

20

ANNUAL REPORT

23



FOUNDATION

INTRODUCTION

Chelsea FC Foundation is one of the **world's leading** football social responsibility programmes, using the power of football to **motivate, educate and inspire**. We support communities and individuals at home and abroad, developing programmes with more than **800,000** attendances per year, across 125 towns and cities around the world.

The **power of football** is unique in its ability to positively affect society and break down barriers. Through a holistic offering of football activities and sports-related programmes, Chelsea FC Foundation is creating a tangible and **long-lasting legacy** by fostering **stronger more inclusive communities** every day.



FOREWORD

2023 marked my first year as Chair of Chelsea FC Foundation. As a lifelong Chelsea FC fan, I have always been very proud of our work in the community, and to have seen this outstanding work first-hand over the last year has been extremely fulfilling.

Football is key in breaking down barriers, driving social change and positively affecting our communities and cultural attitudes.

Chelsea FC Foundation is formed by these values and a commitment to ensure football is used as a force for change, giving back to the communities we serve.

We are ambitious and want to ensure we are leaders on and off the pitch.

Whether that be our commitment to giving 5000 young girls their first experiences of football, our industry-leading disability provision or our continued efforts to combat all forms of hate, Chelsea FC Foundation are the leading force in fostering stronger more inclusive communities every day.

I'd like to express gratitude to all Chelsea FC Foundation staff for their work in 2023 along with my fellow trustees for their support throughout the year.

I would especially like to thank Emma Hayes OBE for her contribution, who after six years is stepping down as a Trustee and we wish her the best of luck for her future endeavours.

Chelsea FC Foundation is dedicated to using the power of football to motivate, educate and inspire our communities, and I look forward to continuing this in 2024 and playing my part in the next chapter of the Foundation's work.



*Lord Daniel Finkelstein OBE,
Chair of Chelsea FC Foundation*

D. Finkelstein

FOOTBALL DEVELOPMENT

Chelsea FC Foundation's football development programmes have continued to support young people to advance their skills and develop their footballing ability throughout 2023.

We aim to support the development of every child and participant technically, physically, psychologically and socially, developing skills and building confidence to fulfil their potential on and off the pitch.

In March 2023, we announced our commitment to offer **5000 girls** their first experience of football. Chelsea FC Foundation continues to be leaders in the field of Football Development by delivering high quality provision in a safe environment, ensuring we have a positive impact with those participants and increasing physical, emotional and social wellbeing through this delivery.



Our highly qualified coaches provided a wide variety of football activities and training sessions including in and out of school activity, soccer schools and player development programmes, delivering in excess of 5000 individual coaching hours every month.

This includes the following:

ACTIVITY IN OVER

130

SCHOOLS PER WEEK

OVER

3300

PARTICIPANTS PER WEEK ON OUR PLAYER DEVELOPMENT PROGRAMME

PLAYER DEVELOPMENT PROGRAMME DELIVERED IN OVER

40

LOCATIONS PER WEEK



A 'big shout' to our current Chelsea Foundation coaches. It's an absolute pleasure to have them in our school. They are wonderful with the children. At a year 3 football festival, the children felt so important having some time in a small group with a Chelsea Foundation coach. I had the pleasure of watching a fun game at the end of their lesson and the children were beaming. Thank you for continuing to look after us at St Polycarps."

Sian Ramsden, PE & Actives Schools Lead at St Polycarp's Catholic School



INTERNATIONAL

Internationally, Chelsea FC Foundation have delivered workshops, training courses and unforgettable football experiences to a wide range of participants in 2023.

This has included delivering programmes alongside club sponsors and partners to engage with Chelsea's global community, such as The Famous CFC Tour in Mumbai and Los Angeles and supporting the men's first team pre-season tour in the United States.

EDUCATION AND INNOVATION

Chelsea FC Foundation's Education & Innovation department have built an extensive education programme which is delivered to local schools, colleges and wider groups using the power of football to inspire and support varying educational needs.

