



F92 FOUNDATION92

IMPACT REPORT **20 24**



Official Charity of
Salford City FC

Principal Partner
1stCentral.



EDUCATION &
EMPLOYABILITY



PARTICIPATION
& COMMUNITY
ENGAGEMENT



HEALTH &
WELLBEING

**FOUNDED
IN 2018
BY THE
CLASS
OF '92**



We exist to transform lives through sport and education, fostering health, equality, and resilience. By addressing barriers such as poverty, homelessness, and disability, we create opportunities for every individual to achieve their full potential.

Foundation 92 supports communities across Salford and Greater Manchester by empowering, educating, and improving lives through delivering innovative wellbeing programmes to those most in need. We tackle inequality, build resilience, and create opportunities that drive lasting social impact.

**OUR
MISSION**



Yvonne Harrison
Chair of Trustees
Foundation 92

On behalf of the Board of Trustees, our Founders, and the team at Foundation 92, I am delighted to share our Annual Report for 2024.

I'm incredibly proud of the team who bring our work to life with passion and commitment every day, delivering life-changing impact across the City of Salford and beyond into Greater Manchester. We cannot do this alone, and in a tough economic climate, partners have shown up. Partners from across the public, private and voluntary sectors have supported our mission and collaborated to engage over fourteen thousand people this

year. Behind those numbers, sit real people and real stories.

Stories of transformation, of resilience, of hope, of personal bests and successes achieved. This is the core of our work using football to engage in education & employability, community engagement, health & wellbeing, inclusion, and social action.

Finally, a heartfelt thanks to Salford City Football Club, together we have had a positive impact on the lives of so many living within the city and we look forward to continuing to make a difference, together.



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**The images in this document may not necessarily reflect or represent the individuals of the impact stories contained within.*



The Class of 92 have enjoyed some of the most successful careers in football.

They met at Manchester United in the early 90s and drove their club – and countries – to reach new heights. After stellar careers on the pitch, Gary Neville, Ryan Giggs, Nicky Butt, Paul Scholes and Phil Neville all went on to excel in highly pressurised and challenging environments in the world of media, and as businessmen. What's more, their attitude towards preparedness, ability to dream big, and commitment to creating opportunity is recognised the world over.

In the past year they have supported a wide range of Foundation 92's projects & events, continuously striving to support the health and wellbeing of communities. Alongside driving the vision of Foundation 92, our founders have directly been involved in the charity's fundraising events of 2024, including Football, Padel & Golf Day's which in turn raised over £45,000 to continue improving lives in Salford.

The Foundation 92 founders played a pivotal role in our 2024 December to Remember campaign, which saw the charity deliver over 2,000 presents across Salford and Greater Manchester aimed at families and individuals who may have been facing hardship and disadvantage during the festive period.

OUR FOUNDERS

2024 IN NUMBERS



14,076
INDIVIDUALS SUPPORTED

30,769
DELIVERY HOURS

252,036
TOTAL VISITS

FOUNDATION 92 SUMMARY

2024 has been an extraordinary year for everyone involved with Foundation 92.

Over the past 12 months, we have strengthened our portfolio of innovative, impactful initiatives.

Our commitment to developing a culture that is purposeful, empathetic, and driven has resulted in outstanding outcomes for the individuals and communities we serve.

This report, showcases the range of programmes we have delivered, and the life-changing impact of our work, none of which would be possible without the support of our increasing number of partners. Collaboration has been central to our success as a charity and we are proud to work with organisations from across the public, private and voluntary sectors, who support our mission.

Throughout this year, Foundation 92 has made remarkable strides in achieving its strategic objectives; launching innovative programmes, delivering community-facing projects and workshops. Achieving recognition on local, regional, and national levels.

The entire team extends heartfelt gratitude to all our partners, especially Salford City Football Club, for their unwavering support.

We hope you enjoy reading more about our work and its impact across the last year.



Yvonne Harrison
Chair of Trustees



Ryan Giggs
Trustee



Will Lewis
Safeguarding Lead



Rob Buckley
Secretary



Tony Camilleri
Quality & Diversity Lead



Greg Wilson
Treasurer



FOUNDATION 92 TRUSTEES

2024 HIGHLIGHTS



• Islamic Relief Food Parcels

Foundation 92 distributed over 200 food parcels in partnership with Islamic Relief. Volunteers from Network Rail supported in the delivery across Salford.

• EFL Utilita Energy Cup

Foundation 92 hosted several primary schools at this year's Utilita Energy Kids Cup which was supported by Salford City FC scholars.

• Thanking our Community Hero's.

As part of the EFL Community Weekend, both Foundation 92 and Salford City FC highlighted eleven community heroes for their work in our community.

• Autism Awareness Match Day

Salford City Football Club developed, in partnership with Foundation 92, a bespoke match day experience, including a sanctuary room at The Peninsula Stadium which provided a safe space away from the crowds.

• Tandem Bank Launch

Foundation 92 partnered with Tandem Bank to deliver financial inclusion programmes across Greater Manchester.

• Premier League Kicks Regional Cup

Foundation 92's mixed team won the Fair Play Award and later represented Foundation 92 in the National Final at St George's Park.

• Corporate Football Tournament

Foundation 92 partnered with NorthCare Charity to host a corporate football tournament at The Peninsula Stadium. The winners were awarded their trophy by one of Foundation 92's founders, Nicky Butt.

• Children in Need Partner Day

Foundation 92 presented to staff from BBC Children in Need and their partners about the work being carried out in the community.



• Dementia Friendly Sports: Mini Olympics

Alongside Age UK, Foundation 92 delivered a Mini Olympics for participants within our Dementia Friendly Sports Group.

• Street Soccer Academy Cup

Foundation 92's Street Soccer team represented the Foundation at the Street Soccer Academy Cup held at Leicester City Football Club's training ground.

• Volunteer Transfer

The Denis Law Legacy Trust and Foundation 92 hosted our annual volunteer transfer which sees volunteers swap places for a week-long exchange, working across both organisation's key programmes.

• Donation of Kellogg's Cereal and Football Boots

Volunteers from Bupa UK supported Foundation 92 to distribute Kellogg's cereal (kindly donated by Kellogg's) and up-cycled football boots kindly donated in partnership with CiF.

• Padel and Golf

Various teams from across different companies came together for Foundation 92's annual Padel Tournament, followed by our annual Golf Day. Both events were supported by founders from the Class of 92.

• Community Garden Opens

Foundation 92 launched a brand-new community garden in the heart of Salford to provide free-to-access and an engaging green space for the local community. The garden was opened in partnership with Bupa UK and Clarion Futures.

• North West Football Awards

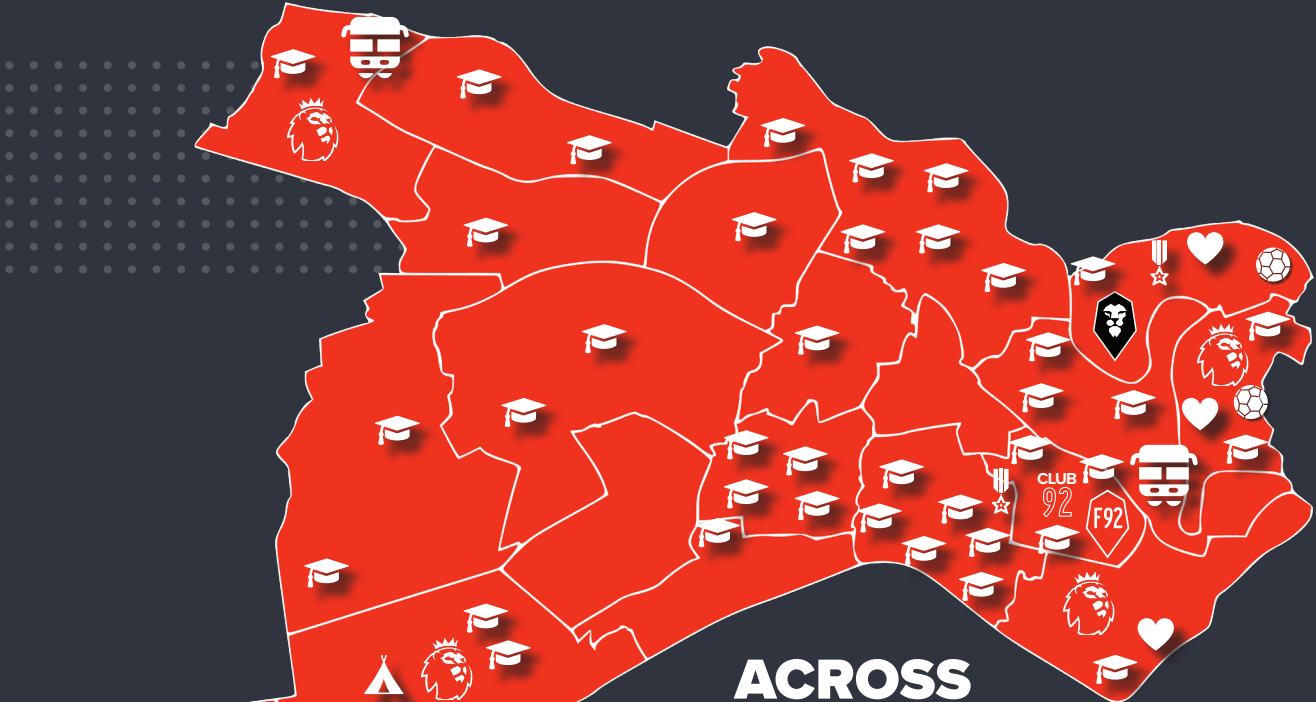
Foundation 92 won the Community Club of the Season award at the annual North West Football Awards.

