

2021



Chelsea 
Foundation

Annual Report



INTRODUCTION

Chelsea Foundation uses the power of football to support its local communities.

Football is key in **breaking down barriers**, driving social change and positively affecting cultural attitudes. Chelsea Foundation is formed by these values and a drive to ensure **football is used as a force for change**, giving back to the communities we serve.

From our commitment to providing opportunities for **young girls to play football**, using the power of the Chelsea brand to support varying educational needs, to our continued efforts to **combat all forms of hate**, Chelsea Foundation ensures we have a tangible impact on our local communities.

Chelsea Foundation focuses on delivery around our three core locations.



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LAURA CORDINGLEY

Chief Executive of Chelsea Foundation

FOREWORD

LAURA CORDINGLEY

At Chelsea Foundation we're steadfast in wanting to support our local communities to improve physical and mental wellbeing, supporting those who need our help the most and adding value by investing in the education and development of people's futures. The reach of our work is targeted and impactful. In 2024, our programmes meaningfully supported 10,000 people representative of our diverse local communities.

I joined as Chief Executive of Chelsea Foundation in September 2024, and I was immediately aware of the fantastic work delivered by our staff every day. I saw how powerful it can be when the Club and Foundation unite, and the huge opportunity we have to further our impact. This impact, is very much down to our passionate team and their unwavering commitment to have a positive impact on lives.

In 2024, Chelsea Foundation welcomed Louise Jacobs and Millie Bright OBE as new trustees, and I would like to thank all our trustees for their support this year. I would also like to express my gratitude to our staff for their incredible work over the past twelve months and more broadly our wider supporters.

We look forward to continuing our journey in 2025.



2024 HIGHLIGHTS

JANUARY



Holocaust Memorial Day
To mark Holocaust Memorial Day, Chelsea Foundation welcomed Holocaust survivor, Eve Kugler BEM, to meet with both men's and women's squads.

FEBRUARY



Digital Blue Robot Football Festival
Chelsea Foundation hosted a Robot Football Festival at Stamford Bridge as part of the Digital Blue Programme, which engaged over 3000 participants in 2024.

MARCH



International Women's Day
Chelsea Foundation hosted fun football activities and workshops for over 300 local school students on International Women's Day.

APRIL



100 club
Chelsea FC supporter, Alf Wells, enjoyed a special day at Stamford Bridge marking his 100th birthday, courtesy of Chelsea Foundation.

MAY



Bringing female entrepreneurs together
Sophie Ingle, Ashley Lawrence and Zecira Musovic, joined female entrepreneurs as part of an exclusive Edge of the Box Club event, hosted by Chelsea Foundation and supported by Cadbury.

JUNE



Whoever You May Be
Chelsea Foundation, Chelsea FC and LGBTQI+ supporters group, Chelsea Pride, once again joined forces to celebrate inclusion at the London Pride parade, emphasising that football is for everyone.

JULY



Premier League Disability Festival
Chelsea Foundation hosted the Premier League Disability Football Festival at Cobham. Over 150 participants took part in the day, which included a special appearance from Chelsea Foundation trustee, Millie Bright OBE.

AUGUST



Standing Together
The Mayor of London visited Stamford Bridge to join Chelsea Foundation's Standing Together project, to see the work taking place to empower young Londoners to tackle hate and extremism.

SEPTEMBER



Degree programme extension
Chelsea Foundation and St Mary's University announced a five-year extension to the delivery of the Chelsea FC Foundation Coaching & Development Degree programme.

OCTOBER



No Room For Racism Icon
Victor Odeyemi, senior schools education officer at Chelsea Foundation, was recognised as part of a Premier League campaign celebrating how diversity makes football stronger.

NOVEMBER



Inspire Her
Chelsea Foundation announced Inspire Her, a five-year mission with the support of Nike as Official Partner, to drive girls' participation in football, building ambition and passion for the game in the next generation.

DECEMBER



Supporting our local hospitals
Chelsea FC squads visited local hospitals to hand out gifts to patients and staff ahead of Christmas, in visits organised by Chelsea Foundation.

PL MORE THAN A GAME



Chelsea Foundation is grateful to receive incredible support from both the Premier League Charitable Fund and PFA Community Fund, enabling us to deliver key educational and social impact programmes across London and Surrey.

PREMIER LEAGUE PRIMARY STARS:

Premier League Primary Stars is the Premier League’s primary school education programme. Launched in 2017, it uses the appeal of football to help children be active and develop essential life skills.

