2015 and is one of only a handful of female coaches to achieve the UEFA A Licence

January 2016

- LFC Foundation hosts U16s netball hotel tournament as part of the Premier League 4 Sport programme to celebrate the Vitality Netball International Series between England and Australia at the Echo Arena



March 2016

- LFC Foundation moves into the heart of the community at the Anfield Sports & Community Centre
- Participants from LFC Foundation's Kicks programme travelled to Media City in Manchester to take part in a 57 hour continuous 5 a-side football marathon in aid of Sport Relief



May 2016

- The second Run for the 96 5K raises over £10,000 for local communities
- Liverpool FC Foundation College U19s wins the league and cup double in National Youth Development League going unbeaten throughout the campaign
- Europa League Cup Final screened to a sell-out crowd at the Liverpool Echo Arena raising £18,000 for the LFC Foundation
- Participation in the 2016 U13s Girls Premier League Schools Tournament increases by 167% compared to the previous year
- 2016 LFC Players' Awards raises £65,000 for LFC Foundation programmes
- LFC Foundation girls volleyball team are runners up at National Premier League 4 Sport Volleyball Competition



June 2016

- Both LFC Foundation U12 boys and girls teams crowned national champions at the 2016 Cruyff Courts 6v6 tournament in London
- LFC Foundation hosts Unified Sports Festival at the Club's Academy in Kirkby



£45,000
raised on
our first
Foundation
Day

Sporting participation

Our programmes promote self-confidence and a healthy lifestyle through community and school sports

Premier League Schools Sport

focuses on improving sporting participation amongst school children through curriculum PE, sports days, mini leagues and tournaments

Premier League 4 Sport

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

Premier League Kicks

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



Respect 4 All

is a flagship initiative that provides sporting opportunities for young people and adults with severe, complex and additional needs

Half Term Football Camps

enable young people to develop their tactics, technical abilities and team work skills

Mini League & Tournaments

give school children the opportunity to play and compete against each other in a safe, friendly and respectful environment

International Activity

targets overseas communities and local charities through LFC's pre-season tour and Official Supporters Clubs

Premier League Girls Football

creates opportunities for young women to engage in football and targets areas with limited access to training and facilities



Sporting participation



Kicks: New U17s Development Team

The LFC Foundation invited young men aged 15-17 from the Merseyside area to trials for the new Kicks U17s Development Team.

After a fantastic turnout, 22 were selected for the squad, which now trains weekly at the Anfield Sports & Community Centre.

Amazing commitment and teamwork resulted in victory at their first-ever competitive match against Manchester United and the team have gone on to play Burnley, Everton, Stoke, Oldham, Wigan and Blackburn during the course of the season.



I joined the squad at the end of 2015 and it's helped me grow in confidence as a player, a coach and as an individual. It's been an honour to represent the LFC Foundation on and off the pitch.

The programme has not only given me these special once-in-a-lifetime opportunities, it has inspired me to focus on my future and I have been helping the LFC Foundation team deliver the Kicks programme to 8-11 year olds.

I now know I want to become a professional coach so I'm working hard at the LFC Foundation College to earn my badges with the hope that one day I will be able to work for the LFC Foundation.



Lewis Smyth
Squad Member, Kicks U17
Development Team

Premier League Girls Football #WECANPLAY LFC Foundation Girls Football Week

Over 1400 girls took part in the LFC Foundation's first Girls Football Week as part of the FA's initiative to get more girls and young women involved in the game.

As well as working directly with local schools during the daytime to engage pupils from year 7 through to year 12, special evening sessions were also held with the support of Cheshire FA, the Liverpool Ladies FC Development Squad and First Team Players to ensure everybody had the opportunity to get involved.

In addition to visits from LFC's mascot Mighty Red and Q&A sessions with the Liverpool Ladies FC team, participants from the LFC Foundation Girls Football Week were invited to join more than 750 other girls and young women for the #WECANPLAY pitch celebration at the Liverpool Ladies FC vs Chelsea Ladies FC match at the Select Security Stadium.



LFC Foundation Respect 4 All and Special Olympics Unified Play Event

Over the past 12 months the LFC Foundation have been spearheading a new initiative with partners Sport England, Youth Sports Trust and One 4 All Foundation to engage more disabled and non-disabled children in sport.

Working in both mainstream and special educational needs, schools the aim of the project was to bring a unified approach to sporting participation, enabling young people to enjoy sport together whatever their background or needs.

