



Foundation

Season Review

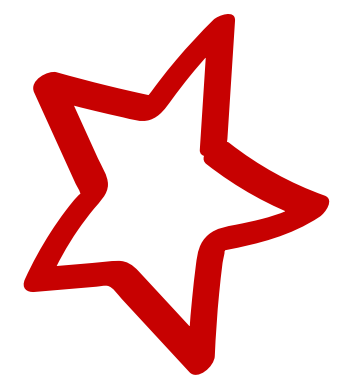
2020/21



Contents

[illegible]

T

[illegible]

Welcome

Never has the importance of the Foundation been greater than during the 2020/21 season. As the Coronavirus pandemic continued to adversely affect our everyday lives, we helped to provide thousands of young people with the tools they needed to navigate an unprecedented situation.

It is often the case that hard times bring out the very best in people; we have found it heartening to see communities rally round to care for each other during the most testing circumstances, and it was vitally important that the Foundation played its part.

This spirit of community was exemplified during the winter months with the Santa's Red Helpers appeal. The first-team squad and supporters across the globe provided extremely generous donations totalling £400,000, enabling staff volunteers to prepare and deliver 80,000 meals and 7,000 gift bags to those in need through our partnership with FareShare Greater Manchester and ties with local authorities.

We were delighted to see these incredible efforts commended at the 2020 North West Football Awards, at which we received the Community Initiative of the Year Award – deserved recognition for everybody involved across our season-long Covid-19 response.

Ensuring that minds as well as bodies were nourished, we were delighted to see our

growing presence in the wellbeing space. In May, we carried out a week-long activation, distributing 5,000 wellbeing books and balls to students, and we are already seeing the positive effect provided by the advice and activities included.

Following on from the achievements of the Foundation as a whole, we would like to offer our congratulations to the Foundation's CEO John Shiels, who has been awarded an MBE as part of the Queen's Birthday Honours. This richly deserved accolade recognises John's incredible contribution to education during a career spanning over forty years. We are delighted that he continues to demonstrate his passion for empowering young people as head of our Foundation, impacting thousands of lives across Greater Manchester and beyond.

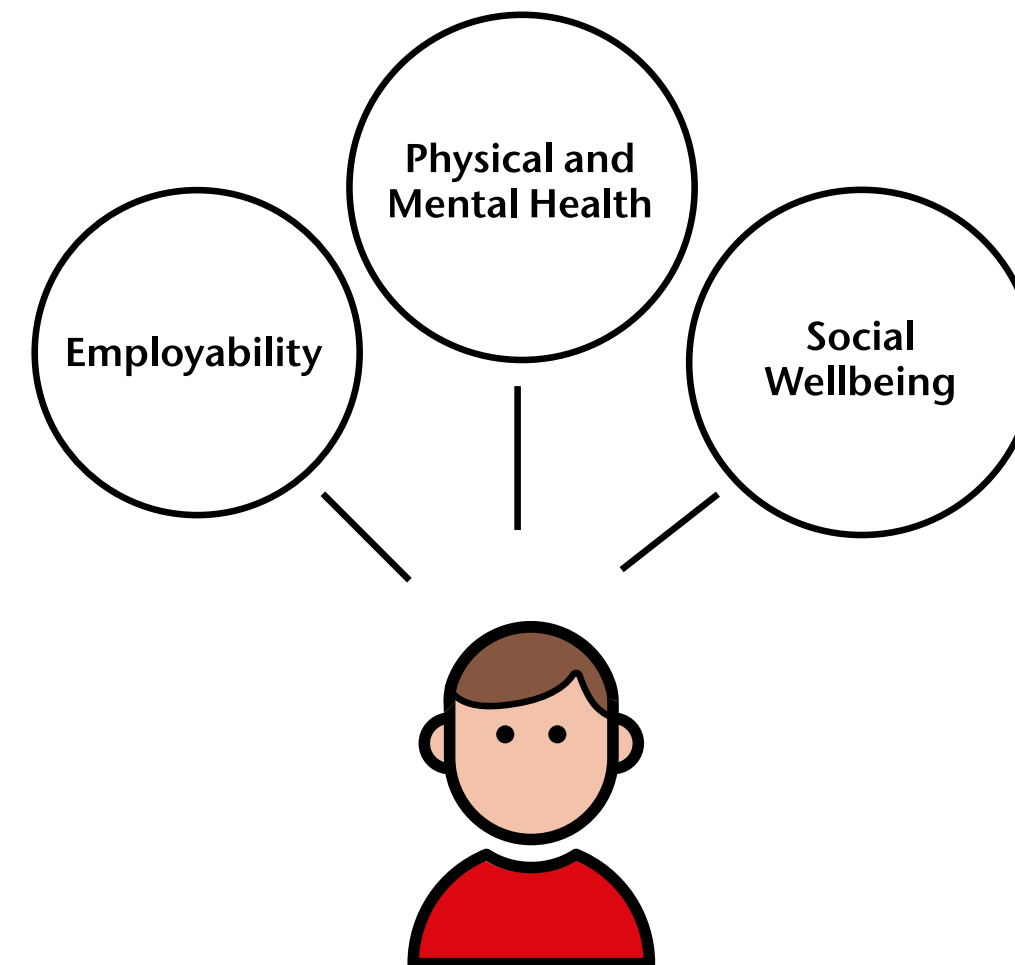
It is a great source of pride to look back on how well we responded to the biggest national emergency in our lifetime, helping to create as normal an environment as possible for our young people. Now, as we enter a new season, we will continue to work just as hard – channelling the age-old values of Manchester United: investing in young people and striving to be the best Foundation in world football.

