



WREXHAM AFC COMMUNITY IMPACT

2024/25



WELCOME

It is with great pride and excitement that we present our Impact Report for the 2024/25 Season – capturing a year of meaningful progress towards the Foundation’s principle goal: representing Wrexham AFC as a Club rooted in our local community whilst growing an ever-expanding influence for positive change around the world.

Throughout the stewardship of the owners and directors of the Club, we have striven to maintain and enhance the Club’s positive impact on Wrexham, North Wales and the wider Wrexham AFC Community.

2024/25 was a pivotal year for the Foundation, as we worked tirelessly to establish it as the recognised platform through which Wrexham AFC connects with and supports its community.

As the Club continues to make remarkable progress on the pitch, it’s vital that this success is mirrored off it - and the Foundation is central to that ambition. The launch of our Street Dragons programme has been transformational. It’s rapidly becoming our

The Foundation is at the very heart of delivering that vision, as these pages will show.

The growth of the Foundation would not have been possible without the determined work of our dedicated staff, the wonderful support of our partners at the Premier League Charitable Fund, EFL In The Community and SP Energy Networks and the enthusiastic buy in from the community in Wrexham and beyond. It has been a great year for the Wrexham AFC Foundation and we look forward to using it as a springboard to an even brighter future.

flagship initiative, with the power to positively impact the lives of children and young people not just locally, but globally.

We’ve been overwhelmed by the support from the board, players, trustees, staff, and fans - a level of backing that’s truly unique in football. Thanks to this incredible collective belief in our mission, we’re more excited than ever about what lies ahead.



Humphrey Ker
Community Director & Chair of Trustees



Jamie Edwards
Head of Foundation & Community

A YEAR IN NUMBERS

Through our Foundation, Wrexham AFC has delivered lasting impact in 2024/25.

20,989

Visits across our
delivery programmes

84%

FREE sessions and
events delivered

3,100

Match tickets
given away
(both men and womens matches)

888

Sessions and
events delivered

8,435

Participants across
programmes

1,418

Hours of targeted
delivery

36%

female participation
across all projects

£180K

raised for our
Charity of the Year -
Wrexham Miners Project



It has been such a valuable partnership which has motivated and energised our team, as well as helping to deepen the impact and scale of our community programmes, which are focused on improving the health and wellbeing of vulnerable children and young people in Lesotho.

Steve Fleming MBE – Co-founder of Kick4Life FC, Twinning Partnership between Wrexham AFC and Kick4Life FC.



It represents what Wrexham Football Club is. It is not the Men's, Women's or Academy teams that wear our shirt, it's the Club as a whole. To see our Foundation coaches out in Australia and previously in Lesotho, delivering football sessions in both junior clubs and schools is something that makes me proud, because this is what we set out to achieve when the journey began, taking the Wrexham story to the World and not just on a TV screen.

Shaun Harvey, Wrexham AFC Director, reflecting on Wrexham AFC's international visits to Australia and Lesotho.



LEARNING THAT LASTS A LIFETIME

Through our Foundation, we are making learning exciting, empowering and full of possibility. Our education programmes are not simply lessons, they are how the Club helps children see themselves and their futures in a new light.

This year we've expanded our schools offer across Wrexham, beginning in areas of greatest need. Through Premier League Primary Stars, more than 600 children aged 5-11 discovered that learning can be active, fun and something to look forward to each week.



Because of this, pupils who once struggled to engage are now finding confidence in the classroom, improving teamwork, and building resilience.

We've also supported 12 local teachers to feel more confident delivering PE. That matters, because it means children will continue benefiting from inclusive, enjoyable sport long after our sessions end.



Working with Wrexham has been very helpful as they have showed me effective teaching styles that engage all learners and encourage all to take part whilst making it fun!

Rebecca Jones, Teacher - Ysgol Hafod Y Wern

CAPTAINS OF THE FUTURE

Our Captains programme is delivered by the Foundation and is not just about leadership qualifications. It is how the Club helps children discover responsibility, youth voice and the power of community.

