



# Chelsea Foundation

2025 - 2030 Strategy



# Contents

04	Who We Are
06	Introduction from Lord Daniel Finkelstein OBE
08	Introduction from Laura Cordingley
13	Fundraising
17	Data & Evidence
18	Defining Our Community
20	Key Strategic Themes
28	Case Studies

# Chelsea Foundation: Where pride in our club becomes impact in our community.

We believe in the power of our club, our fans and our partners to **bring people together, create healthier lives and shape brighter futures.**

We harness the passion, energy, resources and excellence of Chelsea FC to help tackle key issues and create opportunities in our local areas. Delivering across our three pillars of **wellbeing, community and futures**, we recognise the challenges many people face around our club's footprint, and we're determined to make a difference.

We focus on proactive grant giving, partner initiatives, and delivering impact where it matters most. Through our work with the Chelsea Players' Trust, we also support the players who created our legacy. Founded in 2010, the Chelsea Foundation builds on 120 years of the club's history and **positive impact in our community.**



## Introduction

# Lord Daniel Finkelstein OBE

*Chairman, Chelsea Foundation*

This is the best bit. The best bit of being a director of Chelsea, I mean. Sure, I've sat in the Director's box, and I've met Reece James and Roberto Carlos, and I've been to Cobham and watched Ashley Cole set the team up to defend corners. But this is the best bit.

Becoming a director of Chelsea led to me being invited to be the Chairman of Chelsea Foundation. I found an organisation that was doing some amazing work and had a host of great people on its staff, and was ready to get even better.

So here is our strategy document that tells you just how we are going to do that.

We are going to be leaders both on and off the pitch and our strategy over the next five years puts Chelsea's local community at the forefront. We will ensure that our work focuses on activities that can have the greatest impact within our communities.

Our fans and our history will play a vital role over the next five years. As part of our Wrap Up Warm campaign at the end of 2024, the generosity of Chelsea supporters saw nearly 4,000 items of warm clothing donated to those in need, along with over £100,000 raised including contributions from supporters, both men's and women's teams, and proceeds of the club's festive retail range. That money will support charities tackling homelessness and its root causes within our local community. Fundraising will take a prominent role in the 2025-2030 strategy and there will be a number of opportunities for our fanbase to support Chelsea Foundation's life-changing work in the years ahead.

We'll also expand our support for those who made the club what it is today. Through the Chelsea Players' Trust, we aspire to have the best former players Trust in the world, ensuring it robustly caters for the needs of past players, from young people who have come through the academy to ex-men's and women's professional players. You can just imagine how important this work is to me, repaying a debt of honour to the legends who have enhanced my life.

I and the fellow trustees of Chelsea Foundation are extremely excited about this five-year strategy and the next chapter of Chelsea Foundation's work supporting its local communities.





# FOUNDATION



## Introduction

# Laura Cordingley

*CEO, Chelsea Foundation*



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 have seen how powerful it can be when the Club and Foundation unite, and the huge opportunity we have to further our impact. I am delighted that we can reveal our strategy, setting out our vision for Chelsea Foundation for the next five years.

As we have looked at how we can evolve our work and be even more impactful it has become obvious that we need to be more hyper-locally focused. We will concentrate our work with communities in and around South West London and Surrey where we have a natural footprint. In doing so we will focus on some of the greatest challenges faced and where we feel we are best placed to support.

To give a couple of examples of the challenges in our community; Hammersmith & Fulham has the highest suicide rate in London and in Kensington & Chelsea you can take a bus from the South of the borough to the North and your life expectancy decreases by 19 years. These are just some of the issues we face and whilst we know we don't have all the answers to issues in wider society, we know we have the power to promote change and positively impact our community.

Throughout the club's 120 year history, the Chelsea community has been at its core and as we approach the next five years of the Chelsea Foundation, this will remain central to what we do.

Moving forward we are focusing on three key pillars. Helping improve wellbeing, both physically and mentally. Supporting communities to improve tolerance, inclusion and cohesion, and developing futures, education and careers. These pillars will be hyper-focused on our community, working alongside key stakeholders such as the Premier League Charitable Fund with a data-led approach to ensure we are maximising our reach and impact.

As part of our new approach, we will also be placing a greater emphasis on Grant Giving. We will look to provide funding to other organisations where we acknowledge that they may be better placed to provide targeted impact. In line with this we will change our Fundraising approach and undertake more independent revenue generation initiatives to help us further our impact. We will also expand the work of the Chelsea Players Trust, supporting those who drove our legacy.

I am incredibly excited to see our new strategy in action from September and hope that you will join us on our journey.





Chelsea FC Legends vs Liverpool FC Legends

# Fundraising



Please scan the QR code to get in touch.

Raising vital funds to enable Chelsea Foundation to deliver its work is crucial, and fundraising is a vital part of our mission and an area we will be expanding further.



As part of the strategy, we will undertake more independent fundraising. In February this year, over 1,000 Club Chelsea season ticket holders helped raised over £40,000 for Chelsea Foundation. The following month, Chelsea Legends played Liverpool Legends at Anfield, raising a significant amount for Chelsea Foundation and in particular, Chelsea Players' Trust.

We are always keen to find new ways to engage with stakeholders and partners in our work and will be announcing further fundraising events shortly including donation opportunities across ticketing, merchandise and hospitality for the 2025/26 season.

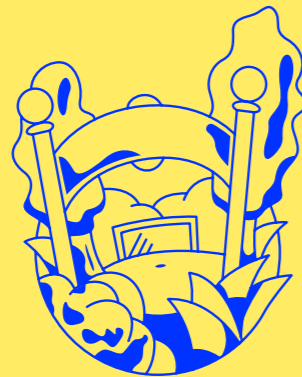
Chelsea Foundation seek impactful individuals and organisations to help us continue make a difference. If you or your business is interested in supporting or partnering with Chelsea Foundation, we'd love to speak with you about how we can work together in the future.





World Book Day event

**Stamford Bridge**  
Home of Chelsea  
FC since 1905



**Kingsmeadow**  
Home of the WSL  
Champions, Chelsea Women



**Cobham**  
The Training Centre for our Men's,  
Women's and Academy teams

Our local communities are vibrant and diverse, yet there are many societal challenges, often seen, often hidden. In undertaking a hyper-local approach we will be laser-focused on key challenges and areas of need around our footprints of Stamford Bridge, Cobham and Kingsmeadow.

These are some of the local challenges we face and we want to play our part in making a difference:

#### **Hammersmith & Fulham**

Higher than London average for long term health conditions (Cancer, Stroke & Disability). Highest suicide rate in London.

#### **Kensington & Chelsea**

Highest distribution of income inequality in the whole country. Northern wards have high levels of unemployment, depression and diabetes.

#### **Westminster**

Highest borough for U18 mental health hospital admissions. 10 times the London average number of rough sleepers.

#### **Wandsworth**

High proportion of children with special needs attending Wandsworth Schools with the second highest level in London of secondary pupils with emotional, social and mental health needs.

#### **Kingston**

Higher than London average rises in unemployment in recent years. 46% of all SEN pupils have autism spectrum disorder, far higher than 31% seen nationally.

#### **Cobham**

Pockets of deprivation with 30% of the Surrey working population not earning enough to achieve an acceptable standard of living. Levels of child poverty are growing at a faster rate in Elmbridge.

# Data & Evidence

# Defining our community



## **Underserved communities in South West London & Surrey:**

Hyper-local support to the communities facing challenges around our footprint.



## **Past Players**

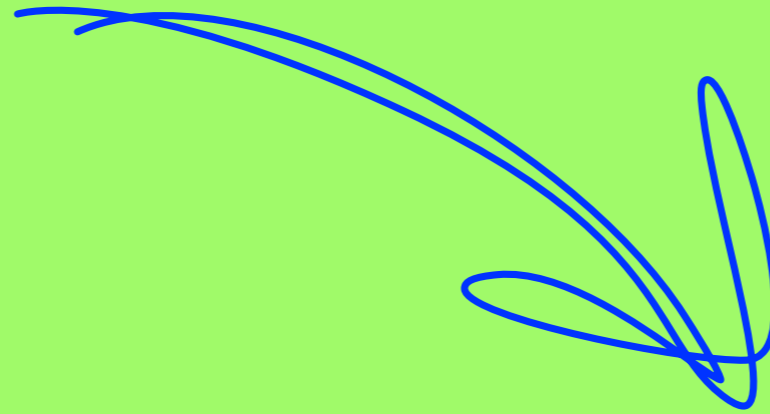
Lifelong network for players and support on the problems they face.



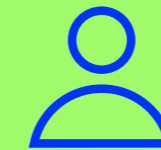
## **Supporters:**

A channel for fans to understand and support our communities both locally and globally.

# Chelsea Foundation's 2025-30 Strategy will focus on:



## Wellbeing



Chelsea Foundation will support our local communities to improve physical and mental wellbeing.

## Community



Community is at the heart of everything we do. Chelsea Foundation's provision will seek to build trust, inclusion and cohesion within our communities.

## Futures



Chelsea Foundation will continue to add value to its local communities by investing in the education and development of young people's futures.

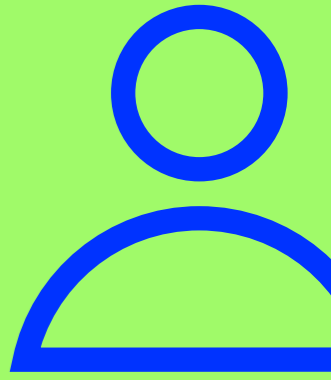
# How we will measure success

With a data focused approach, we have set some key outcomes that our progress will be measured against in each of our three strategic pillars. Across all of our work two key measurables will be participants having a **sense of belonging and valuing their engagement with Chelsea Foundation**. This is vitally important as we know that the quality of what we deliver and how people feel about taking part goes a huge way towards continued engagement and hence supports the Chelsea Foundation to achieve longer term outcomes.



## Wellbeing

- Improvements in personal mental wellbeing.
- Participants improve their understanding of where to go for support.
- Participants increase their physical activity levels.



## Community

- Participants display prosocial behaviours.
- Participants increase their understanding of various cultures.
- Participants contribute to more inclusive communities.



## Futures

- Participants have increased engagement with school life.
- Proactive engagement furthers participant career opportunities.
- Participants improve their soft employability skills.





# WINNERS



Chelsea Foundation's Amputee football team winning EE FA Disability Cup

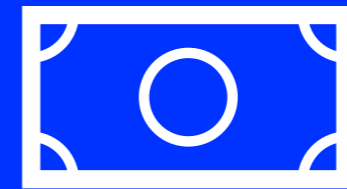


# How we will deliver against these themes



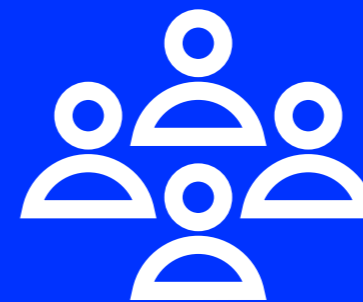
## Foundation Delivery

Hands on delivery, working in partnership with others, with end to end management by the Foundation.



## Grant Giving

Provide funding and support to other organisations who are experts in their field and are best placed to drive targeted impact.



## Chelsea Players' Trust

A dedicated Trust to support the welfare of the players who made the club what it is today.



# Brian.

Brian was referred to our groundbreaking Bridging the Blues Cancer Rehabilitation programme as part of our partnership with Imperial NHS Trust. Whilst Brian has a terminal diagnosis, the weekly targeted exercise and wellbeing sessions have provided invaluable structure and support to him during the most challenging time of his life. After completing the 12-week programme, Brian progressed onto other Chelsea Foundation wellbeing programmes including Walking Football. Due to his incredible attitude and commitment to the wider work of the Foundation, Brian was awarded our 2025 Premier League Community Captain award.

*'My mental strength has surprised me. I've always loved sport, and it gives you motivation. Everyone has to have a purpose. I've got to show people that you can keep going and be happy. People say I am an inspiration, I'm not so sure if I am but I'll keep going.'*

*I always look forward to seeing the Chelsea Foundation staff and other participants. Sometimes you just need to talk to someone and have a chat. Once you take your first step, it's a pathway to something else. I found this out first hand having moved on to walking football.'*

Olivia found a love of football through Chelsea Foundation's Premier League Kicks programme. Through the scheme, Olivia has been successful in campaigning for girls' football to be included at her school and was selected as part of the team representing Chelsea at the Premier League Kicks Truce Tournament in Ypres, Belgium.

*'I went to the headmaster and explained that it was unfair that each gender is told which sport to do. I wanted it to be more diverse and everyone to have the opportunity to play the sport they want to. I am going through GCSEs right now which is a stressful time, so football helps me blow off steam. The coaches have really helped me with my skills and football ability: before I joined Kicks, I wasn't amazing at football but was more focused on the feminism aspect, but now I am considering it as a profession. It has really helped me find myself and what I love to do.'*

# Olivia





Sidra is a student whose school is part of Chelsea Foundation's Standing Together project, her group were the winners at their school for their project on Islamophobia. Sidra and her group stood out for their presentation skills as well as their maturity and grasp of difficult social issues.

*'The project helped me understand how serious discrimination is. It's not impossible to stop it, you can speak to someone if you see and hear something. As you get older, you need to study lots of different things in school, so speaking and understanding these issues in society is important.'*

# Sidra

## Case Studies: Community

Chelsea Foundation provide unforgettable experiences for our community. Guests are 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.

Lifelong Chelsea fan Zane, who has been battling cancer, attended a Chelsea Foundation Community Day.

*'It's really important Chelsea Foundation offer these opportunities. It turns what is a dull and sad time for people into something good. Getting to see something they love, it makes their life and time easier to get through during whatever is happening to them.'*



# Zane



## Case Studies: Futures

Sophia has found a passion for the game as part of Chelsea Foundation and Nike's Inspire Her programme, a five-year mission to drive girls' participation in football, building ambition and passion for the game in the next generation. The programme involves both classroom education sessions on Women's Rights, Equality and Diversity alongside on the pitch girls only football coaching.

*'With Inspire Her I have learned a lot in the classroom about incredible women in both life and sport. Recently we studied International Women's Day and why it is important to celebrate it. In the sports sessions, playing football gives me courage and makes me feel more confident. I was a mascot at Chelsea Women v Manchester City Women, I got to walk out with one of my role models, Millie Bright, which I really enjoyed.'*

# INSPIRE

# Letitia

The Blue Creator Fund awards funding for aspiring creatives from underrepresented backgrounds to produce a creative project about Chelsea and our community. Letitia was one of this year's winners with her embroidered art piece, *Threads of Blue*. Inspired by the Liquidator, and the club's cultural history with Ska music and rude boy culture, the project drew from matchday textures alongside Caribbean fans and Chelsea's first Black men's player, Paul Canoville.

*'The Blue Creator Fund has contributed to me feeling less imposter syndrome, helping me with the ability to see myself working in a range of creative environments.'*

*Case Studies: Futures*





# JOHN

*Case Studies:  
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.

Chelsea Players' Trust provides medical, wellbeing and welfare assistance for any of its former players, from young people who have come through the academy to ex-men's and women's professional players.'

John is an ex-Chelsea player who was part of the winning 1965 League Cup and 1971 European Cup Winners' Cup squads. When John needed the club's support in his retirement, he turned to the Chelsea Players' Trust for help.

'Ten years ago, my daughter died and about eight years ago my wife started to become unwell, so I had to look after her. I spoke to the club about problems with my mortgage and they sorted that out and helped me with a job in hospitality. So, I come to Stamford Bridge on matchdays and I have a great time meeting all the Chelsea fans. Sadly, my wife died recently, and Chelsea Foundation came to the rescue again and looked after everything and really helped me out. I am so, so grateful.'

Registered Charity Number: **1129723**  
Fundraising Regulators ID: **124850**

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Chelsea Foundation



# Thank you



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