Whether that be innovative STEM activities through our Digital Blue initiative, our unique enterprise and adult entrepreneur programmes, or Premier League programmes engaging children with English, maths, physical activities or PSHE such as Premier League Primary Stars, Chelsea FC Foundation continues to educate learners of all ages.

Across the year:

- More than 1000 education sessions took place, spread across 90 primary schools and 30 secondary schools in London and Surrey.
- 300 different types of interventions were delivered, with 40% of sessions PSHE based.
- 875 individuals participated in the Edge of the Box Club, supporting local entrepreneurs.
- 750 students engaged in our enterprise and career related activities.

In April 2023, we facilitated the launch of the **Premier League Primary Stars Kit Scheme**, providing free kits for Castle Hill Primary School, whilst we continued to deliver ground-breaking equality and diversity programmes focusing on a wide range of issues to schools, communities and partners with over 20,000 participants engaging with these activities throughout the year.



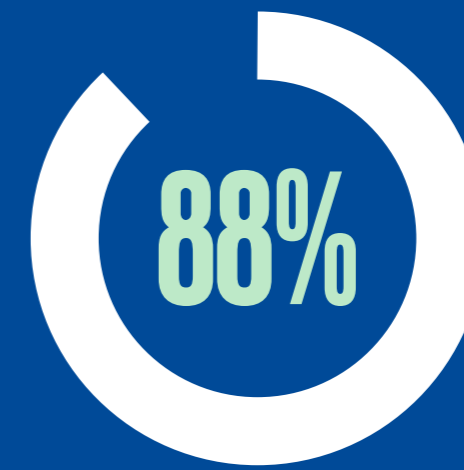
I wanted to say the BIGGEST of thanks to Chelsea Foundation for your continued support this academic year. We are so grateful for the opportunities that you have enabled and for the additional educational experiences for all at Goldfinch. Not only have our children benefited but our staff too.

Recent pupil progress meetings have highlighted the contribution and impact of your work. Children who don't read at home are making progress in their reading, children are proud of their differences and respectful of others."

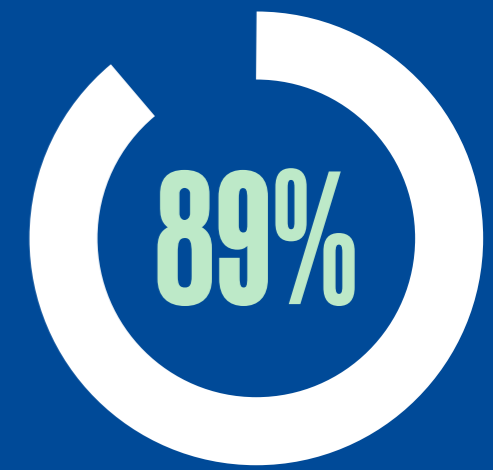
Angela O'Connor, Deputy Headteacher



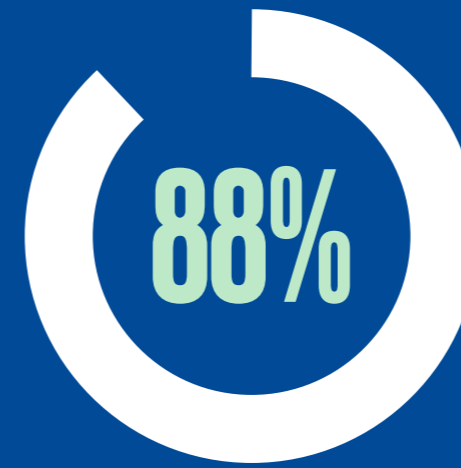
OF PARTICIPANTS ENJOYED OUR TARGETED INTERVENTIONS (MATHS AND ENGLISH)



