



Foundation

Season Review

2018/19



Introduction

Each day I look out from my office at Old Trafford and see a Manchester skyline of cranes and new-builds that are constantly changing that view.

The Greater Manchester region continues to develop and expand at break-neck speed and with it the social challenges facing young people from this community continue to grow. What has remained steadfast and focused, however, is the work of Manchester United Foundation.

In the last 12 months our team of dedicated staff and coaches have worked with nearly 22,000 participants. The time spent with these young people equates to nearly 275,000 contact hours. To put this into football terms, the time the Foundation spent working in the Greater Manchester community last year equates to watching over 182,000 football matches back-to-back.

Why do we do this? We do it because we believe that quality delivery and constancy make a lasting impact on the life of a young person; by working together as a 'United team' they will be empowered to achieve a better future for themselves.

In May 2019, we had the privilege of attending the Treble Reunion legends match. It was a privilege in so many ways: as Chair of Trustees for Manchester United Foundation we had the opportunity to not only watch an incredible celebration match (led by Sir Alex Ferguson), but we were also able to experience the most successful fundraising event in the Foundation's history - making a profit of £1.9million.

In addition to witnessing the players of 1999 roll back the years, we were also privileged to meet three former participants at the event. Kile, Danny and Zainab articulated perfectly their journeys with Manchester United Foundation, the skills they have developed and the opportunities they have relished. What struck me in particular was how much they have already given back to their programmes and communities, either through volunteering or now paid work. These three young people epitomise what our Foundation is about: Manchester's infrastructure and skyline may be rapidly changing, but it is our young people who will truly define and shape the future of this region.

Richard Arnold
Chairman of the board of trustees

Year in numbers



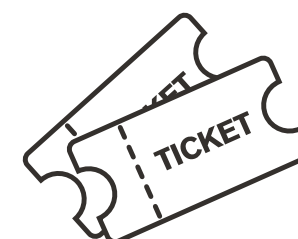
31,107

Miles Foundation vans have travelled across Greater Manchester



£1.9m

Profit from the Treble Reunion match



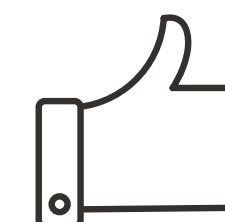
28,509

Lottery tickets sold



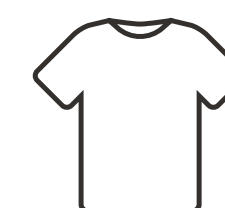
52%

Female participants



4.1m

Followers on social media



1,948

Signed items donated to external organisations for fundraising



23%

of employees who were previously Foundation participants



21,935

Total participants across all schools and projects



48%

Male participants

**Take a look back
over our 18/19
season highlights**



MAY
2019

Treble Reunion

The Treble Reunion took place on 26th May 2019, to celebrate the 20th anniversary of Manchester United winning the coveted Treble by beating FC Bayern Munich 2-1 at the Nou Camp in Barcelona in 1999.

The Reds beat the Germans 5-0, with cause to celebrate on and off the pitch as the event raised over £1.9 million for Manchester United Foundation.

Many '99 legends returned to each side including Class of '92 stars David Beckham, Paul Scholes, Nicky Butt and Gary Neville. Sir Alex Ferguson stepped back into the role of manager whilst current Manchester United manager Ole Gunnar Solskjaer netted the opening goal, delighting a crowd of over 61,000 fans at Old Trafford.

Children from Foundation projects opened proceedings on the pitch as flag and trophy bearers, and Inclusive Reds participant Finlay presented the Manchester United team with the winning trophy.

For the first time the event was broadcast live across the UK on BT Sport and BT Sport's YouTube channel attracting over 4.2m views. The match was also broadcast internationally by MUTV.

The event was among the top ten ranked events for the most interactions on a matchday across the 18/19 season.

61,175

attendance

£1.9m

raised for Foundation projects
across Greater Manchester

8.5m

#Treble99 interactions across club
Twitter, Facebook and Instagram





Goalkeeper Masterclass

Manchester United goalkeepers Sergio Romero and Lee Grant, and former goalkeeping coach Emilio Álvarez, put young keepers from Manchester United Foundation projects through a masterclass session at the Aon Training Complex.

Budding goalkeepers from various Foundation programmes were delighted to attend the workshop as they worked their way through footwork, handling and diving techniques.

“We’ve been talking about keeping your head and hands still, moving with your feet in line, and then we tried to bring that into game situations,” said Lee Grant.

The fifteen participants represented the Foundation’s partner schools, BTEC Sport, girls’ development and community engagement projects. Each participant has an aspiration to become a goalkeeper themselves, therefore relishing the opportunity to train with the world-renowned players and coach.

Area of delivery

BTEC Sport

Delivered in partnership with Salford City College, the BTEC Sport programme is designed to develop leaders of the future. It allows students the opportunity to gain qualifications and valuable work experience and an insight into the coaching philosophies of Manchester United. Participation in the BTEC Sport has led to careers in coaching, personal training, teaching, physiotherapy and sports therapy.

Ole Gunnar Solskjaer leads girls' football session

Ole Gunnar Solskjaer took time out of his role as Manchester United manager to join in a girls' football session at a Foundation partner school.

Ole surprised a group of aspiring female footballers at The East Manchester Academy, who train weekly with Manchester United Foundation girls' development coaches. The Reds legend joined in with some skills and drills, stepping into his coaching role, offering key advice and tips.

"It's good to be able to support the Foundation and it's a pleasure to help out," said Ole. "I love seeing both girls and boys enjoying themselves playing football; hopefully they will remember some of the advice I gave them and we've made a difference by turning up today."

“

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—Ole Gunnar Solskjaer

”

Area of delivery

Girls' Development

As part of its grassroots delivery the Foundation provides girls-only, curriculum-time sessions, and lunchtime and after-school clubs, which aim to break down social and cultural barriers, provide opportunities to help girls develop stronger employability skills and educate about the importance of leading a healthy lifestyle.

FA Girls' Regional Talent Club

The Foundation manages the Manchester United FA Girls' Regional Talent Club (RTC) on behalf of the club. The RTC is an elite programme for players aged 9-16 that provides opportunities for girls to play football at the highest level, with the aim of developing them into international players. As a result of their hard work over the 18/19 season, the RTC has become the first club to earn a Tier 1 Plus status for exceptional delivery across the programme.





APRIL
2019



Wes Brown takes part in powerchair session

Wes Brown swapped his boots for wheels as he joined the Manchester United powerchair session in April.

Powerchair football consists of a team of four players using specialised electric wheelchairs with a large front bumper to control and hit an oversized heavy football to score goals.

The team runs in partnership with Sale United Powerchair Club, and there are often opportunities for the team to compete against other clubs, including the Muscular Dystrophy National Leagues, which are run by the Wheelchair Football Association.

“I had a go and really enjoyed it; I even scored,” said Wes. “These guys are experts and it’s been brilliant to play with them. I think it’s really important the Foundation offers these opportunities to people of all abilities and they all love it.”

Also this month:

Area of delivery

Inclusive Reds

Inclusive Reds is the Foundation's disability sport initiative, which aims for equal sport and physical activity opportunities for disabled people, their friends and family.

The programme incorporates a powerchair team, a partnership with Cerebral Palsy United, and the established Ability Counts initiative, a PAN-disability football programme for all ages and abilities.

The Foundation also has partnerships with two special schools across Greater Manchester: Brentwood School and Community College and Kingfisher Special School. At each school a member of Inclusive Reds staff is based full-time to work with the pupils, deliver engaging and inclusive programmes, and build lasting relationships.



Teambuilding with United players

Pupils from Foundation partner school ESSA Academy in Bolton were invited to Old Trafford to take part in a team-building exercise with Manchester United players.

United stars Diogo Dalot, Andreas Pereira and former club captain Antonio Valencia, took the time to meet excited Year 10 students, who were participating in the Employability and Skills programme.

The trio took part in several activities aimed at teaching teamwork, strategy, and communication skills such as cup-stacking, blindfolded tower building and playing-card challenges.

ESSA Academy student Alok said: “We’ve had three United players come and meet us and do teamwork activities. Just the other day I was watching them on TV and now I get to meet them – it’s been a really good experience.”

“

Just the other day I was watching them on TV and now I get to meet them – it’s been a really good experience.

—Alok

”

Area of delivery

Employability and Skills

Developing the employability prospects of young people is a core focus of the Foundation. Through various partnerships young people are assisted with the transition from education to employment by ensuring they have improved awareness, raised aspirations and a realistic pathway, including advice and opportunities surrounding apprenticeships, further education and work experience.





MARCH
2019



Peter Schmeichel surprises primary school children

In celebration of World Book Day, legendary goalkeeper Peter Schmeichel joined forces with Manchester United Foundation to surprise children at Elm Wood Primary School in Middleton.

The morning session saw Peter take part in a throwing and catching session with a year one class outside. The excited five- and six-year-olds showed off their skills and enjoyed asking Peter questions at the end. He then stunned a year five class, taking part in a Q&A with pupils about his footballing career, before leading a reading session with younger pupils.

Peter said: "The work the Foundation is doing is so impressive; I really think it's important that the club connects to the local area and helps provide the platform for kids to do a variety of things."

Area of delivery

Partner Primary Schools

The Foundation's partner primary school programme aims to develop and improve the life skills of children aged 5-11. In line with the national curriculum, the Foundation addresses physical literacy, healthy eating, reading attainment, business enterprise and disability awareness in association with the national Premier League Primary Stars initiative.

Also this month:



DECEMBER
2018

Making Christmas dreams come true

Each year the Manchester United first team visits local children's hospitals in the run up to Christmas, delivering presents and spreading joy to those spending the festive period away from home.

The players tour the wards and spend time with young patients at the Royal Manchester Children's Hospital, Francis House Children's Hospice and the teenage and young adult centre at The Christie.

Paul Pogba said: "Seeing the children happy made my day. They are the real stars and they are stronger than anybody. They keep fighting with their families, and with the help of the people in the hospital they can recover faster."

Also this month:

Charitable Giving

Charity work has always been an intrinsic element of life at Manchester United and the Foundation. Every year the Foundation works with the club to arrange once-in-a-lifetime experiences for deserving fans and fulfils requests for signed items to help with their own fundraising.

Throughout the 2018/19 season 1,948 items were donated raising over £266,000 for causes across the UK. Match tickets are also donated to partner schools and projects, as well as to fans in need of support at difficult times.

The Foundation also assists the club's charity partners to raise vital funds by facilitating events as well as providing awareness of their work.





Ander Herrera's Spanish surprise

The former Reds midfielder played the ultimate prank on a group of students at Manchester Academy in Moss Side, as he surprised them during a Spanish lesson.

The pupils believed to be having a live video chat with Herrera, however unbeknown to the language students, he was hiding just metres away. After a few minutes and some 'technical issues', Ander disrupted the video by bounding into the classroom, leaving the group speechless.

Herrera continued to conduct a question and answer session in his native language about his footballing career. Later he dropped in to a PE lesson where he joined small-sided games with budding young footballers.

Also this month:

Area of delivery

Partner High Schools

Manchester United Foundation has partnerships with 22 high schools with a presence in nine out of ten boroughs of Greater Manchester. Full-time officers are based in high schools in targeted areas to work with the students, the feeder primary schools and within the local community to build lasting relationships and provide a variety of developmental opportunities for young people.



SEPTEMBER
2018

Players visit Street Reds development squad

A group of promising footballers from the Street Reds development squad were surprised as Sergio Romero, Victor Lindelof and former Reds Ander Herrera, Matteo Darmian and Marouane Fellaini joined their training session.

The United stars enjoyed a kick about before answering questions and giving advice about their experiences of breaking through to the professional game and having a career at Manchester United.

17-year-old Sidiki was one of the group who benefited directly from Matteo Darmian and Victor Lindelof's coaching. He said: "I want to be a defender and it was really interesting for me to ask the players specific questions about defending and how I can improve.

"I got a lot from their answers; one of the players talked to me about the advantages of being able to play with two feet. It's not the most important thing, but it can really help. Since then I've tried to focus on that in my game."

Also this month:

Area of delivery

Street Reds

Part of the national Premier League Kicks initiative, Street Reds uses the hook of Manchester United to inspire young people of all backgrounds and abilities to achieve their potential and improve their wellbeing. Running for 48 weeks of the year these free sessions aim to provide a positive influence in high-need areas across Greater Manchester, and build safer and more inclusive communities through football.





Fundraising

Treble Reunion Legends Match

Celebrating 20 years since that illustrious night in Barcelona in 1999, Manchester United legends returned to Old Trafford for the Treble Reunion, which raised over £1.9m for young people across Greater Manchester. Read more on page four.

Matchday lottery

Each matchday the Foundation gives fans in the hospitality areas of Old Trafford the chance to enter a prize draw to win a framed shirt or football signed by members of the Manchester United first-team squad. The lottery continues to form the basis of Manchester United Foundation's fundraising revenue, this year achieving a profit of £225,000.

London Marathon

In partnership with Virgin Money, 20 members of staff ran the London Marathon, raising funds for Manchester United Foundation. Their fantastic effort raised over £30,000 to support young people across Greater Manchester.

Golf Day

Club legend Ryan Giggs and Foundation trustee Michael Edelson hosted a charity golf day at Dunham Forest Golf and Country Club in May 2019, of which the Foundation was a beneficiary.

Fellow Class of '92 stars Gary Neville, Paul Scholes, Nicky Butt and Phil Neville were also in attendance, plus legendary manager Sir Alex Ferguson, all helping to raise £25,000 for the Foundation.



Get Involved

We are really 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.

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



Thank you to our partners

Key partners



Partner schools



Also thanks to:

