OUR IMPACT







SEASON 2025/26

Foundation

WELCOME

Hello and welcome to our operational impact report for 2025/26.

Now approaching its 20th year serving the local community and beyond, the Foundation has again demonstrated its indelible value to the young people it serves during another season of far-reaching and variety-rich delivery. I am very proud to oversee this incredible work as Chair of Trustees.

We pride ourselves on engaging with and improving the lives of the most vulnerable young people in our society and I am delighted to report that we have recorded over £68 million of social and economic benefit back into society. This means that for every pound we spent, the charity generated £12.50 of economic value.

Over the course of the past season, we engaged over 37,000 participants with over 43,000 hours of delivery in some of the most socially deprived areas of the UK. In these sessions we work to ensure that our young people are supported to feel safe, healthy and empowered, no matter their background or their circumstances. This work is further enhanced by the partnership funding we receive from the Premier League Foundation, Professional Footballers' Association and DXC Technology.

Whilst these numbers represent our positive impact from a data perspective, it is in the stories of Aber, Mahmoun and Maya where you will learn about the true value of what we do. Three amazing young people who have all faced significant challenges and obstacles in their lives, given the platform to flourish thanks to the hard work of our dedicated team of staff.

Ensuring this great work continues, throughout the season we receive incredible support from our players, with some really memorable events featuring members of our men's and women's teams, providing participants with lifelong memories and fantastic enrichment. And of course, our supporters, whose passion and enthusiasm for our cause remains as strong as ever.

Fans were once again the heartbeat of our work in 2025/26, taking part in a charity climb to the summit of Mount Snowdon, attending our annual Old Trafford Sleep Out and supporting our two Legends games.

Community is such a huge part of Manchester United as a whole and this report illustrates how the Foundation brings together young people, fans and players to create enormous benefit.

Supporting young people is a huge part of our club's history and I am proud to see the Foundation continue to uphold that tradition.



Collette Roche
Chair, Manchester United Foundation
CEO, New Stadium Development, Manchester United



WHO WE ARE

Manchester United Foundation is an independent charity, established in 2007 as a lasting legacy to the Busby Babes and the club's time-honoured tradition of celebrating and believing in the potential of youth.

We believe that all young people deserve to feel safe, happy and empowered – no matter their background or circumstance.



OUR VISION

A future where all young people are empowered to achieve their goals.

OUR MISSION

We use the power of football and Manchester United to help young people make positive choices in their lives.

OUR VALUES

Unite | Recognise the power of football across the world.

Nurture | Growing the potential of every young person.

Invest | Sustained financial investment aligning to our charitable objectives.

Together | Working as a team with our stakeholders.

Excellence | Delivering programmes to the highest standard.

Diversity | What makes us different, makes us stronger.

SOCIAL AND ECONOMIC VALUE

37,719 participants engaged

22,824 estimated positive outcomes across health, education, social connections and wellbeing, qualifications, volunteering and practical support

Using established social value methods, the total value of these benefits is estimated at

£68,642,842

in social value*

For every **£1** we spent, we generated **£12.50** of social value

This is broken down into the following key areas of delivery:



£34.5M
Education and training

£12.8M
Physical and mental health

£12.7M
Social connections

£6M
Personal wellbeing

£2.8M
Additional value of goods, services and experiences

*This figure was calculated by Substance, an independent research and technology company who work on social valuing projects for several national and international sports organisations, including Sport England, NFL and UEFA.

YEAR IN NUMBERS

569,854
total free-of-charge attendances at sessions and events

43,021
hours of delivery

124
projects

37,615
sessions and events delivered

42%
female participation

70%
participants from the top 30% IMD deprived areas

2,456
qualifications achieved

1,164
signed and charitable items distributed

SEASON HIGHLIGHTS

With our work encompassing 124 projects and over 43,000 hours of delivery, there were countless moments to remember from the 2025/26 season. Here, we pick out just some of those that meant so much to our young people.



CHRISTMAS AT OURS

Participants from our partner schools and projects were invited to be part of the club's festive film, meeting their Reds heroes and received special gifts, including the chance to be a mascot.



ECO REDS

Regularly delivering lessons about marine life and biology in Foundation partner schools, Phallon Tullis-Joyce joined a group of Eco Reds students on a special tour of Chester Zoo and supported the launch of the Premier League PFA Players Fund project at Manchester Museum. Six members of the women's team also joined Phallon to support students in making bucket hats out of recycled kit as part of an activity with the University of Manchester.