Richard Arnold

Manchester United Managing Director and
Chair of Manchester United Foundation

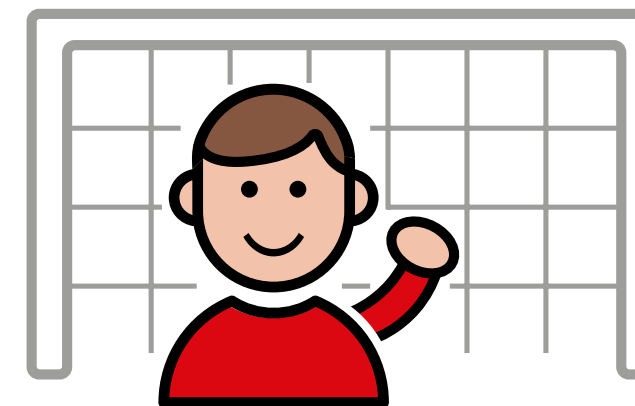


Who we are



Our mission

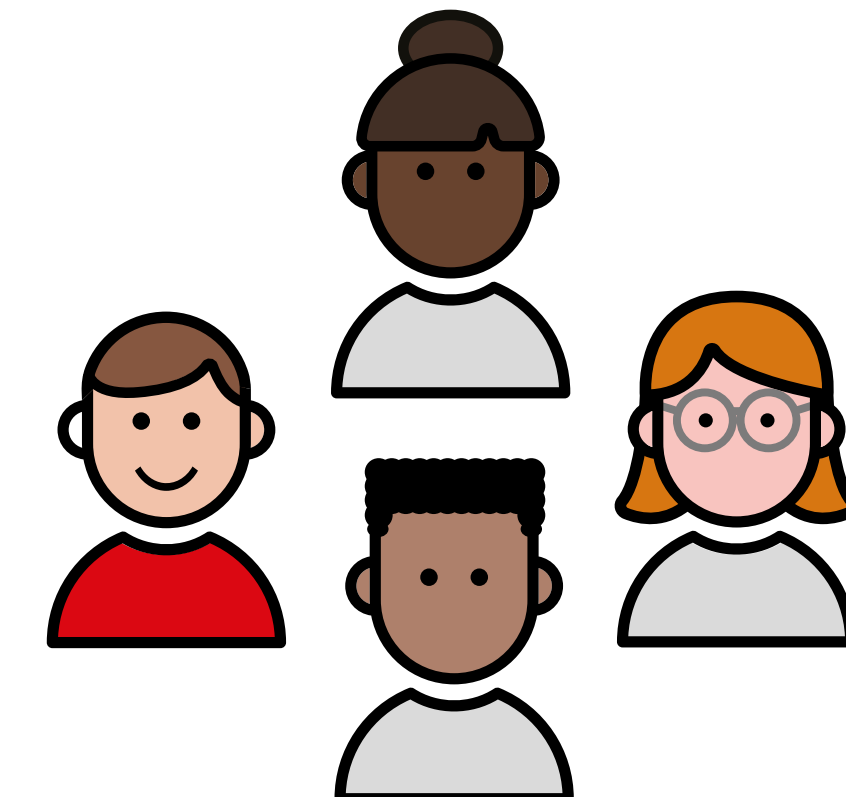
We use the power of football and Manchester United to help young people make positive choices in their lives.



Empowering young people

Our vision

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

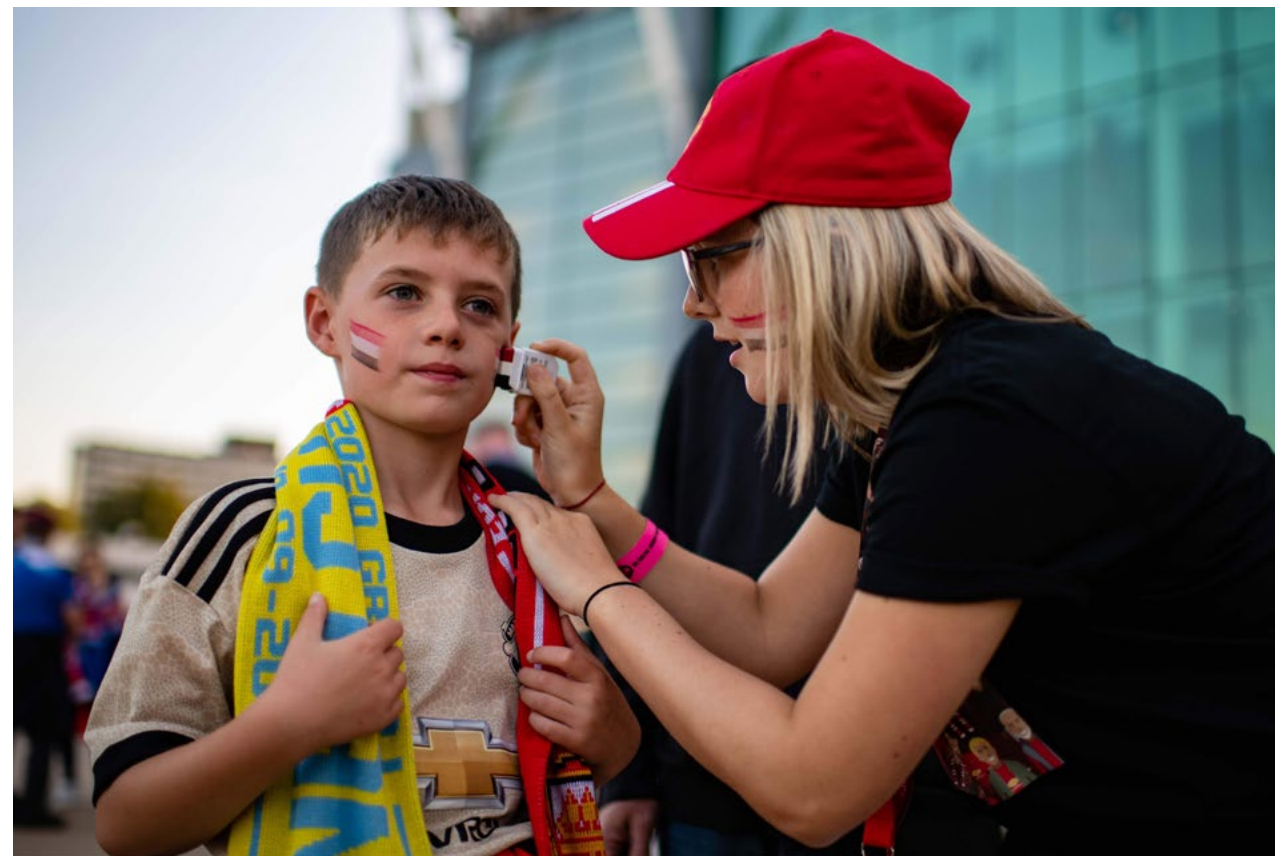


Outcome

Improved communities.

What we do

We deliver educational and community outreach programmes to help young people make positive choices in their lives by improving their:



Employability

By improving educational and employment outcomes.



Social wellbeing

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



Physical and mental health

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

Methodology

Over the past 12 months, data and consultancy company Substance has worked with Manchester United Foundation to help us improve the measurement and impact of our work.

To calculate the health and social value cost savings associated with Manchester United Foundation's work, Substance has used a modified version of the social return on investment (SROI) model it developed for the UEFA Grow team. This focuses on creating a common approach for measuring the health and social cost savings associated with grassroots football.

The model involves identifying the proportion of participants who are at risk of suffering from particular conditions (for example, poor mental health) and then modelling and - where possible - measuring the amount of protection that specific projects provide against such conditions. Whilst some of the figures presented here are modelled estimations of the value of the Foundation's work (rather than defined 'measures'), Substance is confident that the figures are likely to underestimate the true value of the work because of the approach to discounting built into the core model.



£9.9m

Healthcare savings from our work
(anxiety, depression and obesity)

£13.8m

Social care savings from our work
(educational attainment, NEET, school absence, youth crime)

53%* of our participants engaged showed improvements in physical health (activity levels increased)

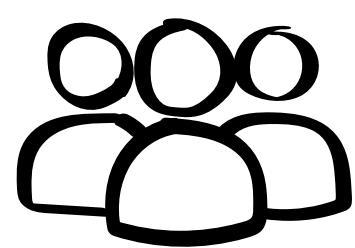
80%* of our participants demonstrated improved mental health (happiness, life satisfaction, resilience and wellbeing)

95%* of participants are more skilled (educational attainment, improved aspiration, enhanced knowledge)

91%* of participants felt more connected and a sense of belonging in their community through engagement with Manchester United Foundation

*of 1,047 participants surveyed

Reach and impact



12,166
unique participants across
all schools and projects

219,923

total participant
attendances

74

staff trained in mental health
support with Manchester Mind

**14,
529**

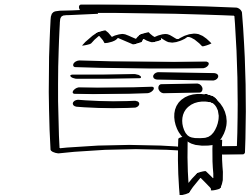
sessions and
events at schools
and projects



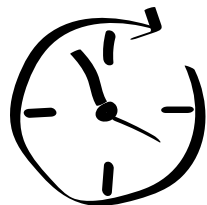
128
employees and
casual staff

80%*

improvement in self-esteem, mental wellbeing,
behaviour and aspirations *of 1,047 participants surveyed



228
qualifications



19,221

hours of
delivery



1,343

sessions delivered for
disabled young people
in SEN schools



44%
female participants

84

projects

27%

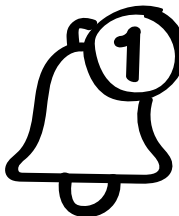
participants from ethnic
minority groups

112

community player
appearances

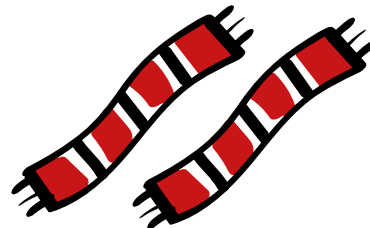
4.4m

followers on social media



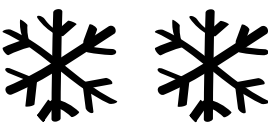
£240,000

committed to global supporters' clubs

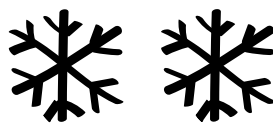


5,000

wellbeing resources for young people



distributed over winter



We deliver bespoke programmes to support the learning, life skills and wellbeing of young people in educational settings from primary school to further education and beyond.

Partner primary schools

The Primary Reds department has increased its school partnerships to 24 primary schools, providing a dedicated delivery officer in each school, one day a week, for the full school year. Staff have supported schools in-person throughout the pandemic, delivering weekly PE lessons in line with the National Curriculum and the Premier League Primary Stars programme.

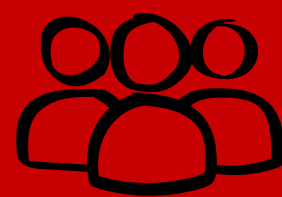
Alongside this, staff have delivered the Leadership Academy programme to students as well as disability, inclusion, equality and diversity workshops, active maths, and English delivery, plus a healthy eating programme.



Highlight



Pupils at Haslam Park Primary School in Bolton received an early Christmas surprise when they were invited by Bruno Fernandes to be virtual mascots at the Manchester United vs Leeds United game at Old Trafford in December.



3,098

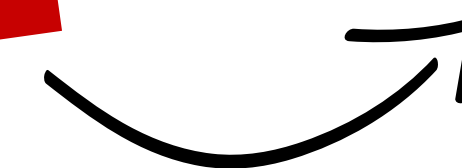
unique participants



56,319

participant
attendances

Also this season



Partner secondary and special educational needs (SEN) schools



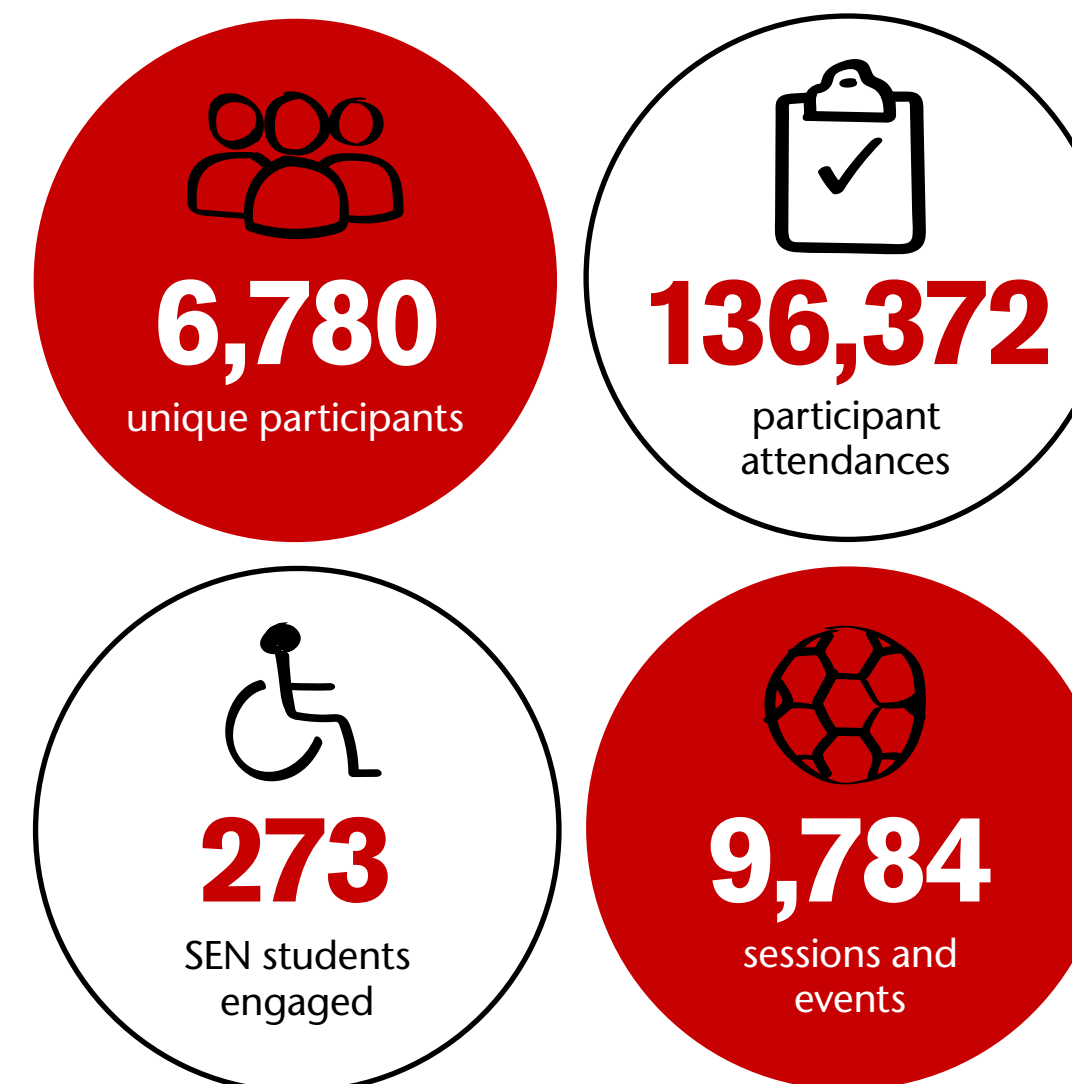
This season our high school partnerships have increased from 25 to 29 schools and we now have an ongoing presence in all ten boroughs of Greater Manchester. The number of special educational needs (SEN) schools has also increased to five, operating in four of the ten boroughs.

The teams' resilience and adaptability was evident during the pandemic, not only operating day-to-day programmes and intervention delivery, virtually or in-person, but staff also supported schools with areas such as Covid-19 testing. Throughout all schools, students' health and wellbeing was at the forefront of delivery, working with a number of partners to deliver meals, food items and wellbeing initiatives to support families during the difficult time.



Highlight

In March, Manchester United's global partner adidas donated over 4,500 items of kit to our partner schools to reward students' efforts over the school year and celebrate the return of grassroots sports and community projects. The donation, which included a variety of United clothing, went towards the continued effort to support the mental and physical wellbeing of young people across our community.

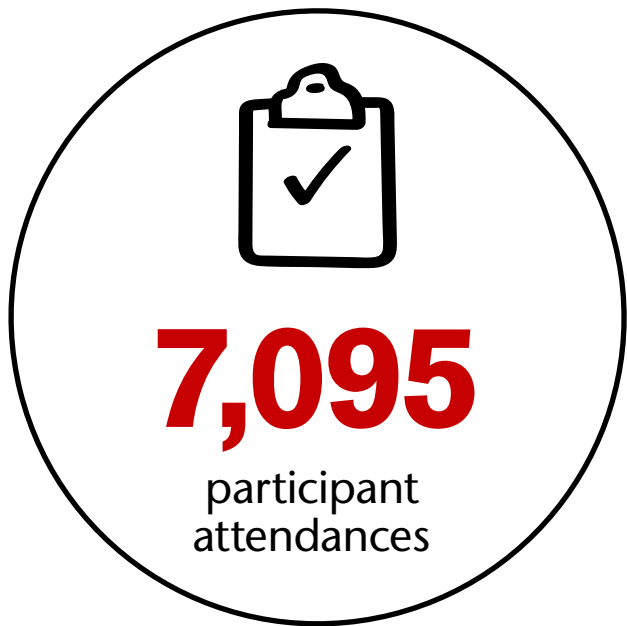


Also this season

Further education

BTEC and Eccles Football College

The BTEC Sport programme now works in partnership with three colleges: Eccles Sixth Form College, Pendleton Sixth Form College and Future Skills at MediaCityUK. While the league was suspended during several lockdowns, the team connected players with influential people in the industry to encourage different pathways, progressions and experience the day-to-day life of people in various levels of the game. Once the game resumed the team enjoyed a successful season on and off the pitch, engaging with players in a more innovative way.



Further education

Employability

Part of the Premier League Inspires programme, 134 participants from partner schools have undertaken 14 local social action projects and 17 participants have gained employment as part of the First Jobs programme, progressing into matchday roles at Manchester United and coaching roles on the Street Reds programme.

Nineteen participants completed the Next Move programme, which supports young people aged 16-21 into education, training or employment. Twenty-nine students have engaged with the BTEC

Enterprise programme, which also aims to increase employability and life skills.

This season we have also developed a higher education partnership with Ulster University in Northern Ireland, where we have a full-time member of staff delivering educational programmes and activities across the Foyle Learning Community in Derry/Londonderry.



Highlight

National Careers Week is a celebration of careers guidance and free resources in education across the UK. Eight events took place that week with 197 students who experienced industry-specific digital engagements and presentations on various careers and pathways.

Season highlight

Wellbeing



In support of Mental Health Awareness Week the Foundation ran a week-long promotion about wellbeing. Supported by Manchester United captains Harry Maguire and Katie Zelem, we distributed 5,000 books, balls and resources to children, encouraging them to look after their mental health.

Created in partnership with publisher DK, the 48-page book entitled *United Minds: Be positive. Be curious. Be united*, is aimed at children aged 8-12 and features United-themed activities and advice to support children in looking after their wellbeing. All partner schools and community projects received a bundle of assets, sharing information and guidance on the 'five ways to wellbeing' plus contact information for vital services. Supported by Manchester Mind and first-team players, this information was relayed across Foundation channels to support the mental and physical wellbeing of young people.

Working in partnership with Manchester Mind we also trained 74 frontline staff in recognising mental health concerns in young people, enabling coaches to be better equipped in advising children and signposting them to services.


Covid-19 has been incredibly hard, especially for children who haven't been able to socialise with friends. The 'book and ball' is a great way for children to learn ways in which they can improve their mental wellbeing, and I hope it really benefits many in the community.

Katie Zelem,
Manchester United Women



Community outreach

We believe that the best way to engage communities and ensure our interventions enhance quality of life is by reaching out and becoming a trusted partner, ensuring young people feel they belong and empowered in their community.



Street Reds

After multiple lockdowns and challenges due to Covid-19, all 11 sites were up and running by the end of the season, including a new location at The East Manchester Academy.

Online delivery continued throughout both lockdowns, including focused sessions on mental health and wellbeing. Two virtual competitions were hosted with Chelsea and AC Milan in line with Manchester United's fixtures and in December we worked with the Michael Carrick Foundation to support their 'Carrick's Boot Room' campaign.



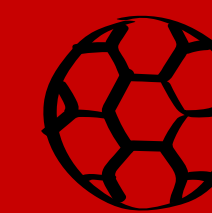
Highlight



Over 650 footballs were donated to Street Reds participants across Greater Manchester to form part of wellbeing packs to keep them active over the summer holidays. Packs were distributed to eight sites helping young people to re-engage with friends and coaches they'd been unable to see due to the Covid-19 pandemic.



6,907
participant
attendances



217
sessions and events



20%
female participants

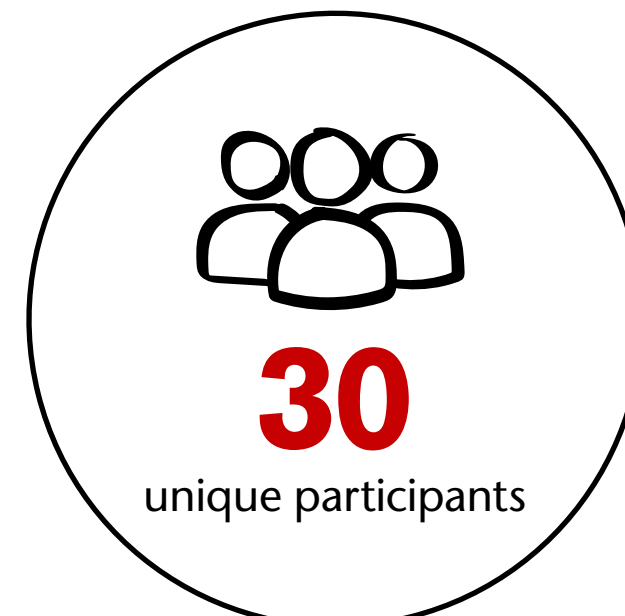
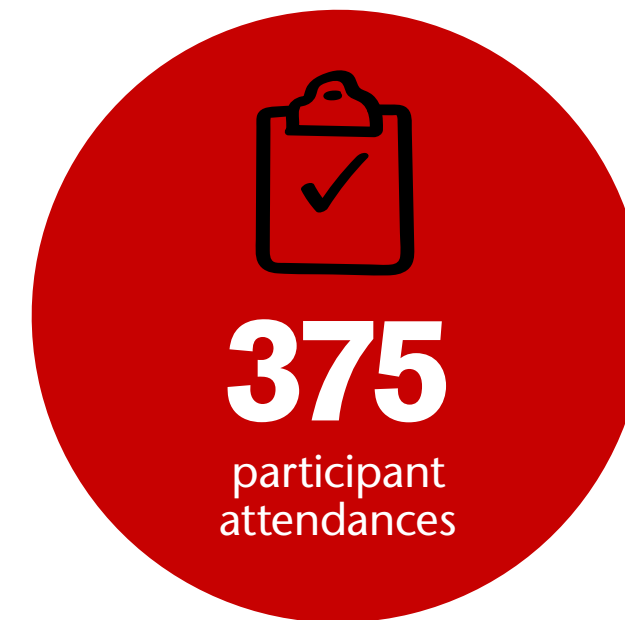
Targeted

Our targeted programmes support young people at risk of youth violence and criminal exploitation.

Delivery last season aimed to reduce and prevent risk by improving protective factors such as 1-1 mentoring, education and employability workshops, skill development, positive social groups and social education.

Delivery has taken place in a community setting as well as four partner schools and enabled several young people to achieve apprenticeships.

Support packs were also provided to participants accessing the programme, including internet dongles, headphones, writing tools and wellbeing gifts. Last season also saw an improvement in female engagement, which saw behaviour points in school for a group of female participants drop from 18 points to three or lower whilst engaged in the programme.



Disability and inclusion

Community outreach



The provision funded by Manchester United Disabled Supporters Association (MUDSA) continues to increase with 162 participants at our Ability Counts programme across 1,147 hours of delivery both virtually and in person. MUDSA members took part in 51 weekly exercise classes, engaging 14 participants.

We officially launched the Rooney's Inclusive Reds programme, funded by the Wayne Rooney Foundation, which has engaged 213 participants, offering disabled and non-disabled young people the opportunity to play football on a level playing field.

Staff training has continued throughout the season embedding equality, diversity and inclusivity (ED&I) across the Foundation, including autism awareness, online safety, Stonewall Allies, LGBTQ+ and Kick It Out training.



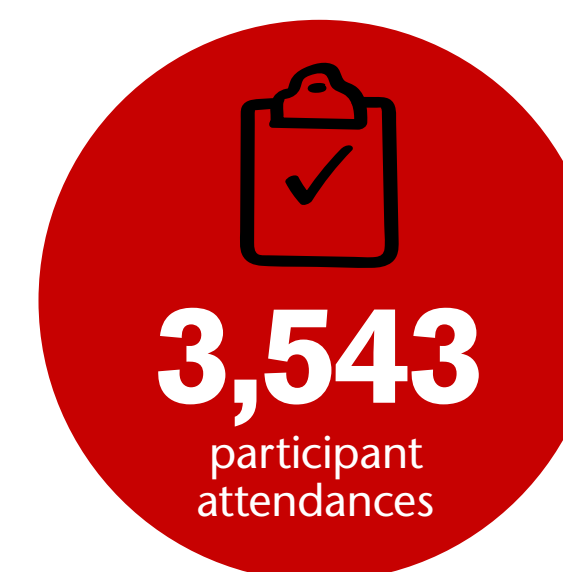
Highlight



Club legend Wes Brown joined coaches to host an online workout session for MUDSA members and Foundation participants who had been keeping active with the team every week throughout Covid-19. He also took part in a Q&A and quiz put together by the members.