• December to Remember

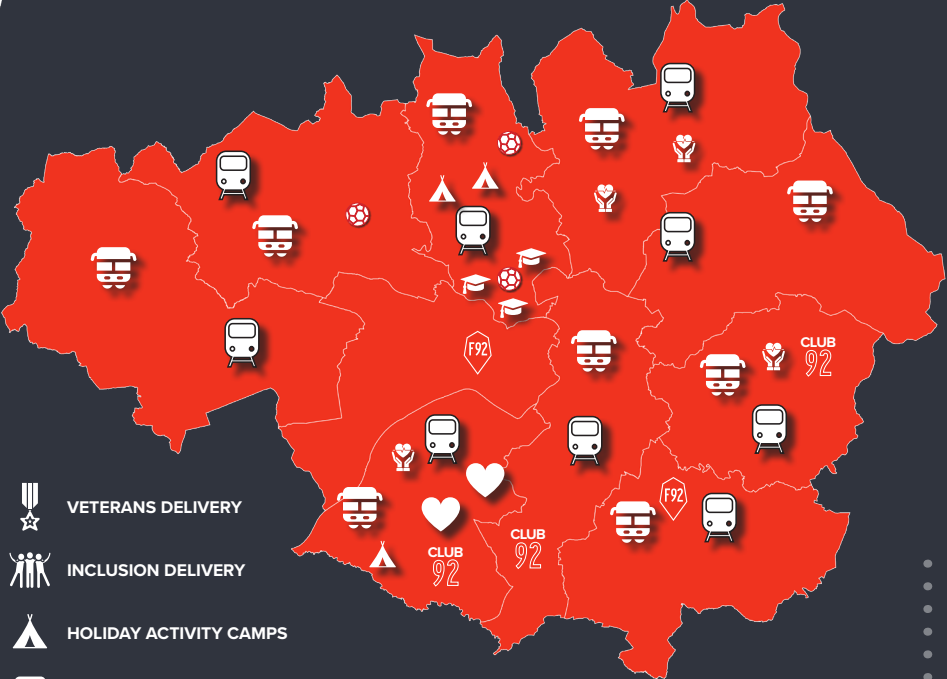
Foundation 92, supported by partners, trustees and founders, delivered over 2000 gifts and 500 Salford City FC tickets across the Salford and the Greater Manchester community.