1,548 took part in **1000** PLPS sessions

94% engaging in more school community activities¹

Road To Cobham

- Schools from across **London and Surrey** competed in mixed and girls only tournaments, with the four best schools from each tournament winning the opportunity to compete in a special event at the Cobham Training Ground.
- “I loved seeing the woman’s wall in the changing rooms, it inspired me to work harder so one day my shirt would be there.”
Road to Cobham Student (Coombe Hill)



1 Premier League Primary Stars Participant Questionnaire 2024.

PREMIER LEAGUE INSPIRES:

Premier League Inspires is a personal development programme, developed by the Premier League and supporter by the Professional Footballers Association. Chelsea Foundation’s Premier League Inspires programme empowers **students aged 11–18** to develop the personal skills and positive attitudes to succeed in life.

875 participants across **8** schools in London & Surrey

Raising awareness for men’s health

- “The **Inspires Programme** is used for a wide range of students across the whole spectrum. We try to capture low literacy students, middle attainers or some students with behavioural issues. **I think that is why it works** and is so well supported, because it does not target one particular group. It is great to see the students come out of their shell through their work with PL Inspires.”
Teacher – Tomlinscote

I was really impressed with the work our students have put forward in the Premier League Inspires Challenge. It was so pleasing to see students who are normally so shy to even put their hand up in class engaged and motivated by the project.’

Teacher – Fulham Cross

PREMIER LEAGUE FANS FUND:

The Premier League Fans Fund provides grants to support football clubs at all levels of the game to strengthen connections between them, their fans and local communities.

Over The Line

- Over the Line has been delivered by Chelsea Foundation in partnership with Chelsea Supporters Trust (CST) and Hammersmith, Fulham, Ealing and Hounslow (HFEH) Mind. The project which is supported by the **#PLFansFund** provides mental health support on selected matchdays at Stamford Bridge.

Women’s Youth Supporters Group

- Chelsea Foundation have helped establish a Women’s Youth Supporters Group. Supported by **#PLFansFund**, the group of young fans aims to help to grow and diversify the fanbase of the Chelsea FC Women’s team.



PREMIER LEAGUE KICKS:

Premier League Kicks uses the power of football and sport to inspire young people to reach their potential, working together with the Metropolitan and Surrey Police Forces, Chelsea Foundation delivers one of the largest Premier League Kicks programmes in the country.

2093 participants across **16** community venues

98% feel enabled to make healthier life choices²

Truce Tournament

- Eight PL Kicks girls from Chelsea Foundation took part in the PL Kicks Truce Tournament in Ypres, Belgium. During the three-day event, as well as competing on the pitch, the girls took part in educational and cultural activities, to learn about the sacrifices made by servicemen and women in the First World War.

2 Premier League Kicks Participant Questionnaire 2023/2024.

PL MORE THAN A GAME



Chelsea Foundation is grateful to receive incredible support from both the Premier League Charitable Fund and PFA Community Fund, enabling us to deliver key educational and social impact programmes across London and Surrey.

ENTERPRISE:

The Chelsea Enterprise Project delivers a range of business-focussed activities through its three core strands: Edge of the Box Club, Junior Edge of the Box Club, and Enterprise Incubators.

258 engaged participants

Junior Edge of the Box – 89% agree sessions improved important skills of teamwork, problem solving and planning.³

Women in Business – Kingsmeadow advertising board spotlight.

- In conjunction with club partner Cadburys, Chelsea Foundation facilitated a female-only competition where participants could win the opportunity to promote their business on the advertising boards at **Chelsea Women’s Kingsmeadow Stadium. Lola De Kumolo and her business Ocean Mint UK** won the competition, with her advertising board proudly on display at Kingsmeadow this season.



CHELSEA CHAMPIONS:

The Chelsea Champions project offers secondary schools the opportunity to work exclusively with the Chelsea Foundation to improve emotional wellbeing and resilience in secondary school students.

1695 participants from our **5** Chelsea Champions Schools

Noah Kahan Visit

Partnering with Hammersmith, Fulham, Ealing and Hounslow (HFEH) MIND we delivered a **‘Music for your MIND’** workshop and physical activity session to 22 Chelsea Champions participants. Including a surprise visit and performance from musician Noah Kahan. Participants also received free tickets to watch him perform at the O2 arena the following week.



POPULATION HEALTH:

Chelsea Foundation’s Population Health schemes help improve the social, emotional, and physical wellbeing of our communities whilst tackling the rising health inequalities.

462 participants attended **752** sessions

‘Bridging the Blues’ nominated at 2025 London Sport Awards – Health & Wellbeing Category

Senior festive lunch

- 130 participants from Chelsea Foundation’s Population Health activities were provided with a Christmas party and meal by catering partner Levys, as well as a choir performance from Wendell Park Primary School and a Christmas raffle hosted by former Chelsea player, Gary Chivers.