Also this season



Female development & South Manchester Girls Football League



Community outreach

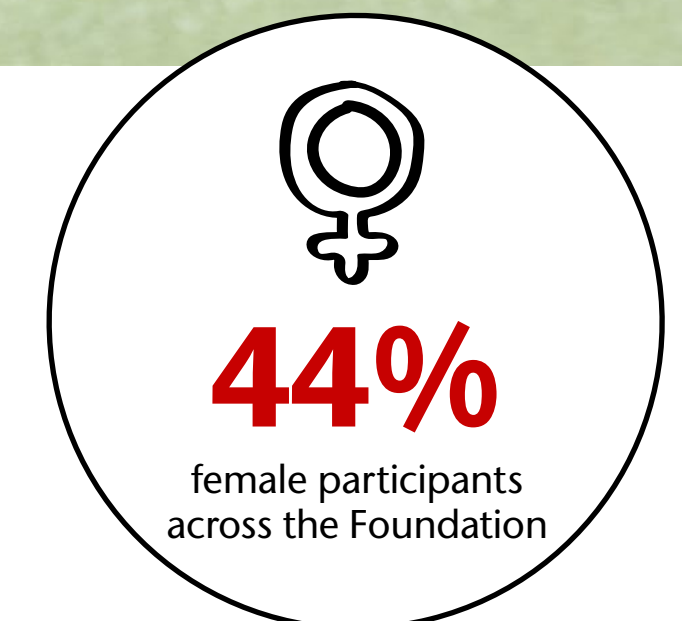
Across all community projects there has been a focus on engaging more females and ensuring that they can access and connect with local opportunities.

Street Reds has seen the largest increase in the number of female participants. Unique participants have grown by 111% to 230 girls. Other successes of Street Reds have been the development of female coaches with two female staff promoted to head coaches and one girl progressing into the Manchester United Girls' Regional Talent Club.

Two new player development sites were created at Werneth High School and TEMA to provide more

structured training sessions to address the gap in development opportunities between boys and girls when it comes to receiving high quality coaching.

Manchester United Foundation has a long-standing partnership with the South Manchester Girls' Football League (SMGFL) and provide both financial support and expertise. An Under-9s league has been introduced with 16 teams registered. During Covid-19, the Foundation delivered six online sessions focusing on mental health, nutrition, and positive thinking.



Season highlight

Holiday provision



Manchester United Foundation has always offered holiday clubs for young people at our schools and projects during half-term and summer holidays, so we were delighted that camps could open back up at Easter and over the summer this year.

With the help of local councils we were able to run holiday camps as part of the Department for Education's Holiday Activities and Food (HAF) programme. The Premier League also funded additional camps during each school holiday, giving local youngsters the opportunity to get back out on the pitch and enjoy football again following the return of grassroots sport.

Children attending the sessions received free holiday provisions, including healthy food and enriching activities based around football and multi-sport activities.



It was really fun and I enjoyed doing the drills, playing matches and taking part in penalty shoot-outs. Taking part in a camp like this makes the holidays more fun, especially because I support United!

Mike,
pupil at Stockport Academy

Regional Talent Club (RTC)

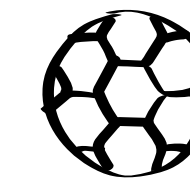


In what was a challenging season due to Covid-19, Manchester United's Girls' RTC maintained a successful season despite lockdown restrictions. A comprehensive summer holiday programme was delivered in replacement of the traditional trials this year due to the pandemic. In total 438 girls were engaged in 30 sessions and 41 trialists attended the RTC throughout the season. Satellite (player development centre) sessions were created at Werneth High School alongside the Under-9s Development Squad.

Despite the lockdowns, the RTC was the first of its kind to return to training and engaged more players on the field than any other RTC, adding an additional Under-13s programme to make it the largest talent club in the country. By doing so it has become one of the first girls' academies to continue their elite status.

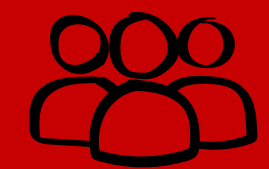
Highlight

For the first time the RTC adopted the charity Every Month to address period poverty across Greater Manchester. Every week players donated chocolate bars that were added to packs of menstrual products and distributed to food banks and other services, providing over 1,000 packs.



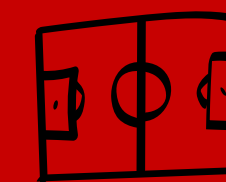
407

training sessions



133

unique participants
(including trialists)



102

matches



4,714

participant
attendances



11

qualifications

Powerchair

Through its disability and inclusion programme, the Foundation manages a powerchair football team in partnership with Sale United FC, which helps to promote football opportunities for wheelchair users.

The teams usually train every week and regularly compete in the West Midlands Regional League and the Muscular Dystrophy UK National Premiership, however due to the Covid-19 pandemic had to put their training and games on hold for over 12 months.



Highlight



Last season, 142 participants from various projects across the Foundation put their time to good use by undertaking the FA Playmaker course, including four participants from the powerchair football team. The FA Playmaker is an entry-level football course for people wanting to take a more active role in grassroots football, offering coaches and volunteers the confidence and skills required to start their coaching pathway.

Season highlight

Pitch days

This summer, participants from across all Foundation projects were offered the once-in-a-lifetime opportunity of playing on the Old Trafford pitch.

Manchester United global partner adidas donated an end of season pitch day to the Foundation, allowing us to invite young people from across our partner schools and projects to play on the hallowed turf of Old Trafford, following in the footsteps of their footballing heroes.

Participants enjoyed sessions focused around mental health, employability and football, before being joined by United legends Wes Brown and Denis Irwin for penalty shootouts and matches.

Similar opportunities were also provided by the Premier League and Manchester United, enabling us to offer this exclusive opportunity to 135 young people.



This is going to be a day that they'll never forget, and I was impressed by some of the talent out there. With the wellbeing and employability workshops also going on it's made for an educational day, which is very important.

Denis Irwin,
Manchester United ambassador



Fundraising and charitable services



Charity work is at the core of our ethos at the Foundation. We are committed to supporting external charities, fans and partners that need our help, and managing Manchester United's charity partners on behalf of the football club.

We also undertake our own regular fundraising initiatives, to support the delivery of our programmes for young people across the local community and beyond.