OUR LOCATIONS



ACROSS
SALFORD



ACROSS
GREATER
MANCHESTER

- FOUNDATION 92
- SALFORD CITY FC
- EDUCATION DELIVERY
- PREMIER LEAGUE KICKS
- CLUB 92
- FOOTBALL PROGRAMMES
- HEALTH DELIVERY
- VETERANS DELIVERY
- INCLUSION DELIVERY
- HOLIDAY ACTIVITY CAMPS
- BEE NETWORK DELIVERY
- RAIL PROGRAMME DELIVERY
- MENTORING

IN THE MEDIA

F92

In 2024, Foundation 92 continued to grow and engage its social media following, highlighting great case studies and demonstrating impact. The charity has worked alongside partners across a variety of PR events to maximise the Foundations coverage.

TOTAL SOCIAL MEDIA STATS 2024

Posts: **3,015**
Engagements: **40,860**
Profile Visits: **46,360**

Video Views: **433,745**
Followers: **14,870**
Webite Views: **37,664**



Followers: **2,278**
Engagements: **6,449**
Impressions: **419,094**



Followers: **3,212**
Engagements: **16,309**
Impressions: **564,384**



Followers: **3,392**
Engagements: **11,659**
Impressions: **964,793**



Followers: **4,818**
Engagements: **2,808**
Impressions: **150,354**



Followers: **1,137**
Engagements: **3,635**
Impressions: **103,058**



Total Impressions:
2,201,683



SALFORD CITY FC

Since our inception as a charity we have been proud to be the official charity of **Salford City Football Club**, using this unique position to use the brand of the football club to make a real and positive impact on people's lives beyond the 90 minutes on the field.



Premier League Fans Fund

1,780

INDIVIDUALS ENGAGED

2,368

TOTAL VISITS

2,250

FREE TICKETS DISTRIBUTED

The Fans Fund aims to strengthen connections between the football club, their fans and local communities.

Foundation 92 supports a range of fan-focused and fan-led projects helping to foster a sense of belonging through engagement. This includes schemes for under-represented groups to further develop an inclusive and welcoming match day experience for everyone.

Foundation 92 have engaged with 677 young people from schools across Salford, discussing and educating participants on the history of Salford City Football Club and showcasing opportunities for games held at The Peninsula Stadium.

As part of the initiative, Foundation 92 announced Salford City Football Clubs Men's First Team player, Jon Taylor, as the new Inclusion Ambassador for the charity.



CASE STUDY

Amy, started her engagement with Foundation 92 via her mother reaching out after seeing online the opportunities that were on offer for the community.

As a child living with autism, she was particularly pleased to know Salford City Football Club provides sensory bags during games and would like to know how these are allocated. Following correspondence with the F92 team, their location within the ground was sourced and a sensory bag was delivered. Amy loved her time at the game and reached out again to take part in some of the charity's wider programmes including One Salford, from there an opportunity to become an official mascot of the club at a game presented itself. Amy, was both excited and anxious about the opportunity, however having worked with the CCO and Club staff and being supported by her mother, Amy took to the field as the club entered the game.

"Thank you so much for letting Amy be a mascot on Saturday, the girls who looked after her really made her feel special." – Mother

Since this matchday Amy has been diagnosed with double major scoliosis which has limited her ability to attend games and continue her direct relationship with Salford City Football Club, as a keen fan she has been able to watch highlights and keep an eye on results whilst also maintaining and supporting her favourite players including Matty Lund.

Amy, is scheduled to undergo several operations over the coming months and CCO/Club is working, via the One Salford Programme, to bring the club to her, whether this be bedside support and visits at the hospital or gifts and messages from the team.



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PLAYER ENGAGEMENT

Elliott Watt received the PFA Community Champion award for his outstanding work in the community, supporting Foundation 92's programmes.

Elliott said: I'm very honoured. It's the first season where I've done as much work in the community, this club is massive on community support. I've tried to throw myself in at the deep end and do as much as I possibly could."

41

PLAYER VISITS



13



3,751 194,084 16,920

YOUNG PEOPLE ENGAGED

TOTAL ENGAGEMENTS

DELIVERY HOURS

EDUCATION

IMPACT

Our Education team provide young people and adults with the platform to gain accredited qualifications whilst participating in a range of personal development and engagement opportunities.

Foundation 92's provision is based around the delivery of small-group intervention provision, enabling the Foundations tutors, mentors and teachers to fully meet the needs of each individual within the programme.