“I can actually run again, which I couldn’t do before I joined the Chelsea Foundation because of my long battle with illness. I cannot thank Chelsea Foundation enough, sometimes with my illness I used to get very upset about my lack of activity, now I have so much to choose from and my physical and mental health have improved.”
Bridging The Blues participant

WRAP UP WARM

With more than 3,200 people sleeping rough in South-West London alone last year, Chelsea FC and Chelsea Foundation launched the Wrap Up Warm campaign, to support charities tackling homelessness and its root causes across London.

Launched via a star-studded, heart-warming video captured at Stamford Bridge, the Wrap Up Warm campaign enabled the club and our supporters to come together to support the most vulnerable members of the local community.



Players from both men's and women's squads supported the clothing donations and saw the valuable work being done at homelessness charities first-hand.

The initiative, run in partnership with the Chelsea Supporters' Trust, saw over 3,600 items of warm clothing donated to those in need throughout the festive period, while more than £100,000 was raised to support charities tackling homelessness and its root causes every day, including contributions from supporters, both men's and women's teams, and proceeds from the club's festive retail range.



Wrap Up Warm was awarded the “Most Engaged Ad” on the YouTube Christmas Ads Leaderboard for 2024 (achieving over 55.5 million impressions, 33.4 million video views, and 5.1 million engagements).



BLUE CREATOR FUND

2024 saw Chelsea Foundation and VERSUS announce the second year of the Blue Creator Fund, a fund that has now grown to award five aspiring creatives from underrepresented backgrounds £20,000 each to produce a creative project about Chelsea and our community.

Recent available data shows only **8% of those employed in the creative industry** are from underrepresented backgrounds

Nicholas Daley is award-winning, London-based menswear designer who explores the interplay of fashion, music and culture, joined as **Creative Director**.

Ebele Ojechi, Jerrell Cumberbatch, Gabin Kongolo, Letitia Inniss and **Still Shadey**, were selected from over 800 applications and awarded the fund after a highly competitive interview stage.

Ebele Ojechi – For the Glory

For the Glory is a capsule sportswear collection weaving cultural elements from across Chelsea's history with our connection to our significant Nigerian fanbase.

Jerrell Cumberbatch – Dreams/Sonhos

Dreams/Sonhos is a 'global-local' photo-series: a collaboration between disadvantaged young people benefitting from sports charity initiatives in London and Rio de Janeiro.

Gabin Kongolo – My First Game

My First Game is a visual poem and love letter telling the story of Gabin's father and the convalescence of communities, as a Congolese refugee, Welsh citizen and lifelong Chelsea fan who has never attended a match.

Still Shadey – It Takes a Village

It Takes a Village: A Chelsea Story is a rap storytelling journey centred around the importance of community in football fandom, blending cultural rhythms and community voices.

Letitia Inniss – Threads of Blue

Threads of Blue tells the story of the Chelsea community through the lens of music and fashion, by creating an embroidered wall hanging, inspired by the rich cultural history and Caribbean cultural influence of Chelsea.

Winners will debut their works at the Saatchi Gallery this March as part of the Club's 120th Anniversary celebrations.

CHARITY

Throughout 2024, Chelsea Foundation provided unforgettable experiences for our community.

Across the year, Chelsea Foundation invited special guests into the training ground as part of our community days where those who have been through a difficult time are welcomed for a once in a lifetime opportunity to watch their heroes in action at training. Individuals and families are treated to an exclusive matchday experience, whilst men's, women's and academy squads made visits into **local hospitals ahead of Christmas** to hand out gifts to patients and staff.



In February, **Paul Archer**, who suffered a cardiac arrest at a match at Stamford Bridge in November 2023, was emotionally reunited with **Prince Tandukar**, the **St John's Ambulance Medic** who saved his life.



Oscar Brown-Smart also enjoyed a special day and gift courtesy of Chelsea Foundation ahead of the Carabao Cup final.

CHELSEA PLAYERS' TRUST

CHELSEA PLAYERS TRUST

Chelsea FC and Chelsea Foundation is fully committed to our history and helps raise money for former players, as well as supporting the welfare of those who made the club what it is today, through the **Chelsea Players' Trust**.

In May, Chelsea Foundation arranged a special visit to the **Cobham Training Ground** for Chelsea legend and record appearance holder, **Ron Harris**, whilst in October, **Frank Blunstone** was the guest of honour at Stamford Bridge as he celebrated his 90th Birthday.



In March 2025, **Chelsea FC Legends** will take on **Liverpool FC Legends** in a charity match raising money for the **Chelsea Players' Trust**.