A year in numbers



21,000

individual participants
benefitted from LFC
Foundation programmes



8,000

programme
sessions delivered
locally, nationally
and overseas

Sporting participation

70
international
sessions

delivered in Singapore,
Holland, Sweden,
Australia, Malaysia and
Thailand attracting over
2,200 participants

849
young
people

took part in Premier
League 4 Sport
with 38 gaining
volunteering
qualifications

1,400
girls

took part in the LFC
Foundation
Girls Football
Roadshow

1,144
Kicks
participants

engaged across 464
sessions

5,238
school
children

engaged through
Premier League
Primary Stars

Improving life chances

Premier League Reading Stars engaged
160 pupils across 9 schools with over

100
hours

of
reading
support

100 military veterans
engaged in programmes each week

117 students

gained qualifications at the LFC Foundation College

Supporting other charities

During the 2015/16 season the LFC Foundation donated
over 1,700 items for fundraising activities including:



107
signed photos

1,028
family and adult tours



195
signed shirts

34

special visits to

Melwood

for seriously ill supporters

Improving life chances

Inspiring and encouraging people from all walks of life to reach their potential

LFC Foundation College

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

Mens Health

works with men aged 18+ within the Liverpool area to help improve physical fitness, mental health and overall wellbeing

Military Veterans

uses football as a platform to support ex-service personnel back into civilian life

Youth Ambassadors

partnership with Liverpool City Council provides employment training opportunities and work experience for young people between 16-19 years old

On the Ball

is an intensive whole-school project that aims to improve numeracy and literacy skills as well as attendance, punctuality and overall family health

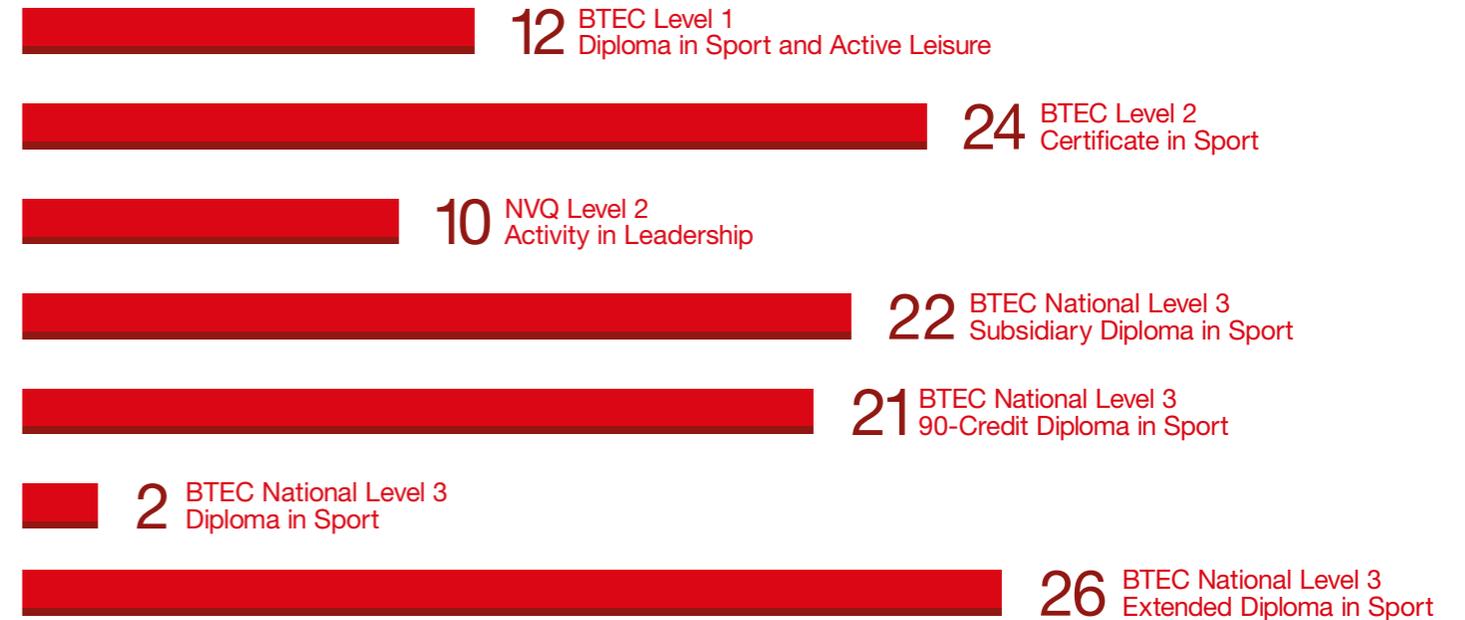
Premier League Reading Stars

encourages young people to develop and improve their literacy skills through fun and interactive resources



Using Football to Unlock Potential

In total, 117 students attended the LFC Foundation College during the 2015/16 Academic year achieving a range of qualifications:



Supporting other charities

Helping other charitable organisations and causes locally, nationally and internationally

Signed shirts and merchandise

are donated by the LFC Foundation to support other charities' fundraising activity

Special visits

for seriously and terminally ill fans are arranged at Melwood where they watch squad training and meet First Team players along with friends and family

Matchday mascot

places offered for seriously ill young people aged 6-12 years along with hospitality tickets to enjoy the game in VIP style

The healing power of football – making life better for seriously ill children



Our youngest two children, Amelia and Ollie, have been diagnosed with a rare condition called Batten Disease. It is the cruellest life-limiting neurodegenerative disease you will ever come across. There is no treatment, there is no cure.