Out of the 358 students that received one-to-one mentoring, 78% reported improved academic performance whilst 85% reported improved aspirations for the future.

In 2024, we delivered mental health workshops across 10 schools in Salford. Out of the total participants, 89.3% reported feeling more positive; 94% reported more confidence in recognising signs of their peers who may need additional support; and 98% reported increased self-esteem.

We offered extra English intervention for 144 of year 6 pupils in preparation for their SATs and 90% of these participants felt more inspired, while 100% felt more prepared for their exams.



“

“Foundation 92’s mentoring programme has been an invaluable resource for our pupils. The personalised one-to-one guidance helps them set clear goals, overcome challenges, and build the resilience they need to succeed.”

“

“As a parent, I can’t express how grateful I am for the support Foundation 92 has provided my children. They’ve received so much more than just academic help – they’ve gained confidence, developed skills for life. I see a bright future ahead for both of my children because of the opportunities Foundation 92 has opened for them”.

► Nilton has been working within our Premier League Primary Stars programme since September 2023. Nilton works with Megan, our Education Officer within Lark Hill Primary School, taking part in PE lessons.

During the initial weeks, Nilton was very disruptive and agitated – he often became angry at different things throughout the sessions. During his time with Megan, she spent time with Nilton working on why he becomes frustrated and so figure out the best way to support Nilton to he can access PE in a meaningful and impactful way.

After a couple of weeks, Megan simplified tasks to be achievable and consistently checked in with Nilton so he knew he was seen and understood. Nilton began to show a great improvement on his behaviours.

Although Nilton can still sometimes struggle to regulate his emotions, he has shown a very positive change in his behaviour.

Nilton’s teacher, Miss Coverdale, said: “Nilton has always struggled with PE and since Megan has spent time with him to better understand his emotions, he has become a much more pleasant and calm child. He gets success now and it’s a pleasure to see him smile more”.



CASE STUDIES



► In the weeks leading up to SATs, Foundation 92 delivered a bespoke English programme to a group of Year 5 and 6 pupils, who were selected by their class teacher as needing extra support with their learning and engagement within the subject.

Foundation 92 mentors quickly recognised that the engagement level was low within the group. This then formed a new way of delivering in a practical and sport specific way.

With the use of the topics and activities, participants took part in games outside of the classroom to increase engagement. The mentors found that pupils really took to this type of delivery and were able to remember information by linking it back to the games they had played.

A student who attended the session on a regular basis, Oliver McDonalds, stated the programme had really helped him to be focused and ready for his SATs. He enjoyed learning outside of the classroom environment and was able to link his passion for sports with his education.

Nicky Bostock, a teaching assistant who supported the delivery, explained how the pupils gained more confidence and were able to access more information than they did previously.

7,988 49,577 10,916

YOUNG PEOPLE ENGAGED

INDIVIDUAL VISITS

DELIVERY HOURS

YOUTH WORK

IMPACT

Foundation 92 is proud to provide a wide range of fun, safe and engaging activities across Salford and Greater Manchester.

All sessions are led by fully qualified staff who are wholly committed to supporting young people within their community to thrive and lead a healthier lifestyle. At Foundation 92, we want to be part of the development and growth of young people to help everyone gain a bright future through sport and education.

During our 2024 Winter Holiday activities, 81% of parents and guardians rated our Holiday Activity Fund Camp as excellent, whilst 98% agreed that the camp met their expectations. In addition to this, 100% of those asked would recommend the camp to other families.

From our wider outreach work, 91% of participants reported feeling less involved in risk taking behaviours, whilst 98% of participants involved in social action reported a greater sense of belonging within their community and 86% of these would volunteer again in the future.

CASE STUDY

ETCs

Erin had always been passionate about football but never had the opportunity to play in a team. She was initially hesitant about joining because she didn't feel confident in her abilities compared to others who had been playing for longer. She joined the ETCs. Initially shy, she slowly gained confidence thanks to the supportive environment created by the coaches and her team-mates.

Outcomes

- Erin's skills improved rapidly. By the end of the season, she was joint top goal scorer.
- Erin's self-confidence soared as she developed leadership skills.

"Joining the ETC has been the best decision I've ever made. I've learned so much, not just about football but about myself".