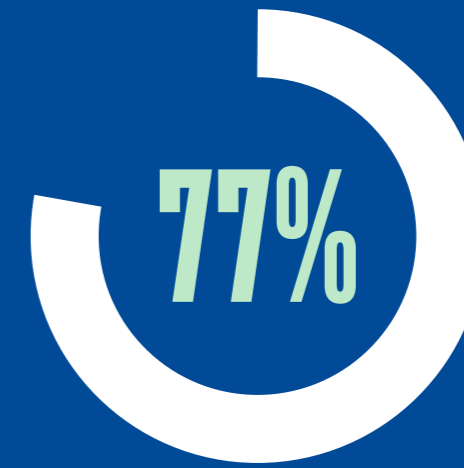
OF PARTICIPANTS HAVE FOUND OUR EQUALITY AND DIVERSITY PROGRAMMES INTERESTING



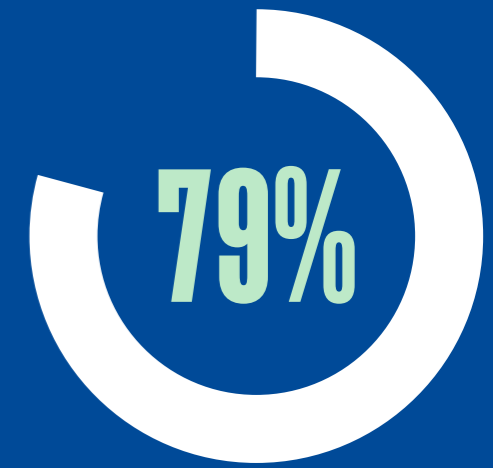
OF PARTICIPANTS HAVE FOUND OUR PHYSICAL ACTIVITIES ENGAGING AND ENJOYABLE



OF PARTICIPANTS FEEL OPTIMISTIC ABOUT THE FUTURE



OF PARTICIPANTS HAVE BEEN FEELING RELAXED



OF PARTICIPANTS HAVE BEEN DEALING WITH THEIR PROBLEMS WELL



Chelsea Foundation has helped me with my behaviour around school. I enjoy being with my friends, whilst making new ones and have enjoyed the different opportunities we get."

Megan, Winston Churchill Secondary



HEALTH AND WELLBEING

Chelsea FC Foundation's Health and Wellbeing department work alongside a range of innovative partners to provide activities focused on reducing health inequalities and promoting physical, social and mental wellbeing of individuals and communities.

This includes population health programmes, where we have developed a strategic partnership with Imperial College NHS Trust & Charity to support both patient and community wellbeing. This work also includes our adapted sports delivery and the Chelsea FC Foundation Bridging The Blues initiative which provides

stroke, pulmonary, cardiac and cancer rehab activity along with a transgender wellbeing programme.

Chelsea FC Foundation also deliver emotional and mental wellbeing programmes including Chelsea Champions in which we place a full-time staff member into schools, to improve social and emotional learning, build resilience and increase attainment. Throughout 2023, Chelsea Champions has engaged over 1000 participants, with 89% stating that their own mental wellbeing had improved since being part of the project.



PROJECT SPOTLIGHT: PLAY IT FORWARD

In the second half of 2023, Chelsea FC Foundation developed a partnership with Teen's Unite, to deliver their Play it Forward project, designed to rebuild the physical health and emotional wellbeing of young people overcoming the challenges of cancer.



I wanted to be able to socialise with people who've been through what I've been through. As I'm currently going through chemo I don't get to socialise as much and I'm often at home, so these sessions help me make friends and work as a team which was something I haven't been able to do as much because of my treatment."

Play It Forward, 2023 Participant

84%

OF PARTICIPANTS IMPROVED THEIR MENTAL HEALTH AND EMOTIONAL WELLBEING

75%

OF PARTICIPANTS REPORTED AN IMPROVEMENT IN FEELINGS OF CONNECTION AND COMMUNITY



I heard about Chelsea FC Foundations walking football through a friend who was taking part. It took me a while to give it a go as I suffer from anxiety and depression. I wasn't sure if I could still play, it has been 18 years since I've kicked a ball! But being a Chelsea fan and a lover of playing football, I eventually gave it a go and I loved it straight away. It has brought me more confidence and self-awareness, having people to talk to about your problems really helps. The Chelsea FC Foundation have been great helping me through some tough times, they reached out to me and were there is needed which meant a lot to me. I would say to anyone give it a go, it's more that just football – it's friendship."

