



FULHAM FC
Foundation

Annual Report 2024-25 Season



FULHAM FC
Foundation

BUILDING BETTER LIVES THROUGH SPORT

Contents

• Introduction	4
• Our Community	5
• Fulham FC Foundation Strategy	6
• At a Glance	8
• The Big Numbers	8
• Our Participants	9
• Our Opportunities	10
• Foundation Bursary	11
• The Difference We Make	12
• The People We've Supported	14
• Fulham FC Foundation in Action	16
• Social Action Challenge Finals & Fulham Family Walk	17
• International Women's Day & Stadium Sleepout	18
• Away Day Cycle & Junior Citizenship Scheme	19
• Foundation Community Weekend & Dementia Action Week Afternoon Tea	20
• Programmes – A Year in Review	22
• Fulham FC x Fulham FC Foundation	41
• Fulham FC Player Engagement	42
• Our Community Patrons	45
• Thank You	46

Chairman's Introduction

Our 2024-25 Season

As a Foundation we are delighted to be able to deliver another year of successfully using the dynamic of sport to continue 'Building Better Lives Through Sport'. Our entire focus is aligned to working in and improving areas of our communities that we can reach.

The Foundation continues to drive meaningfully towards creating a healthy, inclusive and thriving community.

Some of our biggest strengths and successes lie in the valued partnership we hold with Fulham FC, now extending to include **the newest element in the Fulham family, Fulham Pier.**

We would not have been able to effectively Engage, Include, Inspire and Grow Participation without the support of the Fulham FC group. We remain passionate about creating a 'Fulham Family' in our community and I would like to extend immense gratitude for the unwavering support of the football club and the owner and the entire leadership team.

The 2024-25 season has been a year of growth in all areas, seeing us engage more participants than ever before. Our programmes are led by an incredibly dedicated team of colleagues, committed to serving everyone including some individuals from the most at risk and deprived communities. You will see throughout this report how many lives have been positively impacted and truly been changed.

We continue to successfully engage with a significant number of participants including disabled young people and adults, women and girls and participants identified as being from an ethnically diverse community. We continue to provide many opportunities, including fully funded bursaries and free of charge sessions to attend many programmes and activities.

One of those lives is that of a young person, Shai from Merton.

Shai is an exceptional example of a young person who has grown with us, first attending a Premier League Kicks programme. Instead of following anti-social paths, he chose football which led him to graduate from our Made in Fulham programme and receive the 'Paul Smithers Award' and continue as a Fulham FC ball assistant at Premier League matches. He has become an excellent role model, becoming the inaugural recipient of the Barclays Premier League Icon of The Month. Shai is just one example from many people we engage, providing opportunities to support them to reach their potential beyond sport.

I'm incredibly proud to be able to introduce our 2024-25 Annual Report and I would like to thank everyone who has contributed towards us achieving our goals and supporting our communities; our partners, participants, my fellow Trustees, all Foundation colleagues, our Leadership Team and CEO who continuously lead the Foundation to new heights.



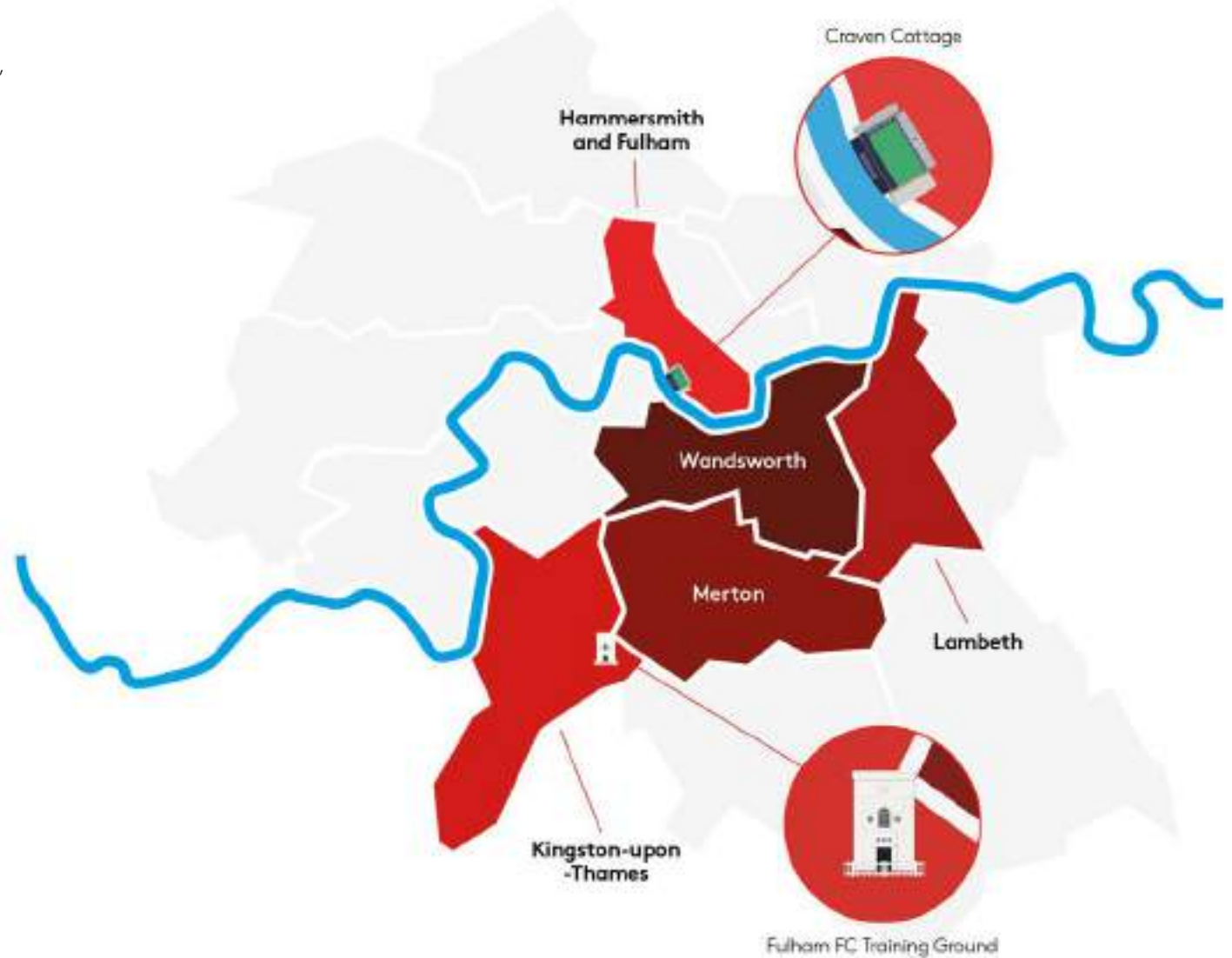
Tom Barry
Fulham Football Club Foundation
Chair of Trustees

Our Community

The London boroughs of Hammersmith and Fulham, Kingston, Lambeth, Merton and Wandsworth, which surround our key hubs of Craven Cottage and Fulham FC's Training Ground, Motspur Park are considered our core areas of delivery.

These areas are diverse and energetic, but all of them face societal challenges ranging from housing and cost of living issues to the overall health and wellbeing of the people who live there. Our strategic pillars were developed to directly support our local people and the challenges that they face within their communities.

As a result, our programmes have been specifically designed to support the needs of local people and create a healthy, inclusive and thriving community.



OUR MISSION

Building Better Lives Through Sport

OUR VISION

A Healthy, Inclusive And Thriving Community



FULHAM FC
Foundation

BUILDING BETTER LIVES THROUGH SPORT

STRATEGY 2022-2025



STRATEGIC PILLAR 1

ENGAGE, INCLUDE,
INSPIRE AND GROW
PARTICIPATION.

STRATEGIC PILLAR 2

DEVELOP AND PROMOTE
OPPORTUNITIES FOR
UNDERREPRESENTED
GROUPS.

STRATEGIC PILLAR 3

IMPROVE THE LIVES
OF PEOPLE ACROSS OUR
LOCAL COMMUNITY.

STRATEGIC PILLAR 4

SUPPORT PATHWAYS
AND PROGRESSIONS
FOR PARTICIPANTS.

STRATEGIC PILLAR 5

COLLABORATE WITH
FULHAM FC, CREATING
A SENSE OF BELONGING,
INSPIRING A LIFELONG
LOVE OF SPORT.



FULHAM FC
Foundation

BUILDING BETTER LIVES THROUGH SPORT

KEY PERFORMANCE INDICATORS

2024-2025



STRATEGIC PILLAR 1

ENGAGE, INCLUDE, INSPIRE AND GROW PARTICIPATION.



STRATEGIC PILLAR 2

DEVELOP AND PROMOTE OPPORTUNITIES FOR UNDERREPRESENTED GROUPS.



STRATEGIC PILLAR 3

IMPROVE THE LIVES OF PEOPLE ACROSS OUR LOCAL COMMUNITY.



STRATEGIC PILLAR 4

SUPPORT PATHWAYS AND PROGRESSIONS FOR PARTICIPANTS.



STRATEGIC PILLAR 5

COLLABORATE WITH FULHAM FC, CREATING A SENSE OF BELONGING, INSPIRING A LIFELONG LOVE OF SPORT.

Young people and adults engaged in our activities

2024-25 TARGET 12,000

Average number of hours participants engage with us

2024-25 TARGET 20

Participants identifying as female

2024-25 TARGET 3,600

Participants identifying as having a disability

2024-25 TARGET 1,800

Participants from ethnically diverse communities

2024-25 TARGET 35%

Participants have improved physical wellbeing

2024-25 TARGET 80%

Participants have improved mental wellbeing

2024-25 TARGET 80%

Participants feel inspired and engaged

2024-25 TARGET 80%

Participants made new friends and social connections

2024-25 TARGET 80%

Participants receiving and using a bursary

2024-25 TARGET 100

Participants completing a formal education or training qualification

2024-25 TARGET 150

Participants supported to progress to a secondary activity

2024-25 TARGET 100

Participants supported to enter employment

2024-25 TARGET 20

Case studies evidencing positive progressions

2024-25 TARGET 18

Number of Fulham FC player engagements in community activities

2024-25 TARGET 100

Number of community hours at Fulham FC's Training Ground & Stadium

2024-25 TARGET 1,500

At a Glance
The 2024-25 Season



We Engaged

12,362

Participants

We engaged with each participant (on average) for **23 hours** across the season.

Our Participants The 2024-25 Season

We engaged

3,873

participants identifying as female,
742 more than in 2023-24.

We engaged

2,002

disabled young people and adults,
340 more than in 2023-24.

43%

of our participants identified as being
from an ethnically diverse background.

Our Primary Education
team engaged

4,028

children, **51%** of identified as female.

Our Youth and Community
programmes engaged

2,836

young people. **60%** of these
were aged 14 to 18.

Our youngest
participant was

3

(years old)

Our oldest
participant was

96

(years young)

Our Opportunities

6,035 of our sessions this season were provided completely free of charge, with 7,450 of our participants accessing this free provision. This is nearly 2,000 more free sessions than the season before, giving over 3,000 more people more opportunities.

Across 3 of our key programmes,

74 young people received targeted 1 to 1 mentoring across an average of 10 hours each.

233 of our participants completed a formal education or training qualification.

21 of our participants were supported to enter employment.

144 Fulham FC player engagements at our community activities.

2,280 hours of community activities held at Fulham FC's Training Ground and Stadium.



Foundation Bursary

This season exactly 100 young people and adults received a fully-funded bursary to attend a Fulham FC Foundation activity. This equates to approximately £15,000 which is just over 4,563 hours of free football.

51 of these participants attended regular, weekly activities with us. This ranged from our Pan-DisAbility sessions, Skills Clubs, Development Centres and Active Autism.

35% of participants receiving bursaries are female and 58% are from ethnically diverse backgrounds.

On average each recipient attended **46.6 hours** of Fulham FC Foundation activities.

95% of participants reported that their physical wellbeing had improved as a result of receiving a Fulham FC Foundation Bursary.

90% of participants reported that they felt more confident as a result of receiving a Fulham FC Foundation Bursary.

"I would just like to say that without the bursary my daughter wouldn't be able to attend any sessions at Fulham, it really is that simple. I am very grateful to Fulham FC Foundation for everything they do. From starting with one Saturday morning session per week my daughter now takes part in regular DisAbility tournaments, events and holiday clubs. She has also been invited to take part in sessions aimed specifically at girls and women which have given her insight into how she could have a future career in football. Finally, she is in the 'ball squad' for the men's first team which is an amazing opportunity for her and we all love spotting her on the tv! Thank you all, very much."

FOUNDATION BURSARY RECIPIENT



The Difference We Make

As a result of attending our activities....

87% of our participants felt their physical wellbeing had improved.

85% felt their mental wellbeing had improved.

92% stated they felt inspired and engaged.

86% made new friends and social connections.

82% felt their confidence and self-esteem improved.

87% stated their skills and knowledge improved.

Participants rated their overall experience of attending a Fulham FC Foundation activity as

8.9
OUT OF
10





FULHAM FC
Foundation



♥ 212 Likes

LEARN TO PLAY THE FULHAM WAY

fulhamsoccerschools.com

Fulham FC Foundation The People We've Supported



Meet Ella

"Through PLPS [Premier League Primary Stars] I have improved my confidence and my ability to help others. Coach Jordan has given me encouragement and helped me to become a leader."



Scan QR Code for video



Meet Mick

"He's opened up so much more, he's getting far more involved. He's made friends, he's created bonds that I feel will last him the rest of his life."



Scan QR Code for video



Meet Emma

"After the sessions I feel really encouraged and really pleased and like I've really accomplished something. I walk away with more confidence which really makes me feel good about myself."



Scan QR Code for video



Meet Karimah

“At work experience I learnt presentation skills and I grew in confidence to share my ideas about how I could get more girls to attend my Friday session.”



Scan QR Code for video



Meet Danish

“The main thing that really helped me a lot was mentoring, being able to share my struggles with my mentor and from there onwards that really made me more confident in delivering my sessions and having more conversations with participants.”



Scan QR Code for video



Meet Issan

“Premier League Inspires is a fun and engaging session that I look forward to every week. It’s helped me build confidence, social skills and team work, and it’s helped me build skills that I’ll definitely need in the future.”



Scan QR Code for video



FULHAM FC Foundation

I N A C T I O N

Delivering high quality, inclusive, welcoming events that engage and inspire our community is a key part of what we do.

Our events take on many forms, from huge festivals, celebratory events, tournaments and more intimate open sessions. We believe they all form a part of igniting a lifelong love of football, sport and just possibly, Fulham FC!

We ran far too many events to name them all, so over the next few pages are some of our highlights from the season.



Social Action Challenge Finals

147 young people from partner primary and secondary schools as well as our community groups took part in the finals across three days. Groups picked topics ranging from advocating for environmental sustainability to supporting children to be more active at lunch time. Two of our three winning groups were from Beecholme Primary School and our Kicks Youth Forum. Our third winning group from Hollyfield School unlocked £1,000 to redevelop a school mural and dedicate it to a campaign for gender equality.



Fulham Family Walk

On Saturday 10th May 96 walkers took on the challenge of walking the loop from Craven Cottage over Hammersmith Bridge, to Putney Bridge and back to the stadium. Participants walked up to 12 miles and between them raised more than £10,000 in support of our DisAbility activities. There was even an appearance from Billy the Badger to keep spirits high throughout the last few miles of the event.



International Women's Day

Across the month of March we engaged 248 women and girls, aged 8 to 70, in numerous activities celebrating female engagement with and contribution to sport. Activities included events like our annual Women's Walking Football tournament, multiple Girls Football Festivals, DisAbility Festival and a workshop and Women in Football Spotlight for partner secondary schools. We also launched our community fan engagement project in partnership with Fulham FC Women.



Stadium Sleepout

This season 36 people stayed at Craven Cottage overnight in order to raise funds for Fulham FC Foundation and SPEAR, a homelessness charity in South West London. The group raised over £13,000 and were surprised with a guest appearance from former Fulham FC players, Barry Hales and Les Strong to raise their spirits before the tough sleep ahead. Sleepers were grateful for the hot drink support from our event partner, Nespresso throughout the cold night.



Away Day Cycle

In our biggest fundraiser of the year, more than 75 cyclists took to the roads to travel to the south coast. The team reached Brighton navigating some tough hills, spanning across 12 hours of the day from starting at Craven Cottage and finishing at Brighton's Amex Stadium. The team raised over £30,000 for the Foundation and celebrated together supporting Fulham at the game the next day.



Junior Citizenship Scheme

Across two weeks in May and June 2025 we welcomed 1,196 year 6 children from 40 partner schools to the annual event at Craven Cottage. They learned skills to support themselves in different emergency situations and how to make a positive contribution to their community with the aim of supporting pupils to make a seamless transition to secondary school. The Labour MP for Chelsea and Fulham, Ben Coleman attended for an afternoon to see the transformational workshops in action.



Foundation Community Weekend

At the end of the Fulham FC season we were lucky enough to be able to welcome over 400 participants for a weekend of football on the pitch at Craven Cottage. We hosted 4 different events over the weekend, including: Walking Football Festival, EmpowHer: Women and Girls Festival, Community Day and Paul Smithers Kicks Cup. This year's Paul Smithers Award (in memory of a beloved Youth and Community Manager) was proudly won by Shai Ivey.



Dementia Action Week Afternoon Tea

To celebrate Dementia Action Week 2025 we teamed up with Hammersmith and Fulham Council and Hammersmith and Fulham Dementia Action Alliance to open the doors of Fulham Pier to the community. We invited over 150 guests, all residents of the borough living with dementia and their family/carers. Attendees had an afternoon of fun, food and dancing with all sorts of guest speakers thanks to the additional support of The Hurlingham Club Foundation and West London NHS Trust.



Programmes

A Year in Review

At Fulham FC Foundation, our Mission to 'Build Better Lives Through Sport' drives everything we do.

Our work spans a wide range of communities across South West London, and is broad in terms of its delivery. Including:

- DisAbility (emphasising Ability)
- Football and Sports Participation
- Health and Wellbeing
- Primary Education
- Secondary Education, Training & Careers
- Youth & Community
- Women & Girls

This programme-by-programme year-in-review highlights the impact our programmes have had on our community throughout 2024-25.





DisAbility

Over the past year, our DisAbility sessions have engaged over 1,200 people with disabilities, providing inclusive opportunities that make a real difference. Highlights include establishing a standalone Girls Inclusive School League with 99 female participants; hosting our second Frame Football Festival at Fulham FC Training Ground for over 20 young frame users; welcoming more than 50 adults with a disability to play on the pitch at Craven Cottage during our Adult DisAbility Football Festival; and supporting nearly 40 young people through our Para Talent Hub.

Our DisAbility Schools Programme was a particular focus for development this season. Over 310 children engaged in PE lessons, after-school clubs, and enrichment activities, averaging 18.5 hours of contact per pupil. Importantly, 24% identified as female (an 88% increase on last season) and we also saw a 71% rise in people from ethnically diverse backgrounds. More than 25 young people from Lambeth partner schools achieved the EE Playmaker qualification.

Our programmes continue to grow in scale, quality and inclusivity, empowering children, young people and adults with a disability or special educational need to thrive.

The impact has been significant:

- 99%** of people engaged felt welcomed.
- 94%** felt inspired and engaged.
- 90%** reported improved physical wellbeing.
- 89%** gained confidence and self-esteem.
- 86%** reported improved mental wellbeing.

“Coach Huck has been an outstanding addition to our enrichment programme through our partnership with Fulham Football Club Foundation. His contribution has had a significant and positive impact on our learners, particularly in supporting their individual needs and fostering a highly engaging and inclusive environment.”

HEAD OF PE AND SIXTH FORM AT VANGUARD SCHOOL

“My son has never been able to play team sports outside of school due to emotional regulation issues. Seeing him play in a welcoming and inclusive environment has been life changing. He doesn’t need a huge amount of support, but having just enough in a safe environment has made all the difference. Thank you from the bottom on my heart.”

PARENT OF A DISABILITY PARTICIPANT

Football and Sports Participation

Soccer Schools

Fulham FC Foundation Soccer Schools engaged with 1,952 young people in 2024-25, with the average children attending 22.35 hours, a massive increase on last season.

A big success has been an increase in the representation of people attending from ethnically diverse backgrounds, rising from 28% to 31% since August 2024.

Soccer Schools has developed this season, collaborating with our partnered primary schools. This season 52 children attended Soccer Schools as a result of receiving a Foundation Bursary that was made available through partner schools bursary initiative.

We asked our participants how Soccer Schools has supported them, this is what they shared:

83% of our participants feel that their mental well-being has improved.

81% feel that their physical wellbeing has improved.

92% felt inspired & engaged.

"My daughter has been to the last 2 weeks of Girls Soccer Schools. The coaches have been great and everyone is so smiley and welcoming each day! The coaches were so encouraging and really supported my daughter to build her confidence. My daughter loved every moment and I cannot thank the coaches enough for what they have done!"

PARENT OF A SOCCER SCHOOLS PARTICIPANT

In order to ensure that our Soccer Schools are as inclusive as possible, we asked those taking part who identify as female to rate how inclusive they feel this activity is. They scored Soccer Schools a huge...



Football and Sports Participation

Skills Club

Across the 2024-25 season, our Skills Clubs engaged with over 750 children across 5 different venues, including almost 150 girls and more than 300 participants from an ethnically diverse background.

We hosted two Skills Club Festivals this year, facilitating over 160 participants at Fulham FC's Training Ground. Participants got the opportunity to play with children from across our different weekly clubs, as well as welcome new players who've never taken part before. The festival included skills, games and matches, topped off by a special appearance from Billy the Badger! We're really proud that parents scored the festivals 9 out of 10 for inclusivity.

We asked our players and their parents how they felt Skills Club had supported them this season:

90% said that their football skills had improved.

90% felt that players' confidence had improved.

94% felt that Skills Club had helped to improve physical wellbeing (an increase of 14% from last season).





Football and Sports Participation Player Development Centre

This season was a period of significant growth and achievement for Player Development Centre. We engaged 765 players across weekly sessions and trials, an increase of 232 players on last season, demonstrating the impact we are having on improving our communities footballing ability. On average, each player experienced 32.09 hours of contact time, reflecting our commitment to developing ambitious and accomplished grassroots footballers while also fostering their holistic development.

We saw 254 of our players take part in fixture days, which combined a morning of training sessions with competitive afternoon matches, or our pre-season camps, running alongside our Girls Development Centre.

We are proud that 39% of players at PDC identify from ethnically diverse backgrounds, exceeding the strategic targets by 4% and supporting people from a diverse range of backgrounds across the programme.

The 2024-25 season provided many memorable experiences, including competitive fixtures against Luton and Ipswich, where our teams scored more than 35 goals, as well as travelling to Cobham for our first away experience against Chelsea. All were huge successes, and we congratulate all our players for representing Fulham FC Foundation in the best way possible. Also, in April we launched our Motspur Park Goalkeeper School, expanding our goalkeeper programme to 40 weekly players.

Our players shared that:

85% felt inspired and engaged .

82% reported improved physical wellbeing.

80% experienced a boost in mental wellbeing, an impressive 18% increase from last year.

“Having Goalkeeper training is great, which is clear to see as my Grandson is improving as a player as well as meeting new friends. It was topped off by getting the opportunity to play at Cobham Training Ground – he will never forget it!”

GRANDPARENT OF A PLAYER DEVELOPMENT CENTRE PARTICIPANT



Football and Sports Participation Girls Development Centre

The 2024-25 season proved successful for Girls Development Centre with significant growth throughout the year and positive outcomes across all three of our venues. Our programme engaged 246 participants aged 7 to 16 in weekly sessions, 4.5% of these participants disclosed a disability whilst 32.5% of total engaged players were from an ethnically diverse community - a 10% increase on the 23/24 season. We had a high level of engagement with players taking part for an average of 31 hours this season across weekly sessions, we also had 116 players attend trials throughout the season.

Some key highlights from the 2024-25 season include 2 successful fixtures including 77 of our players, with a home fixture against QPR in the Community and an away fixture

against Wycombe Wanderers. We also hosted 2 pre-season days for 32 GDC players in Raynes Park alongside PDC. A great highlight was to see 5 GDC players transition to our Girls Football and Education programme and we also created a greater link to support player transitions between both of our Development Centre programmes.

Feedback from parents and guardians highlighted the programme's impact on the players' holistic development:

- 88%** of players reported improved physical wellbeing.
- 80%** said their mental wellbeing had improved.
- 90%** felt inspired and engaged.

"She loves being in and around the Girls Development Centre because she feels like she is part of something bigger than a normal after school/weekend club. Her excitement levels are always at their highest for FFCF activities!"

PARENT OF A GIRLS DEVELOPMENT CENTRE PARTICIPANT

- 88%** improved their confidence and self-esteem.
- 87%** said they made new friends.
- 87%** improved their technical and tactical skills.



Health and Wellbeing Fulham Teammates

Throughout the 2024-25 season, Fulham Teammates has engaged 227 participants across Fulham Memories Clubs and free Walking Football initiatives. We started the year with 5 weekly and monthly Fulham Memories Clubs and finished with a total of 9 Clubs moving into the new season. We hosted 6 free Walking football initiatives that have engaged with underrepresented groups, such as South Asian communities and women, supported by match funding from Kingston and Merton Councils.

A key highlight this season was working in partnership with our Premier League Primary Stars team, to give all of our Teammates participants a holiday card over the festive season. We invited participants from our partner schools to take part in designing a

festive holiday card, with the winning design chosen by Fulham's U18 Academy players. All members of our Fulham Memories clubs were given this holiday card, to show that they are a valued member of the Fulham Family, and that we were thinking of them over the holiday period.

As the programme has grown, we have been able to maintain and improve the quality of our session delivery. This is evidenced by our participant outcomes:

- 83%** of participants have improved physical wellbeing.
- 84%** have improved mental wellbeing.
- 96%** have improved confidence and self-esteem.

"I feel very happy with the session because I discovered something nice to improve my relationship with sport and to be happy for the future."

FULHAM MEMORIES CLUB PARTICIPANT

"These sessions are really important for the community to provide a safe, welcoming and inclusive space for older adults. We're seeing an increasing number of older adults wanting to take part in activities, so we're providing them the opportunities and safe spaces to do so through Fulham Teammates."

MATTHEW EVANS, SPORTS DEVELOPMENT OFFICER, KINGSTON COUNCIL

- 88%** have developed their skills and knowledge.
- 88%** felt inspired and engaged.



Health and Wellbeing Walking Football

This season 285 people engaged across our Walking Football weekly activities and events. We delivered 6 different weekly clubs and worked collaboratively with the Fulham Teammates programme to enhance engagement across the board, but particularly with people from traditionally underrepresented groups. In total 48% of our participants identified as female, with players ranging from the age of 19 to 82.

We hosted two Women's Walking Football Tournaments in November 24 and one for International Women's Day in March 25 where players from Fulham FC Women came to support our Fulham team. To round off the season we welcomed over 80 players to Craven Cottage in June for a mixed Walking Football Festival.

We're really proud of the impact that our Walking Football activities have in the community with our participants reporting that:

- 96%** feel that their physical health has improved.
- 88%** say their mental health has improved.
- 68%** have improved confidence.
- 88%** have made new friends.
- 88%** felt inspired and engaged.

"It gives me the opportunity to meet people like minded people as well as the physical exercise. To have this in the diary means there is always something to enjoy at the end of the week."

WALKING FOOTBALL PARTICIPANT



Health and Wellbeing

More Than A Game

More Than A Game engaged 1,321 participants in mental health activities during the 2024-25 season. These included targeted initiatives for 765 children aged 5-11, 323 young people aged 11-18, and 111 in our DisAbility programmes. We also engaged 71 participants in weekly community-based More Than A Game Football (MTAGF) sessions. We exceeded targets to engage with traditionally underrepresented groups including over 40% of our participants identifying as female, 49% from ethnically diverse backgrounds and 17% disclosing a disability.

We strengthened partnerships with organisations including the NHS, Mind and Movember. We delivered the Movember Ahead of the Game workshop to 634 young people, their parents and role models (coaches and teachers). Alongside this we developed 59 staff, upskilling their knowledge and ability to support mental health.

A key highlight this year was players from the Fulham FC men's and women's first teams asking the children of our partner, Beecholme Primary School to share their individual superpowers for Children's Mental Health Week 2025. The children and players helped us to increase awareness of mental health through a video online and encouraged others to speak confidently about their biggest strengths.

The difference our programme makes is highlighted by what our participants have shared with us:

- 80%** of participants improved their mental wellbeing.
- 85%** felt inspired and engaged.
- 95%** developed their skills and knowledge.
- 100%** improved their physical wellbeing, confidence and self-esteem.

"I really enjoy developing my skills, playing in teams, games, supportive atmosphere, supportive teammates, relaxed environment and that there is an emphasis on mental health such as check in, as well as focusing on the game and learning new things and trying new things. I like coming together as a group and feeling like I belong to something really positive and that people care."

MORE THAN A GAME FOOTBALL PARTICIPANT

"I like being able to share experiences with other coaches and also now I'm more confident with how to support different participant needs effectively."

FULHAM FC FOUNDATION COACH, AHEAD OF THE GAME WORKSHOP



Primary Education Premier League Primary Stars

This year has been one of inspiration, growth, and impact. Our Premier League Primary Stars programme has created unforgettable moments, from Ryan Sessegnon's visit to Heathmere Primary School to Emile Smith Rowe's visit with Dunraven School, where children saw their heroes come to life in their own classrooms. Our Fulham FC Foundation Cup winners, Latchmere School and Heathfield Junior School, proudly represented Fulham at the National Premier League Primary Stars Tournament at Molineux Stadium, the home of Wolverhampton Wanderers.

We have engaged 2,722 children and 38 teachers, and the results speak for themselves. An incredible 96% of pupils feel more inspired and engaged, while 92% of those in targeted interventions have grown in confidence. Teachers, too, are feeling the benefit, with 83% now more confident in delivering high-quality PE lessons.

At the heart of our work is inclusion. We are proud that 16% of participants have a disability, 56% are female, and 39% are from ethnically diverse communities – proof that the programme is opening doors for every child to feel seen, valued and supported.

The impact goes far beyond the playground. Our programme is helping children believe in themselves, develop life skills and embrace physical activity with excitement. By combining memorable experiences with meaningful outcomes, we are shaping a generation that feels confident, inspired and ready to achieve more than they ever thought possible.



"I've learned how to recognise my emotions, especially when losing. I've also learned how to handle those feelings and how to refocus."

PL PRIMARY STARS PARTICIPANT

"Sacred Heart has been privileged to be part of the Fulham FC Foundation programme for several years. This initiative has played a vital role in developing resilience and confidence among our students. We have seen first-hand how it can support children who were once reluctant to attend school and who are now eager to arrive on the days they know their Fulham mentor will be present. This positivity for school has transcended into different days too."

**INCLUSION LEAD,
SACRED HEART CATHOLIC PRIMARY SCHOOL**

Primary Education School Sports Programme

This year has been marked by exciting growth, memorable moments, and meaningful impact across our School Sports Programme. We've continued to invest in developing our delivery workforce, raising the consistency and quality of sessions, while also creating inspiring opportunities for pupils. Highlights included a Girls' Football Festival at Hurlingham Park, preparing teams for the Mayor's Cup, and unforgettable player visits – with Reiss Nelson at Beecholme Primary and Jorge Cuenca and Issa Diop at Dorchester Primary, where both stayed on to sign autographs after school.

In total, we engaged 1,695 children, each engaging with over 36 hours of activity on average. The feedback has been overwhelmingly positive: we asked over 100 children to rate their experience with Fulham FC, and they scored their sessions an incredible 9.7/10. Beyond enjoyment, the impact is clear – 97% of participants feel stronger, healthier, and happier, and 94% feel more confident.

As across all of our work, inclusion is an important priority. In 2024-25 out of those engaging on the School Sports Programme, 44% of participants identify as female, 60% are from ethnically diverse communities, and 9% have a disability. These outcomes show that the programme is helping us to ensure that every child feel supported, inspired and empowered to thrive in sports.



"My daughter has thrived since starting the after-school football club. She's learned key skills such as team work and overcoming adversity when things aren't going her way."

**PARENT OF SCHOOL SPORTS
PROGRAMME PARTICIPANT**

"Our coach is great and really friendly! They have helped me to improve my skills."

**SCHOOL SPORTS PROGRAMME
PARTICIPANT**



Secondary Education, Training & Careers **Premier League Inspires**

In 2024-25 our Premier League Inspires programme engaged over 130 pupils across 7 different secondary schools aiming to empower students to develop their personal, social, employability and life skills. Throughout the season we worked with each young person for an average of 90 hours in which we delivered two formal qualifications, supported students to complete social action projects, delivered workshops on topics such as mental health and inclusion, completed mentoring with each pupil and provided a range of trips and events.

This season, working in partnership with Hammersmith and Fulham Council, we began working with Ormiston Bridge Academy for the first time, leaving us with a partner school in each of our 5 key boroughs.

The highlight of the year was hosting a PL Inspires Tournament for the London football charity network at Fulham FC's Training Ground. The tournament brought together boys and girls from across London to celebrate the programme, giving participants a chance to meet, play and share their experiences in a positive and inspiring environment.

Across Premier League Inspires, Participants told us:

- 85%** improved skills and knowledge.
- 88%** inspired and engaged.
- 90%** improved confidence and self-esteem.

"Since joining the PL Inspires programme, we have seen a marked improvement in our students' behaviour and attitudes, both inside and outside the classroom. The engaging workshops, inspiring mentoring sessions, and inclusive activities have helped our young people develop confidence, resilience, and a stronger sense of responsibility. Beyond the classroom, Fulham PL Inspires has fostered a real sense of community across the school. The programme's emphasis on teamwork, respect, and personal growth has not only strengthened peer relationships but also created a more supportive and positive school culture."

TEACHER FROM DUNRAVEN SCHOOL

- 86%** improved mental wellbeing.
- 81%** improved physical wellbeing.



Secondary Education, Training & Careers **Football and Education**

For our Football & Education programme the 2024-25 season was a highly successful one. The programme expanded to having the highest number of both boys and girls to date, with 94 participants on the programme who each engaged with us on average for 131 hours this year.

Our female team secured their highest league position to date (5th) while one of our male teams secured a 2nd place finish in their league, with another one making it to the quarter finals of the national cup.

Although the on-field success is important, we also pride ourselves on supporting our student athletes to develop academically to prepare them for life after the programme. Our success in doing this

can be demonstrated by the outcomes we've achieved this year.

94% of participants have improved physical wellbeing.

81% have improved mental wellbeing.

87% felt inspired and engaged to continue their education.

98% developed their footballing skills & knowledge.

96% felt they were provided with experiences to challenge and develop themselves.

"The Football & Education programme has helped me to develop both on the pitch, at school and socially. I've learned the importance of teamwork and organisation, which helped in preparing me for future opportunities in football and university options. It is very challenging but also rewarding, with a good support system from coaches and teachers who have helped me to develop independence and confidence both on and off the pitch."

FEMALE FOOTBALL & EDUCATION PARTICIPANT

There have been a number of highlights from this season, including visits to St. Georges Park, KickX, Tournaments hosted at Craven Cottage, and our end of season awards at the new Fulham Pier. However, our biggest highlight was one of our male Football & Education participants trialling with, and then being signed by the Fulham FC U18's team.

Secondary Education, Training & Careers **Made in Fulham**

In 2024-25 Made in Fulham continued to support participants from our local community to take their first steps into football coaching. This season we supported 44 participants to develop their coaching knowledge, skills and understanding through regular coach education, mentoring and work experience sessions.

The programme has evolved by working locally with more community groups to share data and insight, enabling us to engage with a more diverse range of people:

59% of participants were from ethnically diverse backgrounds.

27% identified as female.

18% stated they had a disability.

Made in Fulham also introduced additional employability focused workshops into the programme, supporting 21 participants to enter employment this season.

100% of participants reported that Made in Fulham had helped them to progress in/into education, employment, or training.

96% reported that the programme helped them to contribute to stronger, safer and more inclusive communities.

92% improved their confidence and self-esteem.



“Made in Fulham has provided the young people in Kingston the knowledge, experience, and qualifications they need to gain employment, with the addition of the online [skills] badges further strengthening the programme. Hopefully it continues for a long time yet.”

CAMERON KING, SKILLS AND EMPLOYMENT PROGRAMME LEAD, ROYAL BOROUGH OF KINGSTON UPON THAMES

92% developed their coaching skills and knowledge.

92% improved their physical wellbeing.

85% felt that their mental wellbeing improved.

“Made in Fulham has played a key role in helping me progress towards education, employment and training. Through the skills, experience and support I’ve gained, I’m better equipped to take the next steps in my personal and professional development.”

MADE IN FULHAM PARTICIPANT

Youth and Community Premier League Kicks

During the 2024-25 season we delivered free weekly football sessions to 2,853 young people across six London boroughs: Croydon, Hammersmith & Fulham, Kingston, Lambeth, Merton, and Wandsworth.

Football remained the entry point, with a focus on addressing wider challenges faced by young people, including youth violence, lack of safe spaces, barriers to participation for girls and refugees, and limited education and employment pathways.

Key highlights included:

- **407 girls and young women** engaged in Girls Kicks weekly sessions and took part in leadership opportunities through the Premier League Changemakers qualification.
- **423 newly arrived young people** engaged through Refugee Kicks weekly sessions.
- **Kicks Development Centre** continued to offer structured football to 140 young people, including fixtures, and pathways into Football & Education programmes and academies.
- **18 young people** took part in mentoring, supporting those most at risk.
- **Holiday Kicks** allowed 289 young people to access more activities in the school holidays, receive free hot meals and go on trips.



"I like how you get to interact with a lot of different people because it helps to build and shape your confidence. PL Kicks has made me into a more sociable and friendly person in general."

PREMIER LEAGUE KICKS PARTICIPANT

- **61 young people** took part in volunteering and youth voice projects, through work experience, volunteering, and social action projects.
- **Over 800 young people** took part in competitions and workshops at Kicks League, Lambeth World Cup and Paul Smithers Cup.

99% of young people reported improved physical wellbeing.

94% improved their confidence and self-esteem.

100% experienced positive engagement in competitive sport.

Women and Girls Across The Foundation

This year has seen the highest ever levels of female participation and engagement across Fulham FC Foundation activities! A total of 3,873 Women and Girls engaged in our activities and events – this was 746 more participants than in the 2023-24 season, an increase of 24%. Overall, this represents 31% of total engaged people, identifying as female.

It is vitally important that intersectionality is also highlighted within our statistics. The 2024-25 season saw 1,451 Women and Girls from an ethnically diverse background take part in our activities and events – this represents 37% of those engaged identifying as female. 561 Women and Girls also disclosed that they had a disability – this is 296 more people than in the 2023-24 season.

“Thank you for hosting us at the stadium. We had such a great time and had such positive feedback from our community! Thanks for making the environment so welcoming! So many of the girls messaged to say how accommodated and welcomed they felt in the space”.

SAGAL ABDULLAHI, COMMUNITY LEADER BARAKAH LDN THAMES



We always want to ensure that our activities are inclusive for everyone, and we were proud that our female participants rated us 8.35/10 for how inclusive our activities are for Women and Girls, with 90.5% of participants stating they felt welcome and included when attending Foundation activities.

The highlight of the year was over 40 Women and Girls coming together to celebrate the month of Ramadan through a collaboration opportunity with Barakah LDN to host the very

“As I have said before, this is the only physical activity club Naomi has ever stuck with for any length of time, and that is due to the fabulous inclusive nature of all the coaches at Fulham. Thank you all so much”.

PARENT OF A FEMALE PARTICIPANT

first female Iftar event at Craven Cottage. Barakah LDN are a local community collective who’s aim is to support and provide opportunities to Women and Girls from Muslim and minoritised backgrounds with a focus on promoting accessibility and inclusion for communities that have historically been excluded from sports.

Women and Girls Development of the Women & Girls Strategy

During the 2023-24 season we began a journey of exploration and development into our female engagement that included implementing a new position at the Foundation, a Female Football Development Manager. We wanted to give ourselves the opportunity to understand our current impact in this area and build a number of actions and priorities to develop our work.

We took the time to consult stakeholders, including participants, partners, FFCW players and fans about their experiences engaging in football and the barriers that they face. The insight gathered from this helped us throughout our Premier League Fans Fund project, EmpowHer, to make informed decisions and developments to our work.

As part of our commitment to ensuring that we make ongoing progress in female engagement across all of our programmes, we developed our first ever Women and Girls Strategy. The strategy prioritises a number of key areas, including: participation, pathways, accessibility and visibility, workforce and training and connectivity to Fulham Football Club.

The introduction of this strategy has given us a clear vision for the future, aiming to increase the representation and engagement of women and girls in football. In 2024-25 we were able to make improvements to how we engage FFCW in our community activities and more recently, we launched a staff working group focused on developing our female workforce.

This strategy will support our Foundation Community Strategy in every aspect, both working together simultaneously. We are excited to continue the progressive work of this season into 2025-26.





"They absolutely love your camps and I've been so impressed with how organised, fun and inclusive the camps are, as well as being super secure with a strong focus on safeguarding."

PARENT OF A PARTICIPANT

Keeping Everyone Safe

Keeping young people and vulnerable adults safe is at the heart of everything we do. We recognise the strength of working in partnership with others to do this – safer when we work together.

We have a strong safeguarding culture where staff continually take part in training and development. Staff took part in workshops on topics such as positive handling, autism acceptance, managing emotions and

understanding dementia with a range of external agencies, such as Mental Health Foundation and Dementia UK.

We're proud to support and promote many national campaigns including Safer Internet Day and FA Safeguarding Campaign. This season our Safeguarding Team delivered a 'Choose Respect' workshop for anti-bullying week across multiple programmes,

as well as the Foundation, Academy and First Team sporting the armband for Play Safe Weekend. We're committed to sharing this messaging as far and wide as possible through workshops, social media, resources and staff training.

Our Safeguarding Team work closely with all of our programmes and this season completed nearly 40 quality assurance visits across a variety of activities.

"I just want to sing the praises of the Fulham FC Foundation Coach. This week he has gone absolutely over and above, especially in supporting a child with significant trauma when he was dysregulated. I have seen him starting sessions with new groups, making his expectations clear and treating children so respectfully."

**HEADTEACHER OF A PARTNER
PRIMARY SCHOOL**

FULHAM FC x FULHAM FC FOUNDATION

Making Magical Moments

We're incredibly proud to work so closely with Fulham FC. The bond and working relationship that we maintain gives so many members of our community the opportunity to be inspired by their role models on and off the pitch. We work tirelessly to provide magical moments for our participants and this season has been no different connecting Fulham FC to the heart of South West London.

Fulham FC Community Tickets

During the 2024-25 season Fulham FC provided 3,870 tickets across men's and women's team fixtures, to members of the Fulham FC Foundation community. This included:

174 tickets given to refugees and asylum seekers.

226 tickets given to disabled young people & adults at risk of loneliness.

655 tickets given to local community groups and charities.

884 tickets given to local primary schools.



Fulham FC Women at Craven Cottage

We were honoured to support FFCW to host 3 of their fixtures at Craven Cottage before being crowned champions and being promoted at the end of last season. Nearly 40 young women and girls from across Foundation programmes and beyond got the opportunity to be flag bearers and mascots for the team. In November 2024, 12 young women completed the Premier League Changemakers leadership course and were awarded their certificates at halftime on the pitch at Craven Cottage during FFCW vs Saltdean in order to inspire the next generation of female leaders in sport.



Mascot Experiences

Fulham FC Foundation's Mascot Experience provides young supporters with a unique and memorable opportunity to be part of a matchday at Craven Cottage. During this season over 150 children aged 5 to 13 got the opportunity to meet players, take part in pre-match activities, and walk onto the pitch alongside the team. Each moment is carefully curated to inspire confidence, inclusion, and lasting memories, reflecting the Foundation's commitment to creating meaningful experiences for young people through football.



Community Champions

For every Fulham FC home fixture we celebrate the incredible journeys of our Community Champions - inspiring individuals whose dedication, passion, and positive impact through our programmes make a real difference. As part of their recognition, each Community Champion has the honour of presenting the match ball at a Premier League fixture at Craven Cottage. This means that during the 2024-25 season we introduced 19 inspirational people to the Fulham Family.

Fulham FC Player Engagement



Ryan Returns to Heathmere

Ryan Sessegnon made a special visit to his old primary school, Heathmere in Roehampton, to meet the children and bring with him the Premier League trophy. Children got the opportunity to listen to Ryan speak in assembly and then run around outdoors before photos with the trophy.



Surprise at the Cottage

Olivia Dale and Stella Gandee Morgan surprised girls from Melcombe Primary School in Fulham while they were on a special visit to Craven Cottage for International Women's Day. Dale and Gandee Morgan chatted with the girls and gave them a further surprise with the opportunity to be mascots for FFCW at their next fixture.



FFCW Support Women's Walking Football

Becky Stormer and Sophie Manzi joined our Fulham team at our Women's Walking Football Tournament to support them with encouragement and some coaching tips throughout the morning. Becky and Sophie invited our players to come and watch their game afterwards too to enjoy a full day of football.



Our New Fulham Teammates

Harrison Reed, Timothy Castagne, Olivia Dale and Stella Gandee Morgan all joined us for our Fulham Teammates Social, meeting older adults and their families. They joined in all sorts of fun crafts and games throughout the afternoon and also supported us to develop a piece to promote the programme on Match of The Day.



More Than A Game

Bernd Leno, Sander Berge and Joachim Andersen surprised participants at our weekly mental health football session, More Than A Game Football at Better's Canon's Leisure Centre in Merton. The players joined in with our wellbeing circle and opened up about their weeks with the participants, while also listening and relating to the different daily lifestyles presented.



FFCW Go Back to School

Girls of Premier League Inspires at Raynes Park High School got to show Madi Parsonson, Olivia Dale and Sophie Manzi how they build teams and in their weekly sessions with our coaches. The three FFCW players took part in some different games and tasks helping the girls to work together and compete.



Guest Coaches at PL Kicks

We welcomed Club Captain, Tom Cairney and his teammate Rodrigo Muniz to our Holiday Kicks activity in Merton to take on the role as team coaches. Each player took on managing their own team throughout the afternoon and participants got the opportunity to learn from two of their idols in Premier League football.



Goalkeeper Masterclass

Frankie Gibbs and Jacqui Goldsmid of FFCW made a surprise visit to our new Girls Development Centre Goalkeeper School held at the Club's training ground. The players shared tips and advice and supported with coaching our budding goalkeepers for the evening, sharing their inspiring stories about what brought them to Fulham.



Our Community Patrons

After a successful launch in November 2023 our Community Patrons continued to go from strength to strength in 2024-25. The initiative brings together local and national organisations who share Fulham FC Foundation's mission of Building Better Lives Through Sport. Each Patron provides financial or in-kind support that enables the Foundation to deliver high-impact sport, education, health and inclusion programmes across South West London. Their patronage allows us to access the facilities and resources needed to engage people in quality activities that truly make a difference.

"We are proud to continue to work alongside Fulham FC Foundation to support their valuable work in the community, the values instilled by the Foundation are ones that we want our students to carry in their future careers as sports business leaders."

JACK JAMES, PARTNERSHIPS AND CORPORATE RELATIONS OFFICER, AMOS SPORT BUSINESS SCHOOL LONDON

Spotlight on Our Patrons



AMOS SPORT BUSINESS SCHOOL LONDON

Part of the ACE Education Group, **AMOS Sports Business School** is internationally recognised for preparing students for careers in the sports industry, with a growing presence across Europe and a thriving London campus. They supported the Foundation's education and employability agenda, offering together hands-on opportunities for sport business students and enhancing links between higher education and community sport.



FIS

FIS is a global financial technology company providing innovative solutions to financial institutions, businesses, and developers. FIS, through their partnership with Fulham Football Club, have been a long time supporter of Fulham FC Foundation. Their generous support has helped the Foundation deliver education and qualification programmes, opening new pathways for learning and career development within the community, a central focus of their CSR agenda worldwide.



RAME CONSULTING LIMITED

Rame Consulting Limited is a London-based project management and development advisory firm with national reach. The team shares a genuine dedication to making a lasting impact and has been a key supporter of the Foundation's DisAbility programmes. Alongside their patronage, they hosted a successful fundraising tournament that brought people together in the spirit of inclusion and sport, while raising over £5,000 for our DisAbility activities.



KASSNER MUSIC

Founded in 1944 and based in Fulham, **Kassner Music** is a respected independent music publisher representing some of the most iconic songs of the past century. As one of the first to join the Community Patrons scheme, the company has demonstrated generous support and a genuine commitment to helping the Foundation deliver its charitable work across the community, giving back to Hammersmith & Fulham.



MOVEMBER

Movember, the leading men's health charity, is a valued Community Patron whose support comes as a result of our long-standing collaboration delivering Movember's Ahead of The Game mental fitness programme. Together, we continue to promote mental wellbeing, build resilience, and break the stigma around mental health across our communities. Through their support Fulham FC Foundation have delivered workshops to over 1,700 young people, their coaches and their parents.



Thank you

Thank you to all of our participants, our supporters, our staff, our fans, the players and everyone else who has helped us build better lives through sport.



Premier League
Inspires



Premier League
Kicks



Premier League
**Primary
Stars**



Premier League
 Professional
Footballers'
Association

Strategic Network



Community Network



Partner Schools





FULHAM FC
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