Year 5 and 6 pupils have been trusted to lead initiatives around play, inclusion, and youth voice, giving them them a chance to develop real-world skills in teamwork, decision-making and public speaking. Their leadership has inspired classmates, raised awareness of Welsh culture, and even influenced how their schools approach sport and inclusion.

From walking out at the Wrexham AFC vs Birmingham City match as player escorts to leading St David's Day celebrations, these captains have shown their peers what young leaders can achieve.

As a result, schools are building stronger links with their communities, pupils are recognising their ability to make a difference, and the Welsh language is being championed and woven into everyday school life.



It was an amazing opportunity; our captains have not stopped talking about it.

George Morris, Teacher at Ysgol All Saints following the WAFC 'Captains' being player escorts in January.

POWERWISE

Working with our Foundation and SP Energy Networks, we deliver PowerWise to help young people stay safe, act responsibly and spark an interest in the future of electricity.

We hope that by the time they've worked through PowerWise, what they don't know about staying safe, generation and efficiency could be written on an electron! The programme has been delivered to 473 children within Wrexham over the past academic year.



The children really enjoyed the SP Energy Networks sessions as they were able to make connections with every day life. They were really engaged, keen to take on the safety rules and take what they learnt about keeping safe around electricals and inform their families at home.

Rebecca Wilcox, Teacher - Ysgol Penycae



ROOTED LOCALLY, IMPACTING GLOBALLY

Everything starts in Wrexham in our schools, our parks and our communities. But just as we have captured hearts around the world our Foundation is carrying that impact into new places too. When we travel, we go as partners, coaches and learners, carrying Wrexham's spirit into new communities - and bringing back skills, networks and confidence that strengthen our work at home.



LESOTHO – KICK4LIFE FC

Our twinning with Kick4Life FC in Lesotho, funded by the Welsh Government's Wales and Africa Grant Scheme, connects two clubs and two communities built on football and shared values.

In October 2024, a Kick4Life FC delegation visited Wrexham to launch our shared Curriculum for Good and build cultural links. In February 2025, we returned with Wrexham University and Generation Amazing (Qatar), engaging 425 young people through football and education.



Activities included youth leadership exchanges, HIV workshops, the delivery of Future Dragons, and coaching support for senior teams.

These exchanges gave young people in both countries a sense of belonging to something bigger - and gave our staff and leaders the skills and confidence to bring fresh ideas home.

ACTING ON A GLOBAL STAGE

TOUR DOWN UNDER – AUSTRALIA

As part of the Club's 2025 tour the Foundation delivered eight soccer camps in Melbourne and Sydney, engaging 322 players with support from Ben Foster and Ben Tozer.



UNITED NATIONS – FOOTBALL FOR THE GOALS

Our co-chairman Ryan Reynolds led a Club delegation to the United Nations in New York, marking our commitment to Football for the Goals – a UN initiative uniting the game behind the Sustainable Development Goals. We met with UN Under-Secretary-General Melissa Fleming as we pledged to #ActNow for #OurCommonFuture.



SOCCER CAMPS – NEW YORK CITY

On our visit to New York, we were honoured to deliver a community outreach session with Triboro United, a club at the heart of a diverse community facing real challenges. On the pitches of Randalls Island, 39 children aged 10–14 threw themselves into training with our five coaches, their passion and energy shining through every moment.

LEAH IS THE NAME



Leah Burke grew up in Wrexham and has always loved the game, developing as a talented player from a young age. Now studying football coaching at Wrexham University, she's building on that passion with the Foundation as the vehicle to open doors and create opportunities, a journey that has already taken her across the world.

In Lesotho, Leah co-delivered the Curriculum for Good and supported health workshops in schools. In Australia, she took part in female leadership sessions, helping to show young girls that football is a space where they belong.

Leah's story shows how global opportunities also create stronger leaders in Wrexham - inspiring the next generation of girls to believe they belong in football too.



Since I got involved in the Foundation, my day-to-day life has changed. Now I've had the chance to coach in Lesotho, to lead in Australia, and to give back to the community that shaped me. Wrexham has provided me with a platform to be myself.

