



**HELPING YOUNG  
SOUTH LONDONERS  
GROW THROUGH SPORT**

# FROM THE CHAIR AND CEO

## PALACE FOR LIFE FOUNDATION

We're delighted to introduce you to the newly-renamed Palace for Life Foundation. In these pages you'll get a glimpse of the work we do in the local community, helping young South Londoners to find a better path in life, for a better life.

Although the name is new, we've been working with young people in our area for over 25 years. At our heart, we believe in the value of positive action and through the 'Power of Palace' helping young South Londoners enjoy the good that comes from taking part in sport and team activities. And most importantly keeping our young people safe is at the core of everything we do.

Sport can offer young people vital life lessons and instil positive values that can help them to a better future. Life lessons such as the importance of eating well, living safely, working hard at school, participating in community activities and having career aspirations. And values such as honesty, fairness, tolerance and being able to dream.

Our vision is to be recognised as the charity of choice for Crystal Palace fans, the foremost youth development organisation in South London and amongst the most pioneering football community foundations in the UK.

We're well supported by the club, the Premier League and our local authorities, but like all football community charities we need money to fund essential programmes where external funding isn't yet available. Programmes like 'Get Up Get Moving', led by club doctor Zaf Iqbal, inspiring local primary school children to eat healthier foods and get active; our employability programmes to help those furthest from the workplace to prepare for a career; or our disability football teams. So we'll be running a series of fundraising events, such as sponsored walks, and welcome all Eagles fans help in helping those who need it the most. We hope you'll join us.

Thank you for your support

Ed Warner, Chair

Mike Summers, Chief Executive Officer

Palace for Life Foundation



# STEVE PARISH

**CHAIRMAN – CRYSTAL PALACE FOOTBALL CLUB**

As the stewards of a top-flight football club, myself and my co-owners take our responsibility to the local community very seriously. As a club we are South London and Proud, and we want to do everything we can to make our community proud – both of our football team and our neighbourhood.

We live in a challenging area. In terms of income and levels of employment, our host borough Croydon falls within the top 10 per cent most deprived local authorities in the country. And one in three of our local 10 year old children are overweight or obese. But we're in a unique and privileged position to do something about this: our players are role models, and through the power of the Palace brand we can make a big difference inspiring young people to grow through sport.

The re-launch of our official charity as the Palace for Life Foundation marks an exciting milestone in our relationship with South London. The club will do all it can to support the Foundation in our shared goals of inspiring our young people to find their strongest path in life, whatever their background or ability. Through ours and the Premier League's portfolio of programmes from primary school education to workplace readiness, with a particular focus on those at greatest risk or needing an extra helping hand, we will give as many as possible a chance for a better life.

With every charity there's always more that can be done. Whilst the Premier League and the club have significantly increased funding there is always more that can be done. The club, the players and our shareholders will be throwing our weight behind a range of fundraising activities and we encourage every Palace fan to join in, embrace our Foundation and help young South Londoners reach their fullest potential.

Steve Parish, Chairman,  
Crystal Palace Football Club









## OUR MISSION

We help young South Londoners grow through the power of sport, inspiring them to find a better path in life, for a better life.

We believe that everyone matters, irrespective of race, religion, beliefs or background. And by giving extra support to the most vulnerable, we will help create a better community and society.

## OUR VALUES

- We are brave: we're not afraid to speak out or to extend a hand.
- We are active and full of energy.
- We believe that a healthy heart and mind go a long way to achieving happiness.
- By caring for our circle we can create a better community and society.

## OUR TARGETS

- Active, healthy young people.
- Ready for work, ready for life.
- A safer, more inclusive community.

# PROGRAMMES

## PRIMARY STARS

Specialist coaches in primary schools delivering much more than football – supporting English, maths, social skills, healthy living and media too.

## WOMEN AND GIRLS

Football sessions for all ages to improve health and wellbeing, engagement and community cohesion – and inspire more women and girls to enjoy our beautiful game.

## DISABILITY

Activities supporting people of all ages living with a disability including Amputee, Down's Syndrome, Powerchair, Vision Impaired and Mental Health football sessions.

## COMMUNITY FOOTBALL / KICKS

Targeting young people in areas of deprivation. Free sessions in football and other positive activities, alongside pastoral support to instil positive values and help prepare our participants for a better life.

## ROUTE TO EMPLOYMENT

Programmes to help young people become work ready, particularly focusing on those from disadvantaged backgrounds who are furthest from the job market.

## TARGETED INTERVENTIONS

Supporting young people at risk with specific health and behavioural needs, including one-to-one coaching where necessary.

## ENTERPRISE SKILLS

Education programmes using the power of football to teach business skills to secondary school pupils, including the Premier League Enterprise Challenge to inspire the next generation of entrepreneurs.

## RE-ENGAGEMENT IN SPORT

Introducing young people to new sports including boxing, athletics, basketball and netball. Delivered under the CPFC brand through partnerships with local sports clubs.

## HOLIDAY COURSES AND ELITE CENTRES

Opportunities for young people to develop their football skills, make friends and live healthier lifestyles. Several locations across our target boroughs.

## FOOTBALL ACADEMIES

Programmes in sixth forms and colleges led by qualified Foundation coaches. Developing football skills alongside further education, with potential to progress to university, scholarships or even the professional game.

## ACTIVE EAGLES: ADULT HEALTH

Programmes to inspire adults to get active, fit and overcome problems like obesity, low self-esteem and confidence, whilst reducing the risk of debilitating diseases.



# THREE TO WATCH

Above and beyond our core 11 programmes, we will focus on three new priorities:

**1. PHYSICAL AND MENTAL HEALTH.**

Getting children in the habit of regular exercise is critical to their physical and mental health. With the help of Palace stars, we will teach children the importance of eating well and taking part in sport. This will promote team work and essential life skills, whilst delivering targeted interventions to support those who need extra help.

**2. EARLY INTERVENTIONS FOR YOUNG PEOPLE AT RISK.**

Far too many of our young people have had damaging experiences and are struggling to make the most of the hand dealt to them. Involvement in risky behaviours such as drug-taking, crime and even gangs is often the result. Leveraging the unique power of Palace we will mentor those at greatest risk, helping them grow.

**3. FIT FOR WORK.**

Young people, particularly those from disadvantaged backgrounds, find it increasingly difficult to make a successful transition from education to employment. We can and must support more young people on their journey to work, using sport to inspire them, changing their lives and helping them make a genuine contribution to our community.

Current funding sources only allow us to scratch the surface. Public sector funding cuts will only make things worse. Through the power of Palace we can make a big difference, and financial support from the CPFC family will make it happen.







# SOUTH LONDON & PROUD

Born and raised in Croydon, Angel O'Dwyer was referred to us by her school. After joining the Premier League Works programme in the summer of 2015 she quickly showed great focus and determination through her engagement in classroom activities. She emerged as a very strong leader and was able to build strong bonds with other young people and staff alike.

A couple of weeks into the programme Angel's attendance began to drop and she failed to complete the programme despite regular calls from staff to encourage her back. After starting sixth form she joined the Foundation's Community Eagles Volunteers programme, obtaining her DBS clearance. This enabled us to keep in touch with Angel as she regularly came into the office to volunteer on administrative tasks, assist on the Premier League Enterprise Academy and assist on football coaching sessions. Angel's offending behaviour had subsided and she began to find her focus so was given a second opportunity to complete the FA level 1 course that she had missed earlier in the year.

Struggling with her A Levels, Angel started to become argumentative at her football training sessions, which led to her dismissal from the Palace Ladies U18's team. Always there to support her, Angel opened up to our staff and we found the root to much of her unhappiness – the death of her sister who was involved in a quad biking accident in Turkey.

Angel attended the Premier League Works Celebration Ceremony and continued to turn things around by forging ahead with many volunteering opportunities across our programmes. As a result of volunteering on the ASPIRE II Employability programme in April 2016, Angel was given the opportunity to volunteer for two weeks at RDC Espanyol in Barcelona.

Angel admits that the Foundation has changed her life for the better and said: "I've always been a very confident individual but needed to learn how to work well within a working environment with other people. Working as a volunteer has made me much more aware of my strengths and challenges, for example I now understand the different ways to communicate amongst my peers on a social level and amongst the staff on a professional level."







# INDIVIDUAL PARTICIPANTS ON PROGRAMMES

TOTAL NUMBER OF PARTICIPANTS\*

↑  
**9143** (YEAR 2015)  
2040 (YEAR 2012)

5650

2863

292

897



**CHILDREN**  
(Age 0 to 11)



**YOUNG  
PEOPLE**  
(Age 12 to 18)



**YOUNG  
ADULTS**  
(Age 19 to 24)



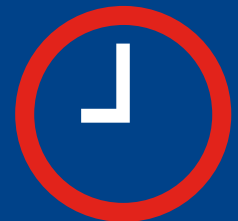
**ADULTS**  
(24+)

FEMALES  
**38%**

MALES  
**62%**



AGGREGATE HOURS  
**213,888**



WEEKLY  
PARTICIPATION  
**MTWTFSS**

**3211**



\*Excluding holiday programmes, which are estimated at an additional 4,000 per year representing x2 growth since 2012



**WE GET AROUND 600 PEOPLE A YEAR  
WITH DISABILITIES TAKING PART IN  
SPORT. THESE GUYS CAN NOW PLAY  
FOR PALACE.** Wilfried Zaha



# MATT'S STORY

Life-long Crystal Palace fan Matt Sharp, 28, has been one of many success stories from the Palace for Life Foundation powerchair football team. Matt was diagnosed with Tourette syndrome and ADHD as a child and his involuntary tics caused him to shout and move parts of his body uncontrollably. After his spine was tragically damaged by a nervous spasm, Matt was restricted to a life in a wheelchair. Low on confidence, he started coming to match days at Selhurst Park as he felt comfortable in the loud and accepting environment.

For the last couple of years, Matt has been part of the powerchair team who play regularly in the Wheelchair Football Association's south-east league. Matt's coach and Disability Manager of the Foundation, Michael Harrington reflects: "When he came to us he would admit that he didn't have many friends, he felt very isolated and then we put him in a chair and his eyes lit up and off he was going, he loved it from day one."

Powerchair football has given Matt the opportunity to partake in the sport he loves. He said: "I don't have any tics at all when I play, and that's really turned my life around." Whilst Matt's mother, Christine is proud that her son is playing for the team he loves: "We are all Palace fans, but Matt is the only one who can say he has worn the Palace shirt. It is great for him to be part of a team and he gets so much from it, he really enjoys playing."

With a donation from the Julian Speroni fund and funding from the Premier League and the BT disability programme, the team has met its target of a chair per player – no mean feat, when you consider each chair cost around £6,000. As more players join the team, the Foundation continues to rely on fundraising and the free use of Waddon Leisure Centre, which is offered by Croydon Council.

Palace goalkeeper, Julian Speroni is a keen supporter of the team and said: "Programmes like this are brilliant. We want to promote disability sport and make people aware that disability sport is available in and around Croydon so more people can enjoy it. It's great what they do, these kids love to play football."



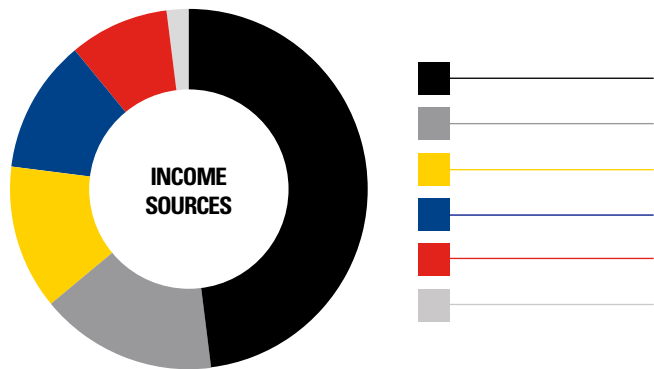






# FUNDING

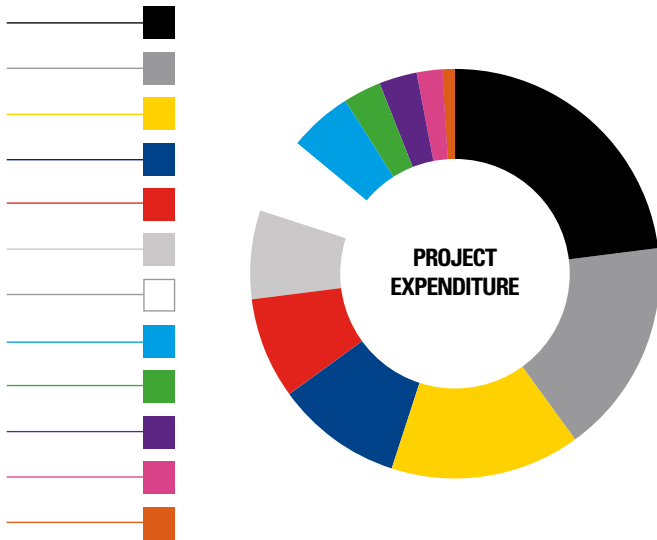
We receive funding from the Premier League and local authorities, we generate revenues from holiday courses and academies, and the club supports with a wealth of value-in-kind. But we need extra unrestricted funds to cover the costs of central staff – including admin, finance and communications – and to ‘seed-fund’ programmes that don’t yet have external funders. Fan-led fundraising programmes will be crucial to our long-term financial stability.



INCOME SOURCES	% OF TOTAL INCOME
Premier League	47.8%
Participants	16.0%
Schools and Colleges	13.3%
Local Authority / GLA	11.7%
Small Grants / Other	9.1%
Fundraising & Donations	2.2%

\*2016/17 forecast

PROJECT EXPENDITURE	% OF COST
Fundraising and Administration	22.5%
Holiday Courses and Elite Centres	16.9%
Primary Stars	14.8%
Community Football / Kicks	9.5%
Re-engagement in sport	8.0%
Route to Employment	6.8%
Disability	6.3%
Enterprise Skills	4.8%
Football Academies	3.4%
Targeted Interventions	3.0%
Women and Girls	2.3%
Adult Health	1.6%



\*2016/17 forecast

# HELPING YOUNG SOUTH LONDONERS GROW THROUGH SPORT

[palaceforlife.org](http://palaceforlife.org)

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