GRANT GIVING

JAMAL EDWARDS SELF BELIEF TRUST

- In August 2024, Chelsea FC Foundation announced a £1Million donation to the [Jamal Edwards Self Belief Trust](#)
- This is the largest grant in the Foundation's history.
- Grant part of a new five-year partnership with JESBT.
- Chelsea FC committed to annually funding 31 apprenticeships across the partnership.
- JESTB was established in memory of Jamal Edwards MBE, a pioneering entrepreneur who created the award-winning digital platform for undiscovered musicians, SBTV. Jamal was responsible for the launch of many UK artists, including Ed Sheeran, Stormzy, Dave and Jessie J.
- A lifelong Chelsea fan, Jamal had worked with the club on a number of initiatives and was a pillar of the Chelsea community.



Foundation Trustee Barbara Charone and Brenda Edwards

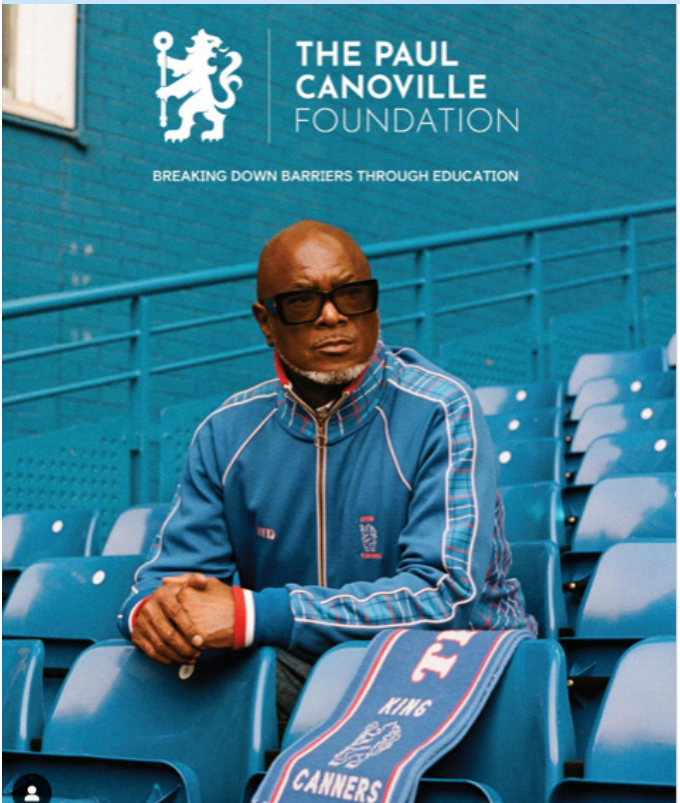
JIMMY AGGREY FOUNDATION

- In December we launched a partnership with the [Jimmy Aggrey Foundation](#)
- The aim of building futures through football for young people.
- The JAF focuses on five 'F' principles – Family. Food. Friends. Football. Future.
- Chelsea Foundation will work with the JAF to support its mission of building futures. Initiatives will soon be underway in the UK and Africa.
- Football kit and bibs are to be distributed in economically challenged communities in South Africa, where there will also be funding for projects introducing educational and social opportunities.



PAUL CANOVILLE FOUNDATION

- In October we announced a three-year partnership with the [Paul Canoville Foundation](#)
- Paul was Chelsea's first ever Black player, making his debut in April 1982.
- In its first year, the partnership will see nearly 50,000 contact hours delivered and engage with nearly 10,000 unique participants, supporting young people facing adversity and helping them to reach their full potential.
- The partnership will focus on educational support, skill development and inclusive empowerment to ensure young people receive equitable access to quality education and diverse perspectives.
- Paul: 'As a Chelsea fan and former player, I'm so happy to launch this partnership between the Paul Canoville Foundation and Chelsea Foundation. Through my story and the work of my foundation, we will be positively impacting thousands of children and young people in London and across the UK'.



FUNDRAISING

We would like to thank all stakeholders, partners and staff for their contributions to our work in 2024, helping us to support our local communities.

Raising vital funds to enable us to deliver this work is crucial, and fundraising is a vital part of our mission and an area we will be expanding further. As part of this in 2024 we appointed a new **Head of Philanthropic Partnerships, Mariel Zelhart**.

If you or your business is interested in supporting **Chelsea Foundation**, we'd love to speak with you about how we can work together in the future.

Please contact:
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for further information.



With kind regards

CHELSEA FOUNDATION SENIOR MANAGEMENT TEAM



Laura Cordingley

Chief Executive



Thomas Reading

Operations Director



Sam Gaskin-Kemp

Head of Community
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Gabriella Wilkinson

Head of Campaigns



Billy Nickson

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