GIRLS IN TECH

In collaboration with IN4 Group, female Foundation participants learned about robotics, VR and more, at an exciting Cyber First event.

MP VISIT

MP Laura Trott visited Manchester Academy High School to hear about the Foundation's impact and discuss the use of social media with students before hosting a roundtable with Street Reds Youth Board members.

MAN MET DEGREE

The initial cohort of students from our degree in Sport & Youth Leadership – delivered alongside Manchester Metropolitan University and launched back in 2023 – became trailblazers, as the very first graduates of the course; an achievement recognised in a celebration at Old Trafford.





BUTT'S VISIT TO SIR BOBBY'S

Reds legend Nicky Butt handed out footballs donated by Sir Bobby Charlton Foundation as an early Christmas gift for young people at Sir Bobby's Street Reds.

LAUNCHING THE PL PFA PLAYERS FUND

Young people from our PL PFA-funded schools were joined by Diogo Dalot, Harry Maguire, Patrick Dorgu and Lisandro Martinez whilst taking part in a leadership qualification at Carrington.





SKILLS LAB

This season the Skills Lab hosted UK parliament for their away day, delivering engaging workshop activity. In partnership with the International Fund for Ireland, participants from our partner schools in Derry/Londonderry also visited for a Dragons' Den style competition.



MORE THAN A GAME

Michael Carrick surprised Street Reds coach Mark Brent with the Premier League's Community Captain award as part of the More Than A Game initiative.

COOKING UP A STORM

Students from our partner schools were invited to Old Trafford to show off their cooking skills with the support of Michelin-star chef Marco Pierre-White.

INTERNATIONAL WOMEN'S DAY

Students from our partner schools attended an IWD event with female industry leaders at Old Trafford. The students were introduced to a cricket commentator, understood how to programme robots and learned about marketing and branding.

PLAYER SUPPORT

Across the season, members of the Manchester United men's and women's teams have paid surprise visits to Foundation schools and joined activity sessions at Carrington. Two visits took place at Dixons Brooklands Academy and Meadowbank Primary School with players such as Anna Sandberg, Safia Middleton-Patel, Rachel Williams, Mared Griffiths and Lisa Naalsund. Tom Heaton and Mason Mount also joined a group of students for a financial literacy workshop as part of the Premier League Inspires programme, featured on BBC Match of the Day.









PARTNER SUPPORT

We've received tremendous support from club partners during the season which has provided young people with once-in-a-lifetime experiences. Six students from Bolton St Catherine's Academy were given an opportunity to meet women's team players as part of a Sokin activation. MLILY also gave our students a learning experience about the benefits of sleep and were given a free pillow, as well as being joined by Wes Brown. Girls from our higher education programmes also enjoyed two days of football, learning and inspiration, featuring a soccer schools session and a pitch day at Old Trafford, kindly gifted by Estée Lauder.



CPC INCLUSION CUP

Young people from SEND colleges across the country took part in the CPC Inclusion Cup at St George's Park with United Legend Andy Cole, who handed out medals and gave some words of encouragement.



MUNICH'S ENDURING LEGACY

Participant Florence, from our partner Middleton Technology School, delivered an inspiring speech at the annual Munich memorial service at Old Trafford.



MONTH OF KINDNESS

During the month of March, participants from our schools and projects took part in a #UnitedinKindness campaign with the aim of empowering our young people to spread kindness in their communities.



DFA GRADUATION

Delivered in partnership with DXC Technology, the four-year programme came to a close as our Digital Futures Academy students graduated from the four-year programme.



FOUNDATION GOES STATESIDE

Participants from our inclusive projects took part in the Genuine Cup in Houston, as part of a team alongside fellow young people from Newcastle United Foundation. The friendly competition, for adults with varying disabilities and special educational needs, welcomed 50 teams from 50 countries around the world.



READING REDS

In collaboration with the Children's Book Project, we supported 49 schools with free access to more than 100,000 books. A matchday appeal was also held, encouraging fans to donate pre-loved books to our partner primary schools - the project reached over 21,000 students across Manchester. We also hosted a World Book Day event as part of the National Year of Reading, alongside the National Literacy Trust and Premier League Primary Stars. United goalkeeper Senne Lammens and author A.M. Dassu hosted a broadcasted quiz at Partington Central Academy, with more than one million young people from across the country taking part.

BARCLAYS COMMUNITY ICON

Ability Counts participant and Foundation fundraiser, Hunter, received a very special Barclays Community Icon award from the Premier League, in recognition of his journey his journey and enthusiasm for Manchester United Foundation.



MUDSA CUP

Ability Counts participants represented Manchester United at the annual MUSDA Cup at carrington. Reds Legend Sammy McIlroy was on hand to present medals to the teams who took part.



RESIDENTIAL VISIT

Twenty young people, from across our projects in Eire and Street Reds sites in Manchester, participated in a three-day outdoor learning experience in the Lake District taking part in a variety of outdoor activities, developing leadership and communication skills.



A TOURNAMENT TO REMEMBER

Street Reds participants took part in the Lewis Michael Henson Roberts Memorial Tournament in memory of the young Manchester United fan who sadly passed away in January 2025.

WHAT WE DO

For many young people, the world that they know can be a daunting, unwelcoming and an unequal place. This is especially true if you live in poverty or lack support.

The Foundation delivers educational and community outreach programmes to help young people make positive choices in their lives by improving their:



PHYSICAL AND MENTAL HEALTH

By contributing to young people's ability to live a healthy lifestyle.



SOCIAL WELLBEING

By giving young people a sense of belonging in their community.



EMPLOYABILITY

By improving educational and employment outcomes.



HEALTHIER AND HAPPIER YOUNG PEOPLE

The Foundation believes in a future where all young people are empowered to achieve their goals. Of course, providing opportunities for our participants is paramount to this aim, but just as important is opening young minds and worlds, as to the extent of where their future can take them. For Aber, a former partner primary school pupil, just seeing that there were opportunities for her to play football unveiled a side of her personality that her teachers and peers were unfamiliar with, yet completely in awe of.

Aber's assistant headteacher Aneesa Rawat says:

Aber is a selective mute. She can and will speak, but chooses not to; she is only comfortable in certain scenarios. You could feel she was thinking a lot but that wasn't vocalised.

We knew Aber had always enjoyed sport, but it was when Emma from Manchester United Foundation came into school that really brought something out in her. Having that positive female role model had an impact on Aber and PE became something she looked forward to.

Emma did some work with Aber about women in sport and took a team of girls to a Foundation tournament. That was when we saw Aber come alive on the pitch; she was completely different , whereas normally, she didn't show much emotion. It wasn't just that she was enjoying herself, but she was really good at football. We could see that she knew that too; on the pitch, she was smiling, laughing, playing as a team and scoring goals! She was loving life, it was a real marked difference.

The other girls were celebrating her as well. They would say: 'Aber, that was amazing!' and she would interact with her team mates on the pitch, shouting instructions for them.

There aren't many opportunities for girls to play football, so having these experiences through Manchester United Foundation was fantastic. Getting to play in a new setting against girls from other schools was something different, which Aber enjoyed.

We noticed little changes in Aber. She started signing up for football every lunchtime, which wasn't something we'd have seen earlier on. She started going to the Foundation's after-school club as well. Being on the pitch gave her a new confidence.

We had an opportunity for a pupil to be a Manchester United mascot and straightaway we nominated Aber. A South Asian girl doing that is not something that would have entered her mind at all. To see her walking out at Old Trafford, it was a huge moment for her and her family. We were all so proud.

Being a mascot will stay with Aber for the rest of her life; with everything her family have been through, it's something they will remember for years to come. It opened up their world of what Aber could be doing. Football was something Aber enjoyed and that could be nurtured. She had found her place.

5,757

positive outcomes driven by improved physical health and reduced anxiety and depression.

CONNECTED AND SOCIALLY RESPONSIBLE YOUNG PEOPLE

The Foundation is represented across all 10 boroughs of Greater Manchester, operating in some of the most socially deprived areas of the UK. Our participant-base is representative of the proudly diverse nature of the city as a whole, with many of the young people we support having moved to Manchester from all over the world.

Mahmoun provides the perfect example, having moved to the UK as a Syrian refugee. At our Sir Bobby's Street Reds project, Mahmoun's growing confidence and self-development is testament to the support of staff, including head coach at the site, Darren Clarke.

Darren says:

Mahmoun was very small when we first met him, he could only say his name. It was a cultural shock for him.

He started to pick up English through school. With his background and the language barrier, he had a hard exterior at first. He wears his heart on his sleeve on the pitch and in everyday life.

His personality has grown from being quite vulnerable, struggling with the language and having a wall up – he was maybe misunderstood. We have used football for positive change in his behaviour; he realises Street Reds is a positive and safe environment.

Mahmoun has really benefited from Street Reds. He has learned to integrate; spending time here has been a tool to develop his English, which has certainly helped him.

He has become calmer, more reflective, and he's approachable; showing empathy speaking to others. He's adapted to the culture of Street Reds and his local community by using everything he has learned through football.

He's received the most golden tickets in his year group for rewards in school, his attendance and punctuality has improved. He has positive role models at school and at Street Reds, and makes better, more informed decisions.

What I see for Mahmoun in the future is passing on his experience for the next young person who needs it. It's really important and powerful for him. It makes me feel proud to see his progression, thriving in his community.

His personality is tenacious, he never gives up and has a never-say-die attitude on the pitch and in life. Other participants look up to him because of that. He encapsulates everything Manchester United and Street Reds is about.

2,363
positive outcomes driven by stronger relationships, connections and improved happiness and life satisfaction.





SKILLED AND EMPLOYMENT-READY YOUNG PEOPLE

Providing unique opportunities through the power of Manchester United and football more widely is a key facet to our goal of helping young people to fulfil their potential. The launch of our Sport & Youth Leadership degree in 2023, in partnership with Manchester Metropolitan University, meant the experiences we are able to provide were extended to a new generation of young people, with the first cohort from the degree having now graduated.

Among that trailblazing bunch is Maya, who capitalised on every opportunity presented to her, to such an extent that led her to a full-time role with the Foundation.

Maya says:

I started university on the Sport & Exercise science course when the Foundation spoke to us about their degree. I didn't know what I wanted do in the future, only that I wanted to help people and be involved in football. Learning about this degree and the link to Manchester United really interested me, and being one of the first students to do it made it feel even more unique.

One of the first things we did was going to Street Reds, which led to us going down to volunteer every week as coaches. I really enjoyed it and, after a year, I became a paid casual coach, going from working one night a week to four nights. I love the impact Street Reds has on the kids, it's such a nice environment.

We were offered so many other opportunities and experiences throughout the degree, including work placements. In my first year, I shadowed a Foundation staff member in a partner high school, watched what they did and saw their impact, and started to work more closely alongside them. In my other placements, I also went into primary schools, supported events and took the opportunity to try new things in different settings, to get as much as I could out of the degree and build my confidence of working with children.

I was also able to visit Old Trafford, go to games and meet players, which really puts everything into perspective; these are opportunities not many people get, and it shows that your hard work is paying off. I'm very happy I took the chance to come on the degree, I've grown so much as a person. It's been special, the best period of my life!

Within two weeks of finishing university, the Foundation were recruiting for a role in a partner high school. I enjoyed my high-school placement in first year, so decided to apply and got the job! I didn't expect to be in a full-time job so soon, but it's been the best decision; it feels like a full circle moment.

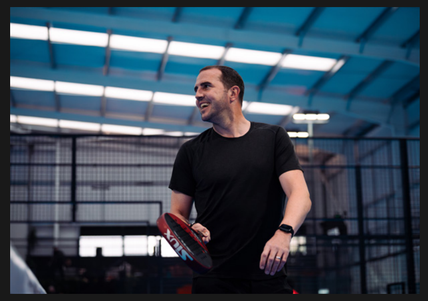
I feel well set for the future. Now, I want to support the development of the young people I work with, and for them to feel comfortable, safe and happy. I will strive to help them get the same opportunities and experiences that I've had.

15,653

positive outcomes driven by improved educational attainment, reduced school absence and risk of becoming NEET and qualifications.















YOUR SUPPORT

The Foundation's work could not take place without the generous support of Manchester United's fanbase. Throughout the 2025/26 season, fans were at the heart of our work, whether by taking part in community initiatives, fundraising events, or donating their match ticket to raise vital funds for the Foundation.

Kicking off the season, 26 fans braved the wind and rain to scale Mount Snowdon through the night to raise funds for education and community projects. Fans also supported the Foundation's winter efforts, donating over 2,250 coats to young people and families through our matchday coat appeal. This was later supported by the fourth annual Sleep Out where 137 fans withstood the elements and bedded down in the Theatre of Dreams to help raise vital funds for vulnerable young people. Fans were joined by a few famous faces, with Wes Brown zipping up his sleeping bag, while Michael Carrick and Phil Jones also attended on the night.