18



TfGM

Tom had been a frequent presence at Wigan Bus Station over the past couple of years. He, along with a group of peers, were often involved in incidents of ASB, including loitering, verbal abuse, and physical violence. This behaviour caused significant distress to other commuters and raised concerns for local authorities.

Foundation 92, in partnership with Travel Safe and TfGM, deployed the Mobile Youth Zone to Wigan Bus Station. The Mobile Youth Zone is a youth engagement initiative that brings positive activities, mentoring and support directly to areas where young people are at risk of engaging in ASB.

The staff provided a safe, structured space for young people. Tom engaged with the Mobile Youth Zone, and rather than simply addressing the behaviour staff had witnessed, the team focused on getting to know Tom and his interests. As Tom continued to engage, staff began to see a noticeable shift in his attitude. He started opening up about his frustrations and the underlying reasons for his behaviour, including difficulties at home and school.

"I used to just hang around the bus station with my mates because there was nothing else to do. I didn't realise how much it was affecting other people, or my own future. The Foundation 92 staff kept coming back, and eventually, I gave it a try. Now, I volunteer at my local youth club every Friday evening, and it feels good to be doing something that actually makes a difference."



CASE STUDIES

SUTTON COMMUNITY CENTRE

Mia had a difficult time adjusting to high school, facing social anxiety and struggles with bullying. She often felt isolated and unsure of where she fit in, which affected her confidence and academic performance. Mia started attending Sutton Youth Club after being encouraged by her mother, who believed the safe environment would help Mia develop skills and meet others her age. Mia participated in various activities, including arts and crafts, sports and social action, all designed to build self-esteem and encourage positive interactions with peers and the community.

Outcomes

- Mia made lasting friendships through the youth club, especially through collaborative activities like group projects.
- Mia's confidence grew, and she became more comfortable engaging with others, even in her school setting.
- Mia is now a Community Ambassador at the youth club, supporting social action and throughout youth club activities, particularly helping younger members.

"The youth club has been my safe space. It's where I can be myself, without judgement. I've made so many great friends, and I've found the courage to speak up for myself. I feel like I belong now".



19

265

INDIVIDUALS ENGAGED

4,740

SESSION VISITS

1,021

DELIVERY HOURS

HEALTH & WELLBEING

IMPACT

The Foundation understands that sport is a fantastic tool to improve the community's health and wellbeing. Each programme developed by Foundation 92, is coordinated to ensure we are able to have a positive influence on each individual participants health and wellbeing.

After one of our sessions a service user explained the following benefits:

"It gave me my first step from being fitness socially isolated at home to reintegration into a great friendly and supportive community groups with others. It boosted my confidence in what I am able to do whilst reducing my fears of never exercising again. I was educated on food contents and checking/ swapping food items for healthier items. It increased my body confidence, feeling stronger and more coordinated every day."



“

“The F92 health and wellbeing group has been a real lifeline for me. The group are always allowed time to share ideas and socialize before and after the activities so it's a real community”.

“

“The sessions have been fantastic for our employees. It gives them a break from their working day, all whilst exercising and being part of a fantastic group”.

CASE STUDY

► The participant arrived at the Fit Fans session and immediately spoke about there not being enough local support of this kind – to help with the rising obesity issues the public are facing. The participant stated that he was really looking forward to getting on track with his diet and physical activity.

After attending all weekly sessions and participating to the fullest. They also encouraged others to share within the group by being open and honest about his own previous struggles to break bad habits, which created a very positive group environment in which the participants felt confident and encouraged to attempt each weekly target.

The participant took on board every aspect of the programme and continued to recreate the physical activity element at home.

Due to the fact that he had been so engaging with the concept of the programme, he had lost 1 stone, 1 pound by week 12 measurements. He was delighted with the outcomes and expressed how much better he felt, and would continue to lead a healthier lifestyle.

At the end of the 12-week programme, the group decided that they would create a WhatsApp group and continue to meet on a weekly basis as a walking group which is a testament to the programme and the ability to bring individuals together who share a common goal.