Paul, (Participant from Chelsea FC Foundation walking football programme)



When I returned to my 'life' and the day to day routine, I often felt very alone and vulnerable in a way that I never has experienced before. Participation in the programme has given me a place where I can share my experiences with others as an opportunity to regain my confidence. Already I feel that I have made positive steps toward achieving my goal of closing the loop on what happened to me and quiet the niggling worries."

Kimberly, (Participant from Chelsea FC Foundation Minor Stroke & TIA Programme)



SOCIAL INCLUSION

Chelsea FC Foundation aims to engage young people and adults at risk, particularly within deprived areas, using the power of football to develop safer, stronger, healthier and more inclusive communities.

This includes working in partnership with organisations such as the police, local councils and youth offending agencies, helping divert young people and adults away from issues such as crime and anti-social behaviour.

Our Social Inclusion department also provide industry-leading opportunities in disability football, with over 250 participants on our disability football programmes throughout the year, whilst in July 2023 we hosted a **Premier League Disability Festival** at Cobham.

In addition, Chelsea FC Foundation provided targeted intervention support including our community mentors programme and Street Soccer Academy for refugees and asylum seekers newly arrived in the UK.

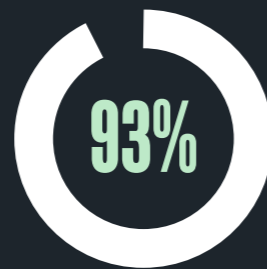


PL KICKS OUTCOMES

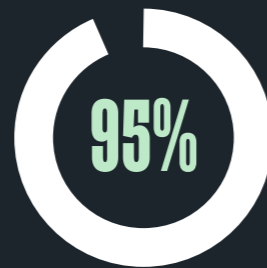
We delivered 30 Premier League Kicks sessions across four London boroughs every week, engaging with over 1800 participants, one of the largest Kicks programmes in the country.



100% OF KICKS PARTICIPANTS FELT THEY HAD CONTRIBUTED TO THEIR COMMUNITY IN A POSITIVE WAY



93% OF KICKS PARTICIPANTS SAID THAT BECAUSE OF ATTENDING KICKS THEY GET ALONG BETTER WITH PEOPLE FROM DIFFERENT BACKGROUNDS



95% OF KICKS PARTICIPANTS FELT INSPIRED TO BE UPSTANDING*



“Which means that you stand up for your friend if they’re getting bullied, and you would really want to help your friend because you wouldn’t want that to happen to you.”

Samuel – U12 Kicks Participant (Anti Bullying Workshop)



The work of the Chelsea Foundation team has been a game-changer. It’s empowered our students, boosting their physical skills and self-esteem. This initiative has not only enriched our curriculum but enhanced our school’s sense of community, teamwork, and personal growth. We’re thrilled with the positive impact it has had.”

Nick Elliott, Head Teacher at North East Surrey Short Stay School



ST MARY’S UNIVERSITY

In 2023, we also supported over 100 students as part of Chelsea FC Foundation’s Coaching and Development Degree programme with St Mary’s University. The Degree provides students with the opportunity to uniquely develop their coaching, football development and entrepreneurship skills while gaining an in-depth understanding of the football industry.

In 2023, former St Mary’s University student now Chelsea FC Co-Director of Recruitment and Talent, Joe Shields, presented as part of students induction week.

- Three 2023 graduates are now employed by Chelsea FC Foundation on a full-time basis.
- Four 2023 graduates are employed by other Club Community Organisations.
- Two current students are on placement in the performance analysis department in Chelsea FC Academy for the first time ever.

EQUALITY

Chelsea Foundation has a long and proud history of creating industry-leading equality, diversity and inclusion programmes. Tens of thousands of young people across our communities take part in education programmes around racism and discrimination, as well as celebrating diversity in our club and our communities.

Our No To Hate campaign is a club-wide equality, diversity and inclusion programme aiming to educate our club, communities and the wider football industry, and be a leading force in the fight against all forms of hate, including racism, homophobia, sexism and religious intolerance.