Our first-ever charity padel tournament took place in April, supported by Legends John O'Shea and Danny Simpson as well as content creators Humz and Megan Bolton. This was closely followed by the Foundation's annual golf day, attended by former and current players, including Mason Mount, Harry Maguire, Jonny Evans and Denis Irwin.

During the season, we also took two teams of United Legends on away fixtures to Celtic Park and St Mary's Stadium. Dimitar Berbatov, Antonio Valencia and Nani were among those to return across the two matchdays, raising funds for both Celtic and Southampton's respective charities.

CHARITABLE GIVING

Manchester United Foundation is committed to making a difference to those who need it most, whether that's through our community projects or servicing charitable objectives on behalf of the club. Last season the Foundation donated 1,164 signed items for external fundraising purposes.

This included signed shirts, footballs, pennants and photographs for charities and organisations to support their fundraising events. In total this helped to raise over £226,008 for more than 1,164 charitable causes. Alongside our partners, we have also donated 1,028 match tickets to our partner schools and projects, in many cases giving young people the opportunity to experience their very first football match.

Each season the Foundation hosts once-in-a-lifetime experiences for fans with life-limiting and serious illnesses. Taking place twice in the season, Dream Day saw a total of 30 guests attend Carrington for a heartwarming day where they had the chance to meet their heroes and watch a men's first-team training session.

Members of the men's first-team also took the time to honour the annual tradition of visiting hospitals over the Christmas period to meet patients and families, spreading some festive joy. Players visited Royal Manchester Children's Hospital, The Christie Palatine Treatment Centre and Francis House to put smiles on faces for those experiencing a different kind of Christmas.













THANK YOU

Premier League Foundation

Professional Footballers' Association

Partner secondary schools

Bolton St Catherine's Academy
Buile Hill Academy
City Heights E-Act Academy
Coop Academy North Manchester
Coop Academy Swinton
Dixons Ashton Academy
Dixons Brooklands Academy
Dixons Middleton Academy
Dixons Pennine Academy
Dean Trust Abraham Moss
Dean Trust Ardwick
Dean Trust Broadoak School
Dean Trust Rose Bridge
Dean Trust Wigan
Essa Academy
Irlam and Cadishead Academy
Kingsway Park High School
Levenshulme High School for Girls
Loreto High School
Manchester Academy
Manchester Enterprise Academy
Oakgrove Integrated College
Philips High School
Richard Rose Central Academy
Royton and Crompton Academy
Rosses Community School
Salford City Academy
St. Columb's College
Stockport Academy
Stretford High School
The Oldham Academy North
Werneth High School

Partner primary schools

Abingdon Primary School
Alice Ingham RC Primary School
Bridgewater Primary School
Claremont Primary School
Clifton Primary School
Divine Mercy RC Primary School
Forest Gate Academy
Hadfield Infant School
Haslam Park Primary School
Houghton Primary School
Lime Tree Primary Academy
Medlock Valley Primary School
Meadowbank Primary School
Newtown Primary School
New Moston Primary School
Norman Street Primary School
Parklee Community Primary School
Partington Central Academy
Pennine Way Primary School
Primrose Hill Primary School
St Anne's RC Primary School
St Bernadette's RC Primary School

Partner special schools

Brentwood High School and Community College
Chatsworth High School and Community College
Cromwell High School
Grange School
Inscape House School
Pioneer House High School
The Orchards School

Also thanks to

Access Creative College
adidas
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Crescent Purchasing Consortium
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Estée Lauder
Financial Literacy and Inclusion Campaign
Genuine Cup Houston
Global Underwater Hub
Greater Manchester Fire and Rescue Service
Greater Manchester Police
International Fund for Ireland
IN4 Group
ITV Academy
Manchester FA
Manchester Metropolitan University
Manchester Munich Memorial Foundation
Michael Carrick Foundation
MLILY
MUDSA
Ordsall and Langworthy Partnership
Paul Smith
Salford City College Group
Snapdragon
Stockport Youth Offending Service
StreetGames
Substance
The British Army
The FA
The National Literacy Trust
The Sir Bobby Charlton Foundation
Therabody
Trafford MBC
Ulster University
University of Greater Manchester
University of Manchester

GET INVOLVED

We are grateful to our many fundraisers who support Manchester United Foundation each year in helping young people across Greater Manchester.

If you'd like to get involved with the Foundation, click the button below.

GET INVOLVED ▷

You can also keep up-to-date with our work by following us on:

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