Our older two boys Danny and Micky are having a hard time at the moment as they do not understand what is going on.

We are trying to fill our children's day with happy memories, whilst at the same time creating awareness of this disease.

All the children loved meeting the players, who were fantastic with them all.

I want to thank you as a Mother from the bottom of my heart for taking the time out of your day and spending time with our four children. This day will stay with us forever; we cannot thank you enough for making that day that extra bit special.

Thank you once again.



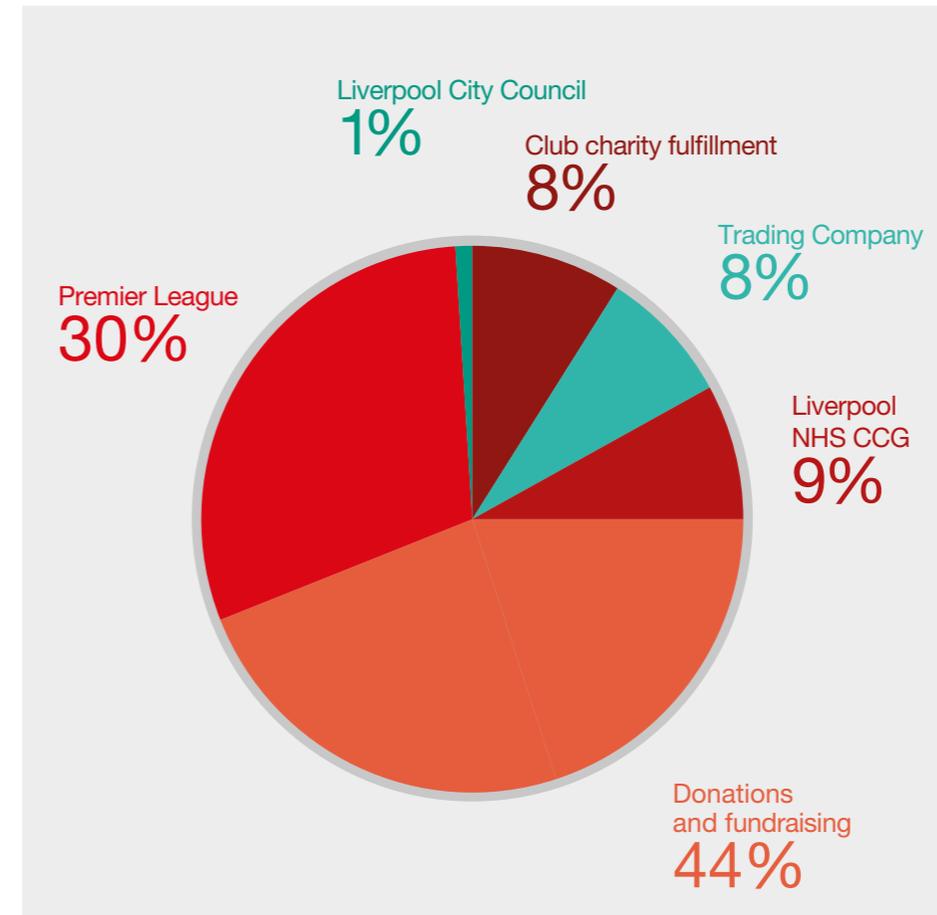
Mike, Lucy, Danny, Micky, Ollie and Amelia Faith

Find out more about Battens Disease by visiting www.OlliesArmy.co.uk

How we are funded

The LFC Foundation is grateful to all our funding partners and the generosity of our supporters and fans.

As the official charity of Liverpool Football Club, the Foundation also receives in-kind support from its parent company.



Make a donation

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

JustGiving **mydonate**



Donate by text (UK only)

Please text YNWA17 followed by the amount you are donating to 70070.

For example, to donate £20 to the LFC Foundation text: **YNWA17 £20**

*Texts are free and your donation amount will be deducted from your mobile phone credit or added to your monthly phone bill. The charity will receive 100 per cent of your donation. You must be 16 or over and please ask the bill payer's permission. For full terms and conditions and more information, please visit www.justgiving.com/info/terms-of-service.



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