- Leah, *Community Coach*

“

FROM A SCHOOLCHILD IN LESOTHO TO A TEENAGER IN SYDNEY, TO A YOUNG PLAYER IN NEW YORK WEARING A WREXHAM SHIRT - OUR INTERNATIONAL WORK ALWAYS CONNECTS BACK TO OUR MISSION AT HOME. WHEN WE TRAVEL, IT'S WITH PURPOSE: TO SHARE WREXHAM AFC'S VALUES, BUILD PARTNERSHIPS, AND RETURN WITH THE SKILLS AND OPPORTUNITIES THAT MAKE OUR COMMUNITY STRONGER.

BEN FOSTER - PLAYER AMBASSADOR



EQUAL OPPORTUNITIES

We believe every child and young person should have the chance to play, learn and achieve. The Foundation creates opportunities that break down barriers so that background, ability or need never prevents young people from taking part.

This year, more than 240 young people with disabilities and additional learning needs have taken part in our programmes. Whether through Powerchair Football, Ability Dragons, or girls extra-curricular sessions in schools, we are creating spaces where everyone belongs, and where football becomes the platform for confidence, community, and change.

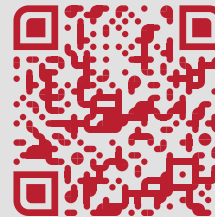
For Will, the journey shows what equal opportunities really mean in practice.

WILL IS THE NAME

At 15, Will spent most of his time at home gaming. That changed when he discovered Powerchair Football. Today he is one of 19 players attending weekly sessions at Wrexham University, building confidence, friendships and a new social life through the sport.

In 2025, the team faced Greenbank Sports Academy in one of their key fixtures, before coming together with families at the Disability Awards Night, where players proudly celebrated their achievements.

For us, stories like Will's show why our Foundation matters. Football is giving young people not only a game to play but a community to belong to – proof that our Club's impact goes far beyond the pitch.



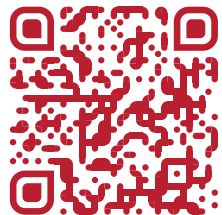
It's given me a sport to play and a social life too. I've met new people, made friends, and built my confidence. Powerchair football has changed my life.

- Will, Powerchair Football player

LUKE IS THE NAME

Tuesday nights at Ysgol St Christopher's are filled with noise, laughter and football as the Ability Dragons take to the pitch. Over the past year, 45 young people have consistently attended these weekly sessions, joined by many more through pan-disability fixtures and holiday activities.

Among them is Luke Saunders, who was born with Cerebral Palsy. It affects him physically, but it's never held him back. Luke first joined the Foundation as a participant - now he volunteers as a Community Coach, inspiring young people with the same determination that has shaped his own life.



This year, the Ability Dragons programme has grown significantly, launching new youth teams, engaging over 60 young people through inclusive sessions, welcoming participants to a first Down's Syndrome football event, and creating unforgettable memories with a special visit from Rob Mac.



The dream's always been to work for Wrexham. You probably wouldn't know, but I've got Cerebral Palsy. I just try my best - I won't give in on anything. If I can make somebody's day slightly better, then I'm happy. When the kids leave with a smile, I know I've done a good job.

- Luke, Ability Dragons Coach



FEMALE FOOTBALL DEVELOPMENT

This year, with support from SP Energy Networks, girls' football sessions reached 12 primary schools, engaging 251 girls across 904 attendances – with 83% playing formal football for the very first time. For many, it was the beginning of a journey that built confidence, friendships, and a sense of belonging on the pitch.

At the same time, the programme is opening doors for coaches like Bella, who once longed for opportunities like these herself. Now she's inspiring the next generation – and earlier this year travelled to Australia, an experience she describes as life-changing: *“I've grown massively as a person over the last week. I think my confidence has grown. It's been a great experience for me and my self-development.”*





EQUAL OPPORTUNITIES IN ACTION

**FROM WILL'S FIRST TASTE OF FREEDOM ON THE POWERCHAIR PITCH, TO LUKE
PROVING CEREBRAL PALSY IS NO BARRIER TO COACHING,
TO LEAH'S JOURNEY FROM UNIVERSITY STUDENT TO COMMUNITY COACH –
THE STORIES ARE DIFFERENT, BUT THE IMPACT IS THE SAME.
FOOTBALL IS MORE THAN A GAME. IT'S FREEDOM, BELONGING, CONFIDENCE AND
OPPORTUNITY. AND AT WREXHAM AFC, IT'S FOR EVERYONE.**