No To Hate has three clear objectives:

1. TARGET ABUSE

In 2023, we targeted abuse by continuing our work combatting antisemitism, including hosting a commemorative service for German footballer Julius Hirsch alongside Borussia Dortmund and welcoming the **Second Gentleman of the United States of America**, Mr. Douglas Emhoff, to Stamford Bridge to discuss the power of football in combatting hate and discrimination before attending an education workshop delivered by Chelsea Foundation.

2. CELEBRATE OUR HISTORY AND COMMUNITY

As part of our efforts to celebrate our history and community, we were proud to be the first Premier League stadium to host an Open Iftar with Ramadan Tent Project, welcoming our local community to celebrate the Ramadan period by breaking fast together besides the pitch at Stamford Bridge.

During Black History Month in October, we launched a year-long campaign Making History Everyday, designed to celebrate Black leaders, trailblazers and changemakers in the Chelsea community throughout the entire year.

3. CHANGE THE CULTURE OF THE GAME

Exemplifying our ambition to change the culture of the game through addressing the inequities in sports media, in 2023 we continued our journalist bursary programme, formed in partnership with the Black Collective of Media in Sport (BCOMS), funding two aspiring journalists from underrepresented backgrounds to achieve their NCTJ qualifications.

The Blue Creator Fund is all about changing culture on and off the pitch. In collaboration with VERSUS, we offered **two young creatives** from underrepresented backgrounds funding to create projects about the Chelsea community, we have extended our commitment to promoting diverse talent and disrupting the creative and football industries.



The whole process has been a huge confidence boost as a person & creative. Professionally, the project involved so many skills including collaboration, research & budget planning which I will use in all work both in and out of the creative sector. The process involved lots of new things for me, from the initial application to the winners photoshoot, interviews, panels & other media I've definitely had to leave my comfort zone and I've come out more confident for it."

Becky, Blue Creator Fund Winner



The Blue Creator Fund has been extremely beneficial to my future career because it has provided me with industry experience. Going forward, I have more of an understanding about costs and what it takes to produce a great project. I also have something to show people when I say I'm a filmmaker. Thank you for the opportunity!"

Xaymaca, Blue Creator Fund Winner

Watch Xaymaca's Blue is the Colour documentary [HERE](#) ▶



CHARITY

Throughout 2023, Chelsea FC Foundation supported a variety of people from all ages and backgrounds, who have been going through a difficult time, by providing them with exclusive experiences.

Whether that be our community days where those special guests are invited into Chelsea's training ground for a once in a lifetime opportunity to watch their heroes in action at training, matchday wishes where individuals are treated to an exclusive matchday experience, or player visits into local hospitals ahead of Christmas, Chelsea Foundation have provided unforgettable memories for those in need and are positively affecting its community every day.



CHELSEA PLAYERS' TRUST

Chelsea FC Foundation is fully committed to our history and helps to 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 September 2023, the **Legends of Europe** match between Chelsea and Bayern Munich took place at Stamford Bridge in memory of the late Gianluca Vialli, raising over £411,000 for Chelsea Foundation and The Royal Marsden Cancer Charity which supports the work of The Royal Marsden NHS Foundation Trust, where the iconic former Chelsea forward and manager was treated.

£411,000

RAISED FOR CHELSEA FOUNDATION AND THE ROYAL MARSDEN CANCER CHARITY



MEET RUKY

Across the year, Chelsea Foundation have provided life changing experiences to over 80 families and individuals. One of those being Ruky, a 14-year-old who has a form of brittle bone disease.



We've always dreamt of taking Ruky to a Chelsea match or bringing him to the training ground, but this has gone way beyond what we'd ever be able to do for him. For a child like Ruky, who loves football but can't play, for Chelsea Foundation to make this day happen for him, and to meet the players, is so amazing and I'm really grateful. It's such a special moment for him. **It's a dream come true and he will treasure this for a long time.**

Ruky's mum, Ufuoma



Thank you!



FOUNDATION

Chelsea FC Foundation would like to thank all stakeholders, partners and staff who helped contribute to our work in 2023, maintaining our position as one of the world's leading football social responsibility programmes.