



SEASON REVIEW

2022/23



WELCOME

The reason I value our Season Review is because it gives everyone interested and involved in Manchester United Foundation the opportunity to celebrate and reflect on the achievements of the last 12 months.

However, there is a special group of people who always struggle to take a moment, and that's the 200 full-time and casual staff members who work for our charity based on Sir Matt Busby Way.

When you operate day and night, 48 weeks of the year, in communities that continue to be adversely impacted by social and economic challenges, you don't give yourself time to pause, and truly appreciate the impact of your work. I therefore thank the Foundation's amazing workforce and hope that through this Season Review they also look back and feel very proud.

Quite simply, it's been a record-breaking year...

One that has seen a 29% increment in delivery, resulting in over 30,000 sessions being delivered to children and young people across Greater Manchester and beyond - this has led to participant aggregate attendances reaching just short of half a million.

These sessions cover a range of activities and initiatives - from football and physical development to programmes that support mental wellbeing or promote employment opportunities. The area in which I have seen real expansion and innovation is the delivery of social action projects, such as participant-led sustainability and environmental groups. Not only do these groups give young people a platform to be heard and make a difference, but they help them build a connection with their peer groups and community.

Reading about the journeys of Sid, Fayyaz and Ella in this Season Review not only inspires, but perfectly demonstrates the purpose and commitment behind the Foundation's work.

To sustain this level of commitment to the young people we serve and increase the number of participants we work with (almost a 20% increment from last season) it is vital that we continue to explore new and innovative ways of fundraising. I'd therefore like to take this opportunity to thank all the partners, key stakeholders and fans that have contributed to the Foundation's fundraising efforts this season.

I have two personal highlights, firstly the launch of DXC as the Foundation's Presenting Partner; not only does this innovative four-year collaboration bring a considerable financial investment to the charity, but it will provide our young people with key digital and social skills, shaping a future generation of leaders.

I also give special reference to Manchester United's season ticket holders and members who took part in the match ticket donation scheme or rounded up at online checkouts - this helped us raise over £677,000. It's a phenomenal amount of money going straight back into the local community and it's all down to Manchester United supporters connecting with their Foundation.

We now look forward and make plans for the season ahead. Once again, and with your support, I'm confident we'll be breaking more records.



Collette Roche
Chair, Manchester United Foundation/
Chief Operating Officer, Manchester United



WHO WE ARE

Manchester United Foundation is an independent charity, established in 2007 as a lasting tribute to the Busby Babes and the club's proud tradition of 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

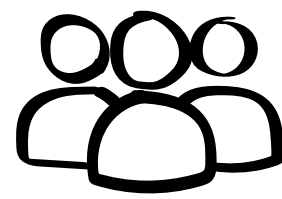
- Unite** - Recognise the power of football across the world
- Nurture** - Growing the potential of every young person
- Invest** - Sustained financial investment aligning to our charitable objectives
- Together** - Working as a team with our stakeholders
- Excellence** - Delivering programmes to the highest standard
- Diversity** - What makes us different, makes us stronger

YEAR IN NUMBERS



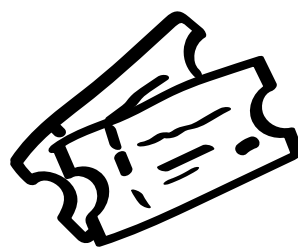
116

projects



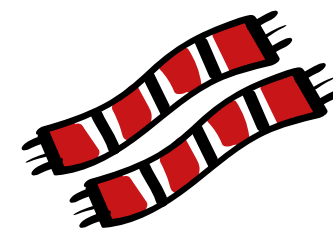
25,587

unique participants engaged



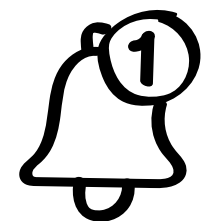
8,000+

tickets given out



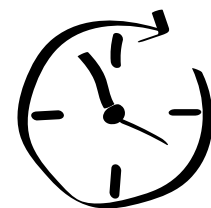
£677,202

raised by season ticket holders*



5M

social media followers



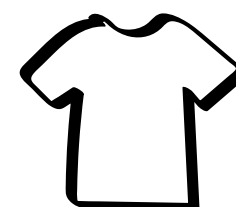
40,012

hours delivered



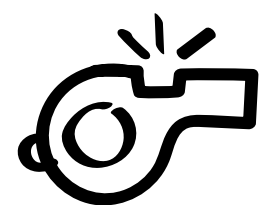
40%

female attendance



1,830

signed and charitable items distributed



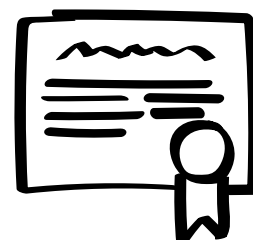
30,636

sessions delivered



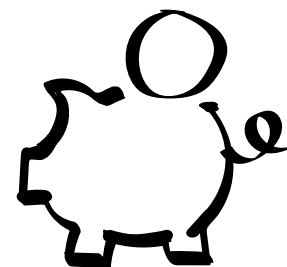
3

industry awards



1,574

qualifications achieved



£397,000+

raised through matchday lottery

*figure correct as of June 2023

HEALTH."

Bruno Fernandes

MANCHESTER UNITED FOUNDATION SEASON REVIEW 22/23

“ ”

You're not only providing physical education, but you're also supporting us in the welfare of our children, and we're immensely grateful for that.

– Faik Kordemir, headteacher at Holden Clough Primary School

“ ”

Manchester United can reach people in ways that other organisations can't, and it's wonderful to see the Foundation using this power to help young people.

– David Raff, season ticket holder - supported ticket donation scheme

“ ”

We know the positive effect that the Foundation can have in schools and it's great to see the brilliant work they are doing around mental health.

– Bruno Fernandes

SEASON HIGHLIGHTS

> JULY



Michael Carrick back-to-school: The United legend visited pupils at Ringway Primary School, had a kickabout with students and handed out transition packs as they prepared to start high school.



Pride: We welcomed participants to Old Trafford to enjoy a morning of workshops and educational talks as part of the celebrations around Pride Month.

..... AUGUST >.....



Legends of the North – Liverpool v United: Roy Keane was back in a United shirt for an entertaining afternoon on Merseyside, in which former players from Liverpool and United took part in an exciting return leg of the Legends of the North campaign.



Our Community Captain: Primary delivery officer Yasmeen was recognised for her outstanding contribution to the Foundation and local community, as part of the Premier League’s 30th-anniversary celebrations.

SEPTEMBER

United and Me: We put our participants back in the spotlight, relaunching the series that allows them to share their stories and the Foundation’s impact on their lives.

..... OCTOBER >.....

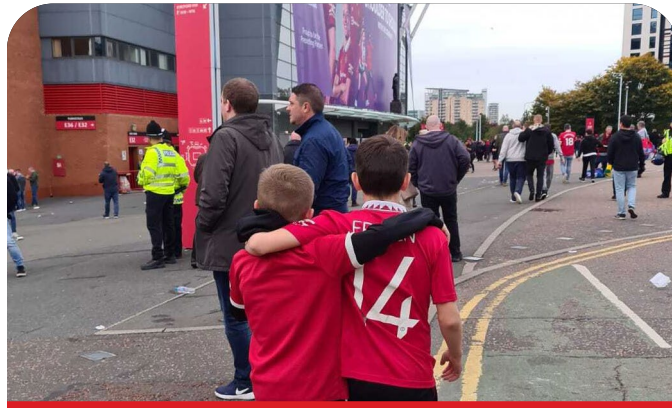
..... NOVEMBER



Black History Month: Danny Webber joined youngsters from our partner schools for an inspirational careers event at Old Trafford, celebrating excellence in the Black community for Black History Month.



Dream Day: Manchester United’s first-team squad made precious memories for excited fans at the Foundation’s latest Dream Day.



Street Reds visit Old Trafford: Young people from our Street Reds projects very much enjoyed watching United at the Theatre of Dreams after receiving tickets from the Foundation.



Northwest Football Awards: Manchester United Foundation was recognised at the Northwest Football Awards with two award wins. The Foundation won both the Promoting Inclusion award in association with Kick It Out for its Inclusive Reds disability football provision, while head of girls’ football development Emma Fletcher won the Unsung Hero award.

..... >.....

SEASON HIGHLIGHTS

JANUARY



Schools United: Over 400 partner school pupils took over Old Trafford for the day, enjoying innovative lessons with club staff.



Half-time penalties: Seven partner primary school pupils were chosen to take penalties on the Old Trafford pitch at half-time of the Manchester derby, thanks to club partner DHL.



Hospital visits: Manchester United Women players visited three local children's hospitals to hand out presents and spread Christmas spirit.



Sleepout: 70 fans bedded down in the Munich Tunnel to raise funds for the Foundation and Centrepunt UK.



Planet League winners: Ex-red Fraizer Campbell presented the Green Football Cup to Manchester United Foundation after winning the Planet League tournament, thanks to the efforts of partner school pupils who completed energy-saving activities.



Girls Academy: Under-14 and Under-16 players from Manchester United's Girls Academy won their respective North West FA Leagues.



Remembering Munich: Young people commemorated the 65th anniversary of the Munich Air Disaster with an educational visit to Germany, whilst others recited a poem in tribute to the Busby Babes.

MARCH



DXC Launch DFA: In an innovative new partnership, our Presenting Partner, DXC Technology, launched the Digital Futures Academy with the first cohort of 50 partner high school students embarking on a four-year programme to learn key technological and social skills.



BBC MOTD: Ella Toone joined players from United's men's team for some wellbeing exercises in a nod to mental health awareness with students from Co-op Academy Swinton for our BBC Match of the Day community segment.



International Women's Day: We hosted events at Old Trafford and Great Academy Ashton, giving girls the opportunity to speak with female industry leaders and take part in a football festival.

DECEMBER

SEASON HIGHLIGHTS

MAY



One million hours of PL Kicks: Young people from eight North West clubs took part in an Under-16 tournament, joined by Mayor of Greater Manchester Andy Burnham and Wes Brown, to celebrate one million hours of PL Kicks.



Jimmy Murphy Jnr: Jimmy Murphy Jnr led an educational workshop with Foundation BTEC students coinciding with the historic statue unveiling of his father, the great Jimmy Murphy.



Back to school: Fred and Garnacho surprised students at Loreto High School in Chorlton for Spanish and PE lessons.

JUNE



Pitch Day with adidas: Students from our Northern Irish partner school Oakgrove Integrated College enjoyed a very special experience playing on the Old Trafford pitch as a reward for their fantastic work at Foundation projects in their local area.



United Minds podcast: This season we launched the first Foundation podcast: United Minds. Partner school pupils were handed the mic to discuss important topics, such as mental health, bullying and social media.



Next Move NHS: Year 9 and 10 students from five partner schools enjoyed a morning with healthcare professionals at Old Trafford, who gave our participants the chance to try their hand at various activities.

APRIL



Girls goalkeeping: More than 150 girls took part in goalkeeping training drills, in partnership with the South Manchester Girls Football League, to develop their technical skills.



Inclusive Street Reds: Aoife Mannion launched the new Inclusive Street Reds session in Moss Side, celebrating the coming together of disabled and non-disabled young people.



WHAT WE DO

In a world that continues to challenge those most vulnerable in society, whether that be due to socio-economic factors, a disability or lack of support, many of the children and young people we work with face a daunting future.

From our headquarters on Sir Matt Busby Way, our workforce of 200 full-time and casual staff members delivers education and community outreach programmes in areas of high deprivation across Greater Manchester and beyond.

By day, we work across 77 partner primary, secondary and special educational needs schools, and by night, we provide community engagement programmes that give our participants an inclusive and safe place to go, free of charge.

We impact the lives of the young people we work with 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.



PHYSICAL AND MENTAL HEALTH

Partner school pupil Sidney is happier, more confident and inspired, thanks to his involvement in our programmes. Sid has Poland Syndrome and Von Willebrand disease, a congenital condition which sometimes prevents him from playing sport. Our primary delivery team developed a plan for Sid to remain involved in physical activity when he's unable to play.

Sid embraced any role he was given. He took every opportunity to help coach and encourage classmates, taking part in our primary leadership academy. He's now also a regular at our PAN-disability football sessions.

Sid even had the opportunity to take a penalty on the pitch at an Old Trafford matchday, which he described as "the best moment of my life."

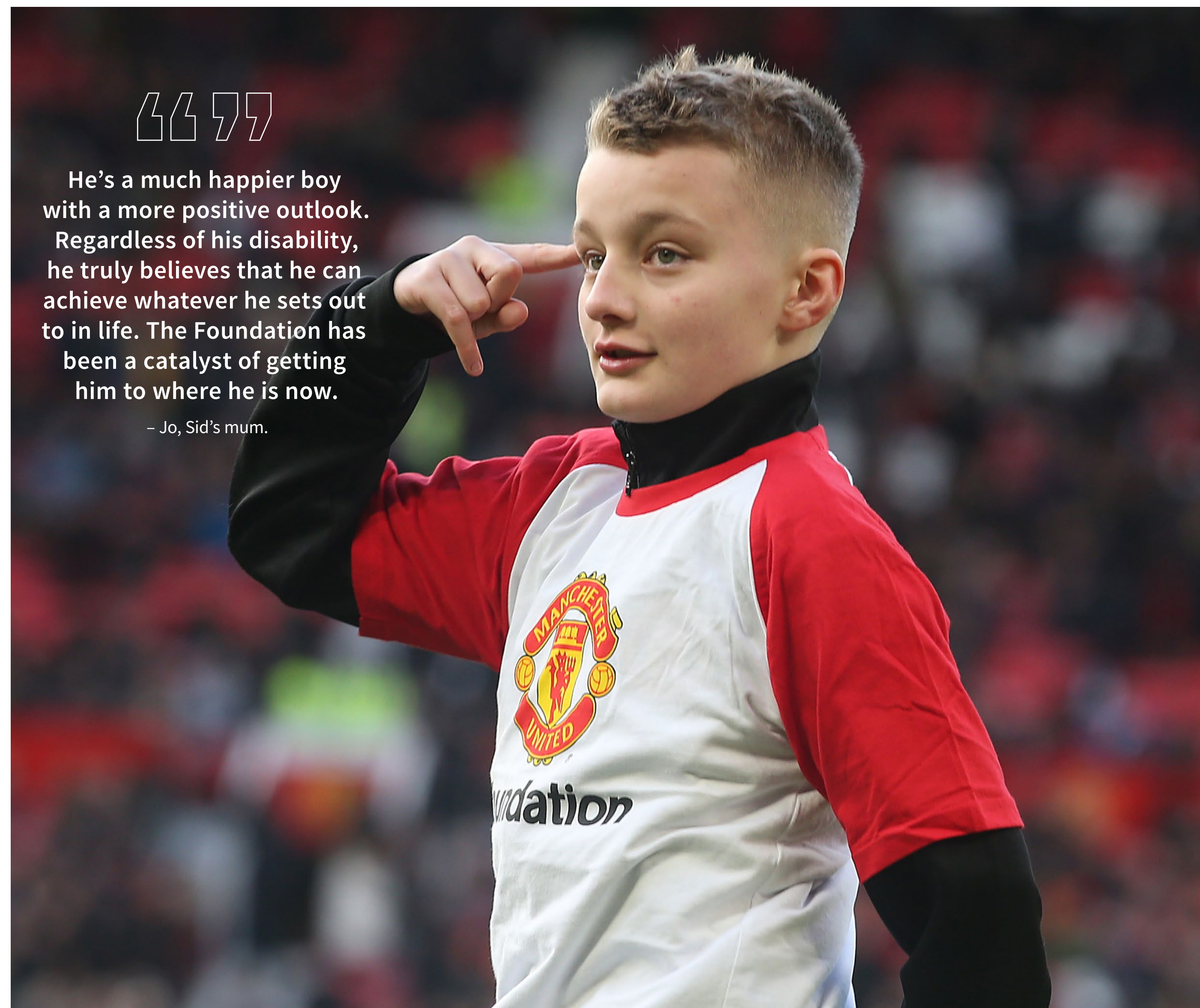
66.5%

of participants surveyed showed improved physical activity levels

“ ”

He's a much happier boy with a more positive outlook. Regardless of his disability, he truly believes that he can achieve whatever he sets out to in life. The Foundation has been a catalyst of getting him to where he is now.

– Jo, Sid's mum.



SOCIAL WELLBEING

Across Greater Manchester, many young people do not feel safe in - or connected to - their local communities. Through the work at our partner school Dixons Brooklands Academy, 15-year-old Ella has a life-changing story as a result of her support from the Foundation.

Previously, Ella had been struggling with her mental health, with low confidence and low self-esteem leading to her being withdrawn and not having a voice in school.

By offering support, guidance and direction with the Foundation, Ella has been able to develop social, employability and life skills that are not only helping her now but will also provide strong foundations for the future.

Ella was part of a special Premier League Inspires celebration event where she joined a group of classmates to present a social-action project on sustainability and the environment. This is something that Ella could not have imagined doing, even as recently as two years ago.

“Since primary school I’ve been a very anxious person,” Ella says. “I didn’t really like speaking to people or putting myself out there, but I have, with the help of some amazing people.”

62%

of participants surveyed showed improved social engagement and sense of belonging

““““

Working with the Foundation and on the Premier League Inspires challenge has given me so many opportunities to come out of my shell and try to fight a lot of the anxiety that I'd usually face.

– Ella



EMPLOYABILITY

Fayyaz, a student on our BTEC programme at Eccles Sixth Form College, is an example of how Manchester United Foundation is supporting young people into employment. Fayyaz, aged 20, moved from Iran to Manchester when he was 13 years old and didn't speak any English.

After leaving high school, he wanted to follow his passion for football and met Foundation Education and Employability Manager Ciaran at a college open day. Fayyaz enrolled on the course, which enabled him to develop his skills as he worked towards becoming a coach.

Through 100 hours of volunteering, Fayyaz earned his FA Level 1 badge and he has also taken advantage of the opportunities on offer through the Foundation on a matchday, working as a waiter in the hospitality suites at Old Trafford – he now speaks English fluently.

60.7%

of participants surveyed
showed progression into
new education, training
or employment
pathways

“ ”

When I moved here, I couldn't even say hello.

The Foundation has helped me develop so much as a person, a player and a coach. The opportunities I've had have been amazing.

– Fayyaz



PLAYER SPOTLIGHT

Connecting Manchester United players with the local community provides memories and enrichment that will last a lifetime for our young people. Throughout the season, players from the men's, women's and Under-21 teams visited schools and projects, surprising students and partaking in educational and physical activities.

During the season players recorded over 288 player engagements. Highlights include Bruno Fernandes, Ella Toone, Fred and Alejandro Garnacho taking part in a once-in-a-lifetime wellbeing session with students from Co-op Academy Swinton at Carrington. In the closing months of the season, Fred and Garnacho also surprised students at Loreto High School by joining Spanish and PE lessons.

Aoife Mannion delighted participants when she visited a community session at the launch of our Inclusive Street Reds programme in Moss Side. Aoife and Fred were both awarded PFA Community Champions of the season, recognising their outstanding contributions to local communities.





FUNDRAISING AND CHARITABLE SERVICES

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. We are dedicated to supporting local initiatives and worthwhile

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



CHARITABLE GIVING

The Foundation manages all charitable requests for signed items for external fundraising purposes. We donate signed shirts, footballs, pennants and photographs to charities and organisations for their own fundraising events. Throughout the 2022/23 season, in excess of 1,263 signed items were donated raising over £165,000 for causes across the UK.

Throughout the season and with the support of our partners we have donated over 8,000 match tickets and 28 mascot places to our partner schools and projects as well as to fans in need of support at difficult times.

The Foundation runs a matchday lottery to give fans in hospitality areas of Old Trafford the chance to enter a prize draw to win a shirt or football signed by the Manchester United first-team squad. During an unprecedented 33 home games across 22/23 the lottery raised over £397,000, the highest sum of any other season.

DREAM DAY

Twice this season, the Foundation hosted Dream Days for fans with life-limiting and serious illnesses. In total 44 attendees from across the UK visited Carrington Training Complex to watch first-team training and meet their footballing heroes, creating special memories for young people and their families.



HOSPITAL VISITS

Manchester United's men's and women's teams honoured the annual tradition of supporting three local children's hospitals across Greater Manchester at Christmas time. Players filmed video messages and packed gift bags to help spread festive joy. The women's team also made a special visit to Royal Manchester Children's Hospital (RMCH), Francis House Children's Hospice and The Christie.



FAN SUPPORT

The Foundation couldn't operate without the amazing support from Manchester United fans. During the 2022/23 season, Manchester United season ticket holders helped to raise more than £677,000 through online schemes, including match ticket donations and round-ups at checkout.

On 2nd December, 70 supporters and club partners swapped their beds for a sleeping bag, braving freezing temperatures to sleep in the Munich Tunnel. The fundraising event raised vital funds of over £30,000, which was split between Manchester United Foundation and Centrepont UK, to support young people experiencing poverty and homelessness during the winter months.

ALSO THIS SEASON

£251,592

raised through seven auctions of match worn and match-issued shirts

£132,000+

raised at the Player of the Year awards through auction and boot raffle

£22,963

raised at Executive Club Dinner

10

runners took part in the Manchester Half Marathon

£26,000+

donated from Foundation Trustee Michael Edelson's charity golf day

£15,000+

raised from Supporters' Clubs and MUSC dinners

WINTER EFFORT: SUPPORTING FAMILIES DURING WINTER



A co-ordinated winter campaign was delivered by the Foundation amid cold temperatures and a cost-of-living crisis. 100,000 essential items were donated across Greater Manchester to our participants and families in need. This included a £60,000 Foundation investment in 8,600 hats, gloves and scarves and 1,000 slow cookers.

Winter clothing was gratefully received by our young people, whilst slow cookers - each of which accompanied by a set of seven recipe cards - were distributed by FareShare Greater Manchester and our partner schools. Local charity volunteers visited Old Trafford to learn how to cook the seven recipes, and they then passed on that knowledge to service users accessing the charities. Similarly, some partner schools have used the slow cookers during classroom sessions with pupils. We were also able to provide Christmas gifts for our young people through a club donation of 55,000 items and an adidas donation of 2,400 items of kit.

55,000+

gift items donated by Manchester United

£60K

invested by the Foundation in hats, gloves and scarves, and slow cookers

2,400+

items of kit donated by adidas

1,000

slow cookers distributed across the local community

8,600

hats, gloves and scarves distributed to our young people

ACKNOWLEDGEMENTS



Partner secondary schools

Bolton. St Catherine's Academy
Buile Hill Academy
City Heights E-Act Academy
Coop Academy North Manchester
Coop Academy Swinton
Copley Academy
Dixons Brooklands Academy
Dean Trust Ardwick
Dean Trust Broadoak School
Dean Trust Rose Bridge
Dean Trust Wigan
Essa Academy
Great Academy Ashton
Glossopdale
Irlam and Cadishead Academy
Kingsway Park High School
Levenshulme High School for Girls
Loreto High School
Manchester Academy
Manchester Enterprise Academy
Manchester Enterprise Academy Central
Middleton Technology School
Oakgrove Integrated Academy

Philips High School
Richard Rose Central Academy
Royton and Crompton Academy
St Cuthbert's RC High School
Stockport Academy
Stretford High School
The East Manchester Academy
The Oldham Academy North
Waterhead Academy
Werneth High School
Whalley Range High School for Girls

Partner primary schools

Alice Ingham RC Primary School
Arden Primary School
Bredbury Green Primary School
Bredbury St Mark's CE Primary School
Clifton Primary School
Divine Mercy RC Primary School
ESSA Primary Academy
Hamilton Davies Trust
Haslam Park Primary School
Holden Clough Community Primary School
Medlock Primary School
Our Lady & St Paul's RC Primary School
Parklee Community Primary School
Primrose Hill Primary School
Ringway Primary School
St Alphonsus RC Primary School
St Bernadette's RC Primary School
St Gabriel's RC Primary School
St Philip's C of E Primary School
Vale View Primary School

Partner special schools

Brentwood High School and Community College
Chatsworth High School and Community College
Inscape House School
Kingfisher Special School
Manchester Hospital School
Pioneer House High School
Seashell Trust
The Orchards School

Also thanks to

adidas
Bury MBC
Greater Sport
Manchester FA
Michael Carrick Foundation
MUDSA
Ordsall and Langworthy Partnership
Salford City College
Stockport Youth Offending Service
StreetGames
Substance
The FA
The Growth Company
The Schmidt Family Foundation
Trafford MBC
Ulster University
Wayne Rooney Foundation

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)