292

INDIVIDUALS ENGAGED

1,267

TOTAL VISITS

1,044

DELIVERY HOURS

WELLBEING HUB

IMPACT

The Wellbeing Service is a partnership of welcoming community spaces across Greater Manchester, supporting people on probation to move forward with their lives.

Led by The Big Life group we offer free, personalised support around what matters most to each person — whether that's improving wellbeing, strengthening family relationships, or getting help with money.

Foundation 92 delivers in Stockport to support and motivate participants to make positive changes to a wide range of areas in their life, including:

- Physical and emotional well-being
- Family and relationships
- Building social connections
- Money management skills
- Access to training and employment

The Wellbeing Hub exists to prevent and reduce re-offending, recall rates and crime in the community. Participants are supported using a person-centred, strength based and trauma informed approach.

Outcomes

- The Wellbeing Hub has been able to support a participant to save £88.00 per month on their bills through the help of our money management courses.
- Another participant has also been supported to return to court and apply for their probation order to be changed, enabling him to leave his home and visit family and friends, further improving his mental health and strengthening family relationships.



► One of the hubs participants who had previously sustained a head injury which impacted his mobility, was referred to our case worker. At the time of referral he had an active addiction which included drug-use and gambling.

Since his childhood, he had been engaged within the criminal justice system, and as such was initially hesitant to attend the Wellbeing Hub, feeling reluctant to engage in conversations with our Wellbeing Hub Case Workers, especially around topics including finances. Over time our staff were able to build a positive rapport, and support him to engage in the programme.

During his first visit, he disclosed additional needs relating to his mental health, challenges around the home due to his lack of mobility, drug dependency, and lack of social inclusion.

Over the coming weeks, he engaged fully in the services on offer including budgeting and financial support workshops, following the initial engagement he reported significant improvement in his mood and home life.

In the weeks that followed he started to actively address his needs, and make positive steps to improving relationships with his children. Feedback directly from the participant outlined that the support offered by Foundation 92 encouraged his engagement and that "this is the longest time he had ever has engaged in support and with probation".



CASE STUDIES



► The Wellbeing Hub received a referral to an individual due to their poor mental wellbeing. He was actively misusing prescription drugs as a coping mechanism to deal with his emotions and challenges he was facing in his life. He had previously tried to engage with alternative support services, including drugs and alcohol agencies but had withdrawn from the support.

As an Army Veteran he outlined that he was struggling to adapt to wider society and required a larger support network within the community.

He started to attend one-to-one sessions at the Hub and completed wellbeing interventions. Weekends were identified as a particularly difficult time, and he was more likely to turn to alcohol.

Throughout his engagement with the Hub, he attended a wide range of services, including IT sessions and successfully completed online courses, as well as enrolling on the Recoup 50+ programme, held at the Hub.

With all the holistic support on offer, he was able to reflect on his own and his family's needs. As a result he is now more likely to seek support and states he is better able to regulate his emotions.

Following the support by our case workers we have been able to reconnect him with drugs and alcohol support services and he is no longer dependant on, or misusing prescription drugs.



**Community Club
of the Year**

AWARDS & NOMINATIONS

Foundation 92 was awarded the coveted Community Club of the Year Award at the Armstrong Projects Northwest Football Awards (NWFA) 2024.

500 esteemed guests from across the footballing world attended the star-studded event, hosted by broadcasters Eilidh Barbour and Dion Dublin, at The Point at Emirates Old Trafford, Manchester.

The award was testament to the work the team do across communities supporting the region's most vulnerable young people and adults across a variety of programmes.



Shortlisted for the More
than Football Award



This is Manchester
Awards – Organisation
Making a Difference in
the Community



Manchester Young
Talent Awards – Agent
of Change (individual)



Made in Manchester
Awards – Team of the
Year



Principal Partner

1stCentral.

Official Charity of Salford City FC



Ambassadors



kuits solicitors

Kellogg's



Programme Partners



jmw

tandem

Core Partners



The achievements of Foundation 92 throughout 2024 would not have been possible without the support of the partners we work with, our valued partnership with Salford City Football Club and the communities we serve. On behalf of everyone associated with Foundation 92, thank you for your support.

If you would like to partner with Foundation 92,
please email info@foundation92.co.uk

Foundation 92 Partners





FOUNDATION92

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1180246

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