STRENGTHENING COMMUNITIES

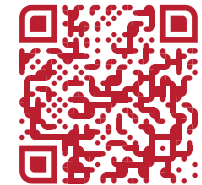
MEGAN IS THE NAME

When Megan pulls on her Foundation jacket and heads out to a Street Dragons session, she knows she'll see familiar faces. Some of the young people have been coming for months – more than 220 of them have kept showing up at least five times or more, building trust, routine and resilience. Others are brand new,



stepping into one of the 216 sessions and events across Caia Park, Queensway, Venture, Cefn Mawr and Rhosllanerchrugog, often their first safe, structured activity outside school. For some, football is simply a chance to play. For others, it's about stability, safety, or knowing someone cares. This year, more than 580 young people have taken part including 200

plus girls, with 90 attending dedicated girls-only sessions. For Megan, who was once told she couldn't play football at school, returning to her old high school to lead those sessions is deeply personal.



We have kids that turn up just to have a bit of food. That speaks volumes about what we're trying to do – and it makes our coaches so proud. Now I'm back running girls-only football where I was once told I couldn't play. To see their faces light up when they realise it's possible – that's been massive for me and for them.

- Megan, Community Officer

The impact doesn't stop with football. More than 180 young people – particularly older teenagers – have taken part in workshops on anti-social behaviour, knife crime and discrimination. Some of these were run in partnership with North Wales Police, giving participants the tools to not only tackle problems on the pitch, but also face real-life challenges in their communities.

Older teenagers are being supported too, with 180+ young people aged 14+ accessing targeted youth sessions. This focus helps keep them engaged at a critical age, providing positive role models and alternatives to risky behaviours.

Opportunities are opening up as well. Young people from Street Dragons have proudly represented us at the Premier League Kicks tournament at

Aston Villa and at Liverpool FC, and in August 2025, 24 Street Dragons stepped into volunteering roles as Ball Retrievers, beginning their journey as Young Leaders with the Foundation. For the first time, participants are becoming mentors, shaping sessions themselves and developing skills that will serve them long after the final whistle.

The programme's reach even stretches across continents. Through our Curriculum for Good, 104 Street Dragons in Wrexham joined a journey also shared by 547 young people in Lesotho. For those in Wrexham, the project built confidence and broadened horizons, helping them see they are part of something much bigger, a global community of young people learning, leading, and believing in themselves.

Because of Street Dragons, young people who once felt isolated now

have a team. Those who struggled with confidence now lead on the pitch. And those who came looking for food are leaving with friendships, resilience, and hope for the future.



To live in Wrexham my whole life and hear these kids' stories... it's heart wrenching, but it shows why this programme matters. Wrexham means community and togetherness – and that's what Street Dragons is all about.

BE A GOOD NEIGHBOUR

We believe football is about more than results on the pitch. Through our work we've been able to turn this belief into action. As a Club, our role in the community is to be a good neighbour. To stand alongside local people in both celebration and hardship, and to use the power of football to make a difference where it's needed most. Through the work of the Wrexham AFC Foundation, our official charity, we've been able to turn this belief into action. Together with our players, staff, partners and fans, the Foundation has delivered programmes, visits, and initiatives that have touched lives across Wrexham, North Wales, and beyond.

MOMENTS THAT MATTERED

CHRISTMAS CHEER

Nothing shows our spirit more than our players stepping off the pitch to be there for those who need it most. During Christmas 2024 first-team players and staff visited Wrexham Maelor Hospital, Hope House and Nightingale House Hospice. Swapping boots for festive jumpers and sharing gifts, laughter and time. For the children and families they met, it wasn't about league tables. It was about a smile from their hero, a hand-signed shirt, and a few moments of joy during the hardest of days.



FIGHTING HUNGER TOGETHER

Working with Caia Park Partnership and M&S, the Foundation delivered 60 Christmas food parcels and Club gifts. Supporters added their strength too – donating more than 755kg of food through four Foundation-led matchday drives, enough to support 109 people in crisis.

CREATING LASTING MEMORIES

Ten young people facing personal challenges walked out as mascots, hand-in-hand with their heroes, thanks to the Free Kicks Foundation. For 47 children from Caia Park, the Wigan Athletic game was their first time seeing Wrexham live; a day they'll never forget.



OPENING THE RACECOURSE DOORS

The Racecourse Live ticket programme opened the turnstiles to more than 3,100 young people from schools, youth groups and disability organisations, many experiencing their first-ever match. Of which 1,504 tickets going to Wrexham AFC Women's fixtures, building a new generation of supporters.



MOMENTS THAT MATTERED

755KG

OF FOOD DONATED
BY SUPPORTERS

60

CHRISTMAS PARCELS
DELIVERED WITH M&S /
WREXHAM AFC GIFTS

3,100

RACECOURSE LIVE TICKETS SHARED WITH
SCHOOLS AND COMMUNITY GROUPS

1,504

TICKETS SUPPORTING WREXHAM AFC
WOMEN'S MATCHES

10

MASCOT EXPERIENCES FOR CHILDREN
FACING TOUGH TIMES



“

WREXHAM AFC IS PROUD TO BE MORE THAN A CLUB. WITH THE WREXHAM AFC FOUNDATION AS OUR VEHICLE FOR CHANGE, AND THE PASSION OF OUR FANS BEHIND US, WE CAN CONTINUE TO BE NOT JUST A GOOD NEIGHBOUR - BUT A GREAT ONE. CREATING MEMORIES, TACKLING CHALLENGES, AND STANDING SHOULDER TO SHOULDER WITH OUR COMMUNITY.

MICHAEL WILLIAMSON - CEO



THANK YOU

**NONE OF WHAT WE'VE ACHIEVED THIS YEAR WOULD HAVE BEEN POSSIBLE WITHOUT THE INCREDIBLE SUPPORT OF OUR PARTNERS.
TOGETHER, WE'VE TURNED BELIEF INTO ACTION, AND ACTION INTO IMPACT.**

OFFICIAL COMMUNITY PARTNER



CLUB PARTNERS



DELIVERY PARTNERS

WCVA | WREXHAM UNIVERSITY | FOOTBALL ASSOCIATION OF WALES | KICK4LIFE FC | ACTIVE WREXHAM | ACHIEVE MORE TRAINING | NATIONAL CENTRE FOR LEARNING WELSH |
THE COACHING MANUAL | TWINNING PROJECT | FREE KICKS FOUNDATION | COALFIELDS REGENERATION TRUST | ARMED FORCES COVENANT

COMMUNITY DELIVERY PARTNERS

WREXHAM YOUTH JUSTICE SERVICE | NORTH WALES POLICE | THE VENTURE ICC | CAIA PARK PARTNERSHIP | CONTACT | FRIENDS

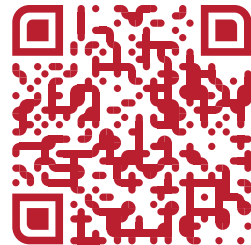
PARTNER SCHOOLS

YSGOL ALL SAINTS | YSGOL BLACKLANE | YSGOL BODHYFRYD | YSGOL BORRAS PARK | YSGOL ESTYN | YSGOL GWENFRO | YSGOL HAFOD Y WERN | YSGOL HOLT | YSGOL MAES Y MYNYDD |
YSGOL PENYGELLI | YSGOL PENYCAE | YSGOL PLAS COCH | YSGOL ST CHRISTOPHERS | YSGOL ST GILES | YSGOL ST MARY'S | YSGOL ST PETER'S | YSGOL Y WAUN



We are grateful to our incredible fundraisers who support Wrexham AFC each year, helping to inspire and uplift young people across our community.

DONATE NOW



e: foundation@wrexhamafc.co.uk



GET INVOLVED

www.wrexhamafc.co.uk/wrexham-afc-foundation



The family feel of the Football Club is like nothing I've ever felt before. It's a community and family Club with so much history and it's never forgotten.

- Ben Tozer - Player Ambassador

