



**HELPING YOUNG SOUTH LONDONERS
GROW THROUGH SPORT**

STEVE PARISH

CHAIRMAN



Crystal Palace is about so much more than football and results on the pitch. Our club is built on the support of our fans, who care passionately about their team and about each other. Together we celebrate the good times and we stand side by side during the difficult times. We are proud to be Palace.

That is exemplified nowhere better than the Palace for Life Foundation and the wonderful work we do with young people in the community. South London has some areas with unacceptable levels of hardship and crime, and tackling this is not easy. But the Foundation continues to grow and now uses the power of Palace to support almost 13,000 young people every year, giving them hope of a brighter future.

In 2017-18 the Foundation launched two brand new programmes: Healthy Eagles, helping families live healthier lives; and Breaking the Cycle, which aims to reduce levels of youth crime in south London. Both are excellent examples of how Palace can be a force for good, to make real, positive changes in our community. The Foundation also grew its more longstanding and established programmes, such as Premier League Kicks, helping young people move towards positive behaviours, and Premier League Primary Stars, which started innovatively tackling mental health problems in Primary Schools. I was also blown away by the Marathon March, the Foundation's biggest fundraising event to date, which saw fans, players and former players come together for a truly special day to raise over £67,000.

Yet we are still only scratching the surface. We are all committed to seeing this great work reach more young people, but we are reliant on the support of others. The Premier League and the club invest generously in the Foundation, and I would also encourage Palace fans everywhere to join us, get behind your club's Foundation and help to give young south Londoners the very best chance in life.

Steve Parish, Chairman

Crystal Palace Football Club

OUR VISION

A south London community with Crystal Palace F.C. at its heart; where everyone, irrespective of their background, is given the opportunity to lead a healthy, positive and safe life.

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.



PROGRAMMES

We work with young south Londoners to help them make healthy, positive and safe choices now, and in the future. We are proud of how our unique position in the community helps us inspire individuals to make long-lasting changes to their lives. See how we achieve this:



COMMUNITY ENGAGEMENT

Targeting young people in areas of deprivation and those with special behavioural needs, we aim to instil positive values and help prepare participants for a better life. Our projects include both Targeted Interventions for individuals most at risk, and Premier League Kicks, which uses sports participation to engage hard-to-reach youngsters.



DISABILITY SPORT

We support people of all ages living with a disability, including the delivery of Down's Syndrome, Powerchair, Vision Impairment and Mental Health football sessions. We help participants improve motor skills and physical fitness, as well as build their self-esteem and provide opportunities to interact with new friends and the wider community.



FAMILY HEALTH AND WELLBEING

Through Healthy Eagles we use the power of Crystal Palace to inspire and encourage young people to lead an active and healthy life. We offer health education, provide opportunities to take part in exercise, host engaging assemblies in local schools, put on cooking sessions and run intensive workshops for children who are at risk of obesity and health problems.



PRIMARY SCHOOLS

Our coaches deliver the Premier League's Primary Stars programme, supporting the National Curriculum and mentoring teachers. Interventions are provided within PE, Literacy, Numeracy and PSHE. Our Team Mates programme helps develop emotional resilience and confidence; and Stepping Stones supports the transition from Primary to Secondary School.



ROUTE TO EMPLOYMENT

We support those furthest from the job market towards work readiness. Our enterprise and employability programmes help support young people into positive pathways in education, training or employment. Through dynamic workshops and competitions, young people are encouraged to develop skills in leadership, team work, personal branding and entrepreneurship.



SOCCER SCHOOLS AND ACADEMIES

We help aspiring players Train Like a Pro and develop all aspects of their football, both at courses in the school holidays and in a further education setting. We provide opportunities to progress to Palace Academies, universities or even the professional game.



WOMEN AND GIRLS FOOTBALL

Our varied football sessions inspire more women and girls to enjoy football. Whether volunteering, playing, managing or facilitating, we provide chances for all ages to improve health and wellbeing, engagement and community cohesion through football.

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RUAIRI'S STORY



Ruairi loves nothing more than playing football, and the 10-year-old, who has Down's Syndrome, has been given the opportunity to fulfil his dreams thanks to the work of the Palace for Life Foundation and a scheme supported by the Premier League / BT Disability Fund.

An ardent Palace fan who regularly attends games with his Dad, Ruairi enjoys playing football as much as he does watching, but in the past had very few opportunities to play with other children who have Down's Syndrome.

That all changed in November 2014, when he started attending weekly football sessions in south Croydon with the Foundation. When Ruairi first joined, he had delayed communication skills, which meant he initially found it challenging to interact with the coaches and other children at the session. But now four years on, not only has he improved his coordination and technical skills, but he loves to meet and play with his new-found friends every week.

“ He looks forward to the session every week. He loves meeting up with his friends and, by being sociable, it's put him in a situation where he has had to develop his speaking skills.”
- Ruairi's mum, Valerie

DID YOU KNOW?

21,427 people have participated in the Premier League / BT Disability Fund programme since its launch in 2016.

The Foundation engaged **580** young people with a disability in 2017-18.

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SARA'S STORY



At school, Sara was always keen to join in with the boys playing football, but they would either not pass her the ball or exclude her from the game altogether. It was around this time that Sara told her mum that she wanted to be a boy because, as a girl, she was not getting the chance to play football. Her mum tried taking Sara to Saturday football sessions, but her shyness held her back, and Sara stopped attending.

Despite these experiences, Sara was determined to look for a girls team to play with – and came across the Wildcats football sessions, run by the Palace for Life Foundation in conjunction with Surrey FA. Again, Sara was very nervous and at first preferred to watch the other girls play from the sidelines.

Charlotte, one of the Foundation coaches, encouraged Sara to join in with the other girls, and gradually, as her confidence grew, she began to play and enjoy the sessions.

Her mum, Sonia, says this was a turning point for Sara: *“Wildcats worked wonders building Sara’s confidence, making*

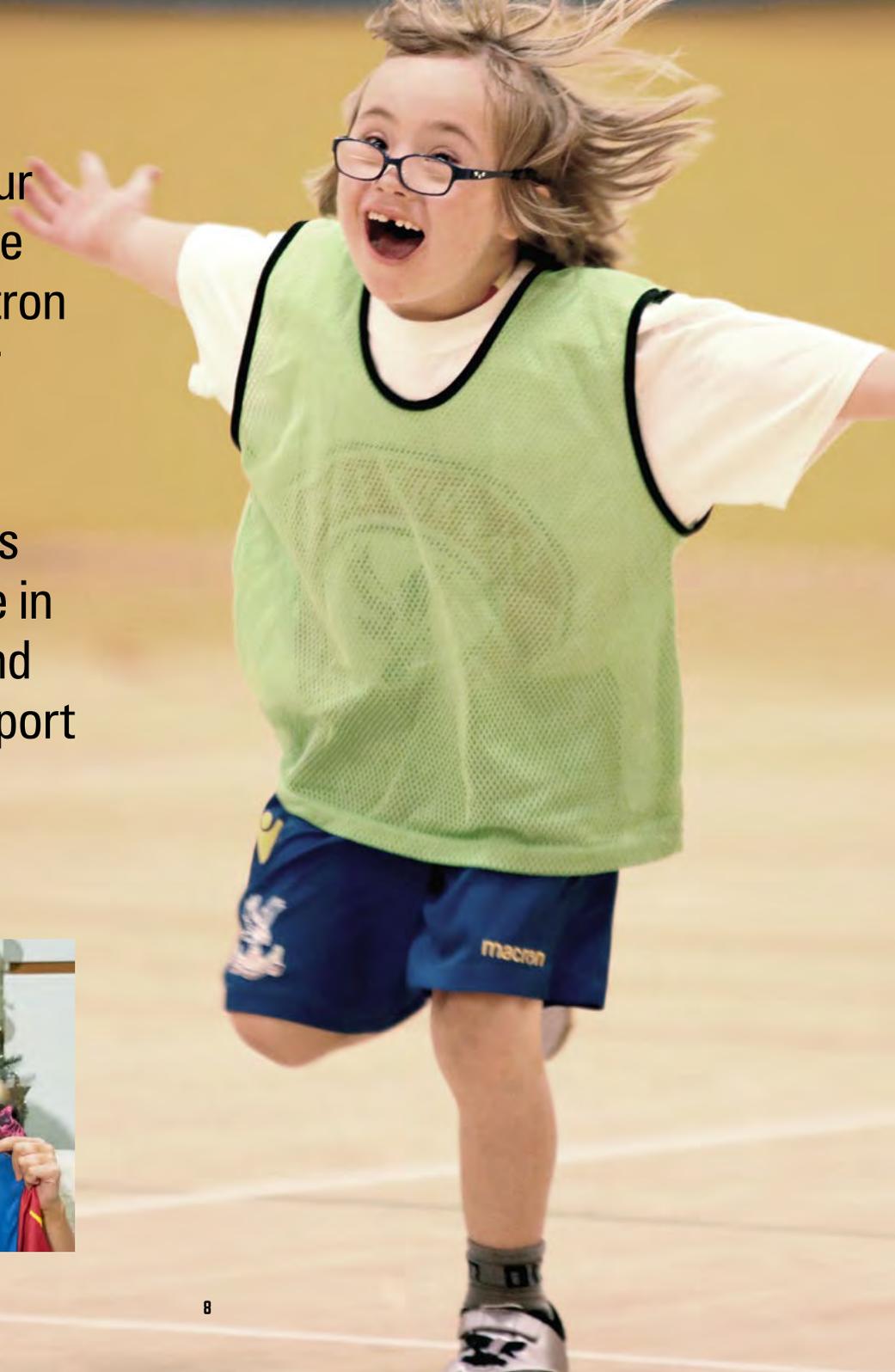
her love the game again and making her believe that she could be a good footballer.”

“ I really enjoyed Wildcats, I made lots of new friends. At first, it was a rough time but I settled in. On the second weekly session I started playing with the other girls. Charlotte was a great coach and I didn’t want to miss any sessions with her. Wildcats was the best!”
- Sara

The coaches also made Sara and her mum aware of other girls football courses that were taking place in the area, and she took part in a summer holiday course. One of the coaches was so impressed with her ability that Sara was asked to start training with the Crystal Palace Ladies U10 team. After just one session, Sara was asked back to play with the team permanently.

“ It’s a huge honour for me to become an Honorary Patron of the Palace for Life Foundation. The Foundation does great things for young people in south London and I’m proud to support that work.”

Susanna Reid,
Television Personality



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NAYAB'S STORY



The Foundation works with over 13,000 young people across south London every year to help them build a brighter future, and one of them is 19-year-old Afghan refugee, Nayab.

Nayab came to London with his father as a 15-year-old who could not speak any English. His mother, four sisters and one brother stayed behind, along with all of his friends.

“It was difficult because how can you make friends when you can’t speak English? For six months they used to say stuff and I would just sit there in the school and watch them – I literally couldn’t understand what they were saying.”

Nayab soon set his sights on building a career in the construction industry but knew it would be difficult to get started without qualifications. He took a course with the Foundation through the Premier League Works programme, which uses the power of football to help

young people build the confidence and skills to turn their lives around and get started on a career path.

The group of youngsters, aged 17-19, were helped with CV writing and mock interviews, before studying for and gaining their Construction Skills Certification Scheme card with Foundation partners ENGIE.

Throughout the course, Nayab developed strong relationships with Foundation coaches, who continue to support him as he prepares to take the next steps in his life.

“ There are a lot of people who aren’t doing anything, who are out there in the street, and the Foundation brings them, literally puts them on courses and helps them out. They are there for the community.”

- Nayab

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FLAVIO'S STORY



Flavio, 20, has a passion for football, and plays weekly at our Premier League Kicks sessions, which use the power of football and the value of sports participation to help hard-to-reach youngsters in some of the most high-need areas.

Before attending PL Kicks, Flavio's life was not always on track and it took a life-threatening injury to turn his life around:

"I think lots of 15-17-year-olds think it's cool to be bad until they see the consequences first hand. I lost three friends to knife crime and almost lost my own life. A blade hit my lung and I was an hour from death."

“ I attend Kicks because it's somewhere I like to socialise; a lot of my friends attend too. It's also part of Croydon Council's Choose Your Future campaign, which is helping south London quite a lot to get teens off the streets."
- Flavio

"I think if young people see other young people doing positive things it encourages them to make good choices."

Flavio has found the programme so impactful he's now mentoring others to do the same:

"One of the young people I am currently mentoring is keen on music, so I have encouraged him to record a few tracks in a studio to help promote an anti-gun and knife crime message."

DID YOU KNOW?

PL Kicks has reached **220,354** young players across England and Wales since it was launched in 2006.

In south London, we engaged almost **1000 young people** through PL Kicks in 2017-18.

STATISTICS FOR YEAR 2017-18

TOTAL NUMBER OF PARTICIPANTS*

12,775



76
SCHOOLS
ENGAGED

FEMALES
33%
MALES
67%



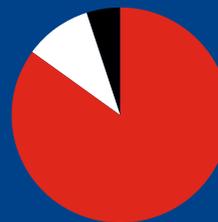
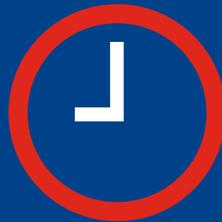
(out of 12,360 who specified)



BAME
53%
WHITE
47%

(out of 7,111 who specified)

22
AVERAGE CONTACT
HOURS PER
PARTICIPANT



85% 18 YEARS OR UNDER
15% AGE 19 - 25 YEARS
5% AGE 25+

(out of 9,478 who specified)

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HEALTