

OUR IMPACT

SEASON 2023/24



Foundation



WELCOME

Looking back at another year's work at Manchester United Foundation gives me great pride. The importance of the work we do in the communities of Greater Manchester and beyond really cannot be underestimated, engaging with young people living in areas with the highest levels of social and economic deprivation.

This review gives us the opportunity to reflect on this work and highlight, once again, what a pillar of the community Manchester United Foundation has become.

This year, the social value of our work is estimated to amount to over £50 million, meaning that for every pound we spend, we generated £10.33 of social value. We've also seen an astonishing 62 per cent increase in unique participants attending our projects, taking the total from 25,587 to 42,178.

To me, this demonstrates not only the wide variety of our offering - catering for a large age range with activities to suit all abilities and talents - but also the increase in need for our support, and why the efforts of our dedicated staff must continue.

Some of the aforementioned offerings that excite me the most are extracurricular and further education opportunities that we

facilitate in conjunction with our partners. One example of this is our Sport and Youth Leadership degree, delivered at Manchester Metropolitan University, which is now in its second year. This ensures that we can now provide participants with a bridge from education to the working world. When you read the stories of Arissa, Lexi and Jack in this report, you will see just why the work we do with young people during their formative years is crucial.

And of course, our work would be much more difficult to carry out were it not for the incredible support we received from our fans. Whether it is raising over half-a-million pounds through the season ticket holder donation scheme, or bringing coats to donate as part of our appeal, United fans are always there to help. I want to take this opportunity to thank everybody who has pledged their support this past year, and hopefully you will understand - by reading this review - why it is needed more than ever.



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

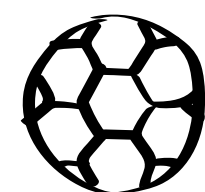
A future where all young people are empowered to achieve their goals



OUR MISSION

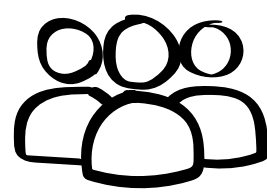
We use the power of football and Manchester United to help young people make positive choices in their lives

YEAR IN NUMBERS



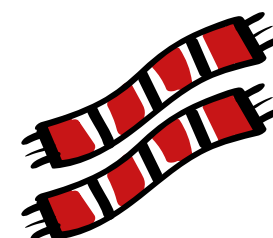
117

projects



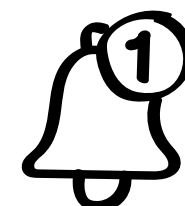
42,178

unique participants



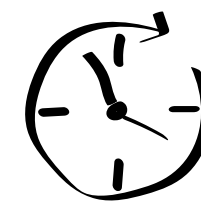
£608,317

raised by season ticket holders
and online fan donations



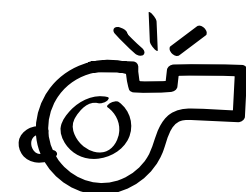
5.4M

social media followers



39,330

hours of delivery



33,213

sessions and events
delivered



22,224

hats, scarves and
gloves donated



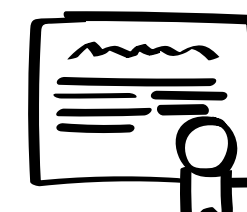
519,570

total free-of-charge
attendances



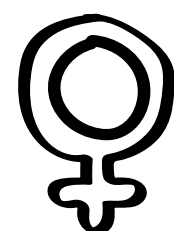
1,685

signed and charitable
items distributed



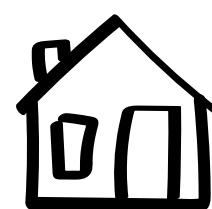
1,799

qualifications/certificates
achieved



40%

female participation



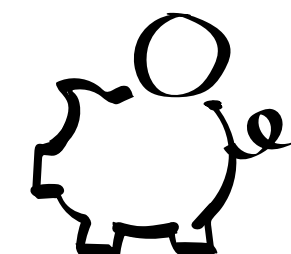
54%

participants from the top
20% IMD deprived areas



3,156

match tickets given out



£324,696

raised through matchday lottery

£50,392,636

TOTAL SOCIAL VALUE GENERATED*

For every **£1** we spent, we generated
£10.33 of social value

*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.



TESTIMONY



Street Reds been a huge benefit for our children in the borough; not only have we been educating them about healthy lifestyles but building trusted relationships with the children and breaking down those barriers between the police and local young people.

– Chief Inspector Samantha Jackson, GMP,
Bury Street Reds



We have lots of families in school who will really benefit from the extra warm clothing provided by Manchester United Foundation, particularly with the cost-of-living crisis.

The hats, gloves and scarves will help to keep the children really warm over the winter months and the donations are really, really appreciated.

– Louisa Carter, Kingfisher Primary School,
Winter effort 2023



I have been involved in education for almost forty years and believe this to be one of the most inspiring, educational and enjoyable experiences of my whole career. The benefit to our young people is inestimable. They have grown, thrived and excelled.

– Martin Hanbury, CEO of Chatsworth Multi Academy Trust,
Foundation SEND trip to Basel





“ ”

Not many people know that there are so many kids who are vulnerable, struggling and homeless. If there's anything I can do to help somebody and raise awareness, that's what I want to do.

- Andy, United fan, Old Trafford sleep out 2023



FAN SUPPORT

The Foundation's work is wonderfully complemented by the generous support of Manchester United fans. Throughout the 2023/24 season, Reds remained at the heart of everything we do, taking part in community initiatives and donating tickets to the value of more than half-a-million pounds during the campaign. We were also delighted that fans responded emphatically to our first-ever matchday coat appeal; a call for those attending a game at Old Trafford to bring an unused coat, so that it could be passed on to someone less fortunate over the winter months, and incredibly, more than 2,000 were received. Similarly, more than 120 fans braved the cold for a night as part of our second Old Trafford sleep out, raising more than £47,000 for the Foundation and youth homelessness charity, Centrepoint.

SEASON HIGHLIGHTS

PRESTIGE SCHOLARSHIPS

We are proud to fund two scholarship places in honour of Sir Alex Ferguson and Sir Bobby Charlton on our Sport and Youth Leadership degree in partnership with Manchester Metropolitan University.



SKILLS LAB

Manchester United Foundation's Skills Lab was launched, an inspirational space within Old Trafford which provides an inclusive, accessible and immersive educational add-on to museum and stadium tours, entertaining groups who have travelled both locally and globally.

ONANA AT STREET REDS

Andre Onana surprised budding goalkeepers at our Carrick's Street Reds session in Old Trafford.

He shared goalkeeping advice and engaged with the young people by signing autographs, answering their questions and posing for photos.



BACK TO SCHOOL

Young people at Levenshulme High School were delighted to welcome Irene Guerrero and Phallon Tullis-Joyce as part of an exciting school day. Irene and Phallon visited science and Spanish classes before rounding off a special afternoon on the football pitch by lending some sporting advice and signing autographs.

BEAMING IN BASEL

Students from the Foundation's partner SEND schools enjoyed a summer trip like no other when they visited Basel, Switzerland for a special youth camp. Eight students had the opportunity to make new friends with students from other organisations, improve their football skills and enjoy cultural activities.



CELEBRATING EXCELLENCE

More than 100 young people met industry leaders from the Black community as Manchester United Foundation held an inspiring and educational careers event celebrating Black History Month with guests Harry Pinero and former Red Danny Simpson.

SHOEBOX APPEAL

Manchester United players and staff led the way in supplying festive gifts for local primary school children in need, as part of the Foundation's Christmas shoebox appeal.

SAFE SPACE

Wes Brown visited Royton and Crompton E-ACT Academy to celebrate the partnership with the Foundation and launch a 'safe space' hub for students. A celebration was held to open the safe space named the GCE (Games, Chill-out, Electronics) Lounge by students – plus a practical outdoor football session, and an assembly providing more details about the partnership, including a Q&A with United legend Wes.



SEASON HIGHLIGHTS



CHRISTMAS SURPRISE

Christian Eriksen made a surprise visit to St Alphonsus primary school, listening to pupils' reading and helping them to choose their next books, before taking part in 'Goalball' – an inclusive sport designed for those who have a visual impairment.

UNITED AND LEXI

The latest instalment in the #UnitedandMe campaign was Lexi, a 13-year-old ball of energy who has attended Street Reds since she was eight years old, throwing herself into every opportunity, including coaching young players, and getting involved with environmental projects to support the local community.



COMMUNITY CAPTAIN

In a special moment, Manchester United captain Bruno Fernandes presented our participant Arissa with a Community Captain award as part of the Premier League's More Than A Game campaign, in recognition of her dedication to Foundation and Premier League-supported programmes.



HAPPY TO CHAT

Foundation students from Dean Trust Rose Bridge had their social action project in mental health recognised by MP Lisa Nandy as part of the Premier League Inspires programme.



MEMORIES IN MUNICH

Participants from our Street Reds projects made the journey to Germany as part of a special trip to mark the 66th anniversary of the Munich Air Disaster. Commemorating the anniversary is an important occasion for the Foundation as a charity founded on the same principles that enabled Sir Matt Busby to build the great United team of the 1950s – giving young people an opportunity to thrive.



RISE WITH IMAN

Over the past three years, Manchester United Foundation has been working in partnership with Rise, the anchor programme of a \$1 billion commitment from Eric Schmidt - former CEO of Google - and his wife Wendy as part of their efforts to create initiatives to find and support global talent. Manchester Academy's Iman is a Rise Global 100 winner giving her access to a university scholarship, a residential summit and more.

ECO REDS LAUNCH

Over 100 students took part in the first year of Eco Reds, where they learned about environmental and sustainability topics, attended multiple events and took part in eco-friendly activities. The programme encourages young people to pass their knowledge on to future generations of pupils within their school.



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 for those living in poverty or lacking support.

Manchester United 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.

PHYSICAL AND MENTAL HEALTH

Ensuring our young people receive the support to build mental resilience and stay physically active is a key part of our delivery. Here, Arissa, a former partner school pupil turned volunteer, tells us about her journey with the Foundation.

I struggled a lot with my mental health in high school; I was surrounded with the wrong people and looked up to the wrong people.

Thankfully, I was introduced to Lauren - the Foundation coach at my school - when I was put in a youth violence prevention programme. If I ever felt like I was struggling, I would just go to Lauren.

You always have that special teacher or person in school; Lauren was definitely that person for me. She saved me in a lot of ways.

She was always there for me, to offer support and advice, but she also gave me some amazing opportunities. Lauren introduced me to Street Reds and I've been going ever since.

I have a great community there, great friends, all the coaches are amazing. It doesn't matter who you are, it's diverse. Everyone has something to do here. Back when I was in school, I was taking everything for granted, but if you look in the right places there are opportunities.

I'd love to stay with the Foundation; me and my community are close, we all know each other, and if I can help a kid, how I was helped, I'd be very grateful.

Manchester United Foundation is not just football, though, it's a safe space for a lot of kids. It brings you closer to your community and I'd love to stay with them; I want to be the person to bring even more opportunities into the community.

It's also helped my own mindset. My mum and dad are always pushing me to come to the projects. Without them and the Foundation, I think my life could have taken a whole different path. United and the Foundation are that staple in the community.

68.1%

of participants surveyed showed improved physical activity levels



SOCIAL WELLBEING

Giving participants the opportunity to engage with their peers, develop friendships and grow in confidence in social situations helps them to become well-rounded individuals who care about others in their communities. Lexi, a participant at our Stretford Street Reds project, has benefited from the community environment at her session, as her mum, Kelly, explains.

We were first introduced to Street Reds when we'd just started life on our own – new beginnings. I am so thankful we did, as without it I feel like we wouldn't have had a connection to the area. It's on our doorstep and it's got a lovely community atmosphere where everyone is welcome, and it's United, so the kids are excited to be there.

It's certainly given Lexi some amazing opportunities that I probably wouldn't have been able to give her, such as attending matches at Old Trafford, plus it keeps her entertained during the summer months when Lexi attends the Foundation's holiday camps.

The Foundation does so much that people don't realise. Street Reds gives kids an outlet to play football in a safe space, burn off

energy and make new friends. It gets them off the street at night, and creates a really positive community spirit in the area, where people look out for each other. We've been attending our local session for years now and Lexi and her brother have become part of the community. It's like an extra family to them.

United and the Foundation have given Lexi and other young people from Manchester the opportunity to do better. She feels so good about that.

Lexi is very special; she's a child that really likes helping others and I love that about her.

63.1%

of participants surveyed showed improved social engagement and sense of belonging

EMPLOYABILITY

The Foundation strives to support young people with training and employment opportunities to open up their career pathways – there is no better attestation of how this can pay dividends than Jack’s story, a participant in Northern Ireland who has enrolled on our degree programme in Manchester, to pursue a career in sport.

I was a student at Oakgrove Integrated College when I had the opportunity to volunteer for the Foundation and I thought, ‘I should take this!’

I used to be a very shy person and would barely speak to anyone. I had no clue what I wanted to do in life, but I always loved football and was a huge Manchester United fan.

So, I got stuck in with the volunteering, helping at after-school football sessions, and I loved it – I’ve done some refereeing and branched into coaching, too. Seeing the kids so happy in these sessions is amazing.

It’s helped me to come out of my shell massively. I’ve done some coaching in disability football sessions as well, and I’ve gained over 20 qualifications since I started, including my Level 1 Coaching Football and other awards with the FA.

I’ve also had some phenomenal experiences with the Foundation; my dad and I got to watch Manchester United at Old Trafford for the first time and meet the whole squad at Carrington. I’d never have imagined that, not in my wildest dreams! I felt so proud.

I spoke with Martin, the partnership officer at my school, about what comes next, which led to me gaining a place on the Sport and Youth Leadership degree, delivered by the Foundation, for the coming year.

Being with the Foundation, it’s changed my life in so many ways, and now I feel confident and ambitious for my future.

65.5%

of participants surveyed showed improved positive engagement with education, employment and training





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

Last season, the Foundation donated 1,685 signed items for external fundraising purposes. This included signed shirts, footballs, pennants and photographs to charities and organisations to support their fundraising events. In total this helped to raise over £250,000 for more than 1,470 charitable causes. Alongside our partners we have also donated 3,156 match tickets to our partner schools and projects as well as to fans in need of support at difficult times.

The Foundation runs a matchday lottery for every home game to give fans in hospitality spaces an opportunity to enter a prize draw to win a shirt or football signed by members of Manchester United's men's team. Across the 2023/24 season, we raised £324,696 to support young people in our local communities.



DREAM DAY AND HOSPITAL VISITS

We are committed to providing once-in-a-lifetime experiences for fans who have endured particularly difficult times. In the 2023/24 season, we hosted Dream Days for fans with life-limiting and serious illnesses at Carrington with a total of 56 attendees. Those attending got to meet their heroes and watch a men's first-team training session, creating special memories for young people and their families.

Honouring an annual tradition, the women's team also visited Royal Manchester Children's Hospital at Christmas time, meeting families and spreading some festive joy for those experiencing a different kind of Christmas.

ALSO THIS SEASON

£28,000+

raised through MUFC supporter events

£74,000+

raised through online auctions

£36,000+

raised at MUFC golf day with support from Ryan Giggs, Paul Scholes and Nicky Butt

WINTER EFFORT: SUPPORTING FAMILIES DURING WINTER



Last winter, the Foundation set out to provide every young person from our partner primary, secondary and special educational needs schools with a warm clothing item, and moreover, to instigate a wider community effort to support those experiencing hardship during the winter months. A wide-ranging campaign included self-funded initiatives, along with other projects, which garnered help from Manchester United staff, the club's resourcing support, and generous donations from fans.

This resulted in several initiatives, some aiming to provide a solution for challenges faced by young people during winter months, like rising fuel poverty and the cost-of-living crisis. Meanwhile, through our Old Trafford sleep out, the Foundation looked to raise awareness of another important issue, in homelessness.

2,000

coats donated by Manchester United fans at a matchday appeal

200

shoeboxes of Christmas gifts given by Manchester United players and staff members

£100,000

invested by the Foundation in 22,224 warm winter clothing items (hats, scarves, gloves)

£47,000+

raised for vulnerable young people at the Old Trafford sleep out, supporting the Foundation and youth homelessness charity, Centrepont

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 College

Philips High School
Richard Rose Central Academy
Royton and Crompton Academy
St Cuthbert's RC High School
St. Joseph's Boys' 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
All Saints' Catholic Primary School
Arden Primary School
Bredbury Green Primary School
Brook Street Primary School
Claremont Primary School
Clifton Primary School
Divine Mercy RC Primary School
Essa Primary Academy
Forest Gate Academy
Haslam Park Primary School
Lime Tree Primary Academy
Medlock Valley Primary School
Newtown Primary School
Norman Street Primary School
Our Lady & St Paul's RC Primary School
Parklee Community Primary School
Partington Central Academy
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 Margaret Mary Catholic 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
Greater Sport
Manchester FA
Michael Carrick Foundation
MUDSA
Ordsall and Langworthy Partnership
Salford City College Group
Stockport Youth Offending Service
StreetGames
Substance
The FA
The Growth Company
The Schmidt Family Foundation
The Sir Bobby Charlton Foundation
Trafford MBC
Ulster University

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)