Due to Covid-19, our fundraising strategy looked a little different this season, with many regular events and initiatives such as the matchday lottery and gala dinner unable to take place. Instead we embarked upon virtual campaigns, engaged supporters' clubs around the world, and led a ground-breaking Christmas appeal, supported by Manchester United players, legends, staff and fans alike.

Santa's Red Helpers

In December, we launched the Santa's Red Helpers appeal, encouraging fans to follow the lead of staff and players to support vulnerable children and families over the festive period.

Following an initial donation from the first-team players, the United effort raised over £350,000, used to provide 7,000 gift packs and 80,000 meals for those in need.

The campaign was supported by 143 Manchester United Foundation and club staff and volunteers, who drove 1,695 miles to deliver over 77,000 meals and hampers to 23 partner schools across Greater Manchester. The deliveries were made over three days using 10 articulated freezer lorries, supported by food wholesaler Bidfood, and 30 additional vehicles. Additional meals were also donated to local charities and foodbanks.



Thanks to partners

FareShare Greater Manchester - donated over 33 tonnes of food, following a previous collaboration where 5,000 free school meals were provided during October half-term.

DK Publishing and Jaguar LandRover - provided books and lunch boxes for gift bags.

The Red Army - raised funds for over 1,000 footballs to be distributed to children across Greater Manchester.

DHL - delivered 1,000 gift packs to global youth charities chosen by Manchester United Supporters' Clubs.

This is a fantastic campaign that the club, staff and players are all behind. The first team came together to talk about the campaign and it was very clear straight away that everybody wanted to be involved and to contribute.

Harry Maguire

United for the Children

Throughout the season we worked with over 200 Manchester United Supporters' Clubs to raise money for children across the world affected by Covid-19. Clubs were offered up to £1,000 to help youth-focused charities in their areas, with Manchester United Foundation committing £240,000 to supporters' clubs across the UK and overseas.



Leave your United legacy

As of this season we now give fans the opportunity to support the Foundation through legacy giving. Manchester United has a history built on legacies and the Foundation is now offering fans the chance to leave their own. By leaving a gift in their Will fans can help to inspire and unite future generations.



Club charity partners

UNICEF UK

Manchester United Foundation manages the 22-year partnership between UNICEF UK and Manchester United Football Club under the United for UNICEF brand.

This season the Foundation donated £50,000 to UNICEF UK and Crowdfunder's VaccinAid campaign, helping to support the biggest vaccine drive in history.



Sir Bobby Charlton Foundation

We also manage the partnership with Sir Bobby Charlton's landmine awareness charity, a UK-based charity for the victims of conflict that the England and United legend founded in 2011.

This season the Foundation donated £33,000 to Sir Bobby Charlton Foundation's Safe Play and Education Centre project in the Battambang Province of Cambodia. The donation went towards funding a safe environment for children to receive education and play football without the risk of landmines.



Hospital visits

For the first time in twenty years, due to the Covid-19 restrictions, Manchester United players were unable to attend local children's hospitals to deliver gifts in person at Christmas. Instead, players from the men's and women's teams sent presents and virtual messages of support to patients and staff at Royal Manchester Children's Hospital, The Christie and Francis House Children's Hospice.



Some of our young people are receiving treatment over years and can be in hospital for months. In light of Covid, being away from their families and friends and being in isolation, having that support from Manchester United players is invaluable to them.

Hannah Simpson, lead nurse for teenagers and young adults at The Christie





Volunteers needed

Season highlight

Food deliveries



Manchester United Foundation, Manchester United FC and FareShare Greater Manchester joined forces to support thousands of families during October half-term, over Christmas and ahead of the Easter holidays.

The partnership formed to provide 5,000 free school meals over the October school holidays, with food provided by FareShare GM to be prepared, cooked, packed and distributed by club and Foundation staff.

The Santa's Red Helpers appeal then saw 80,000 meals donated to those in need over the Christmas period (see page 23), and families were also supported in the eight weeks leading up to Easter through the Foundation's partner school network.

The Easter initiative saw 383,000 food items diverted by FareShare GM, for packing and distribution by Foundation and club staff to 40 schools across Greater Manchester.

It's an inspirational and incredible operation, but we are committed to working in the community and the Foundation does a tremendous job. The amount of families and children in need is an eye opener, so it's a great effort that we've partnered up with FareShare GM to deliver these parcels.

Denis Irwin,
Manchester United ambassador

Thank you

In what is a time-honoured tradition, I'm left to close our Season Review in a section we simply entitle, 'Thank you'.

And it could not be more appropriate, as the only way to summarise the extreme and exceptional year I have just witnessed is through gratitude. During a time when the Covid-19 pandemic continued to separate us from loved ones, and isolate the most vulnerable in society, we pushed on with existing partners and formed new innovative relationships that have profoundly impacted the Foundation and communities we serve.

So where do I begin? It's got to be a big thank you to the 216 Manchester United Supporters' Clubs who took part in our United for the Children fundraising initiative at the start of the season. Not only did we help thousands of children across the world but forged lasting friendships with hundreds of supporters who have now extended their love of Manchester United to its charity.

Giving children a Christmas united the Foundation with so many people and organisations in December. Santa's Red Helpers took on many guises: club partners, staff, players and fans worked together to ensure gifts and food hampers reached the most deprived families in our communities. Seeing the expression of sheer relief as parents and carers received these hampers is something I will never forget, and although I am grateful to all our Red Helpers, it pains me to see a future in which food poverty is systemic across society. Thankfully, our work supporting food donations has been

made much more effective and strategic by joining forces with FareShare Greater Manchester – ours is a special relationship that will continue way beyond the timeline of this report.

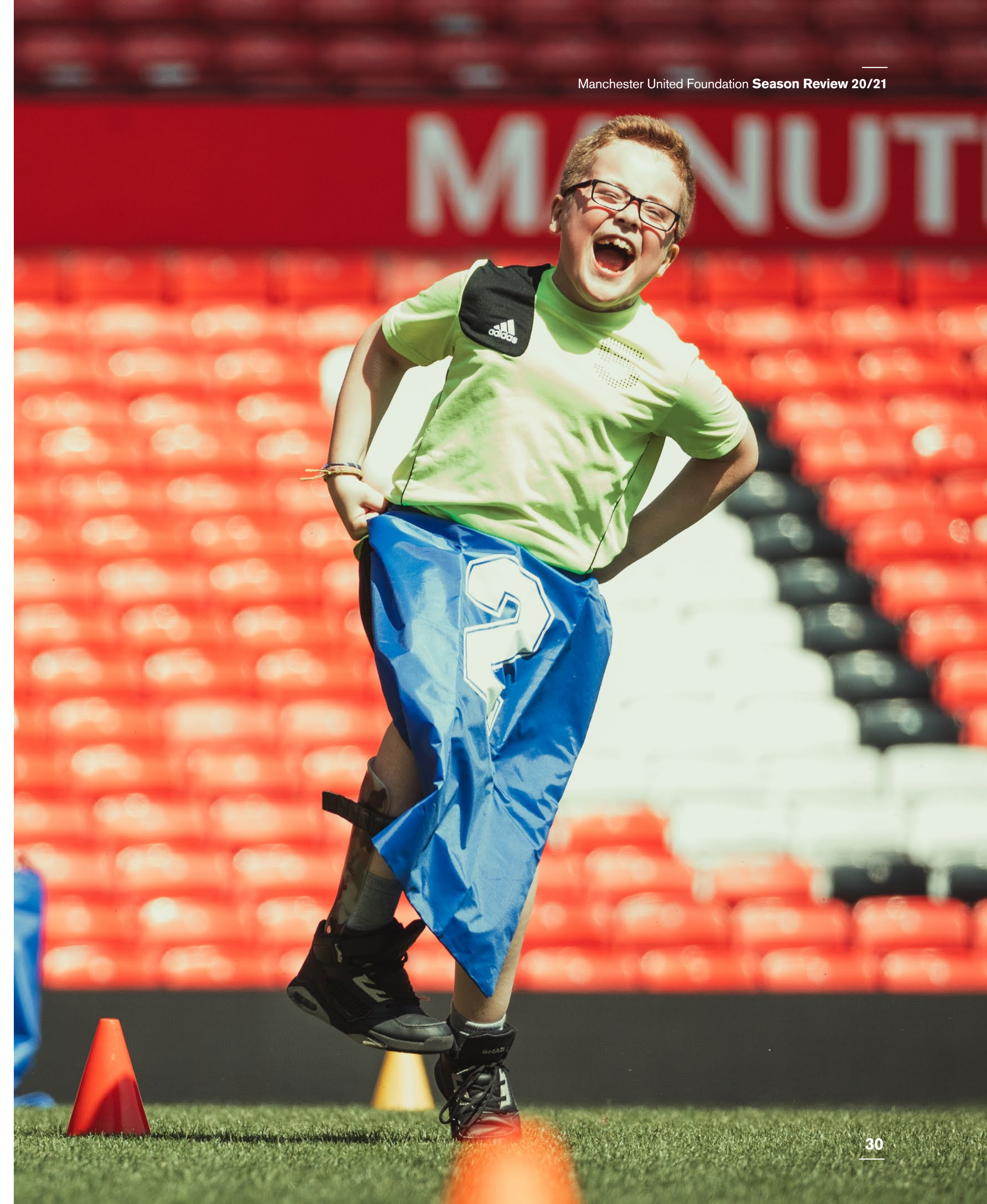
As the football season reached its business end this spring, the Foundation's incredibly motivated staff members got busy delivering post-lockdown programmes for young people in the community. Supporting the physical wellbeing of our participants was matched with the need to find innovative ways to improve mental wellbeing, and I cannot thank DK Books and Foundation Trustee Ginny Buckley enough for collaborating with my team on the Book and Ball initiative, supporting 5,000 children.

The last 12 months have been unforgettable thanks to our supporters and partners, but without any doubt I must close this year's report by passing my gratitude on to Manchester United. During a time of uncertainty, the club kept its doors open and worked with us every step of the way in a relationship that has gone from strength to strength.

A walk down Sir Matt Busby Way doesn't just take you to Old Trafford football stadium, next door, standing red and proud is Manchester United Foundation. We remain ready and ever present for those who need us most.

John Shiels MBE

Chief Executive Officer, Manchester United Foundation



Acknowledgements

Key partners



Partner secondary schools

Bolton St. Catherine's Academy
Broadoak School
Co-op Academy North Manchester
Co-op Academy Swinton
Copley Academy
Dean Trust Ardwick
Dean Trust Rosebridge
Dean Trust Wigan
The East Manchester Academy
ESSA Academy
Great Academy Ashton
Levenshulme High School
Loreto High School
Manchester Academy
Manchester Enterprise Academy
Manchester Health Academy
MEA Central
Middleton Technology School
The Oldham Academy North
Richard Rose Central Academy
Royton and Crompton Academy
St. Cuthbert's RC High School
Stockport Academy
Stretford High School
Waterhead Academy
Werneth School
Whalley Range High School for Girls

Partner primary schools

Alice Ingham RC Primary School
Arden Primary School
Bredbury Green Primary School
Cadishead Primary School
Clifton Primary School
The Divine Mercy Primary School
ESSA Primary School
Fairfield Road Primary School
Fiddlers Lane Primary School
Haslam Park Primary School
Hollins Green Primary School
Irlam and Cadishead Academy
Irlam Endowed Primary School
Irlam Primary School
Medlock Valley Primary School
Moorfield Primary School
Parklee Primary School
Ringway Primary School
Romiley Primary School
St. Alphonsus RC Primary School
St. Bernadette's Primary School
St. Gabriel's RC Primary School
St. Joseph the Worker Primary School
St. Mary's Primary School
St. Philip's Primary School
St. Teresa's Primary School

Also thanks to

Access Creative College
adidas
Apollo Tyres
The British Army
Cadbury
Casillero del Diablo
Chivas
DHL
DK Publishers
Eccles Sixth Form College
EY
The FA
Greater Manchester NHS
Greater Manchester Police
The Growth Company
Hamilton Davies Trust
Kick It Out
Kohler
Konami
The Manchester College
Manchester FA
Marriott
Melitta
Michael Carrick Foundation
Manchester City Council
Manchester Mind

Mlily
MUDSA
Pendleton Sixth Form College
PFA
Remington
Royal Air Force
SCC Group
Salford Community Leisure
South Manchester Girls Football League
Soreen
Stockport Council
Stockport Youth Offending Service
Street Games
Substance
Timperley and District Junior Football League
Tag Heuer
Trafford Council
Wayne Rooney Foundation
Wythenshawe Community Housing Group
Virgin Money
Ulster University
Young 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.

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

Manchester United Foundation
(A Company Limited by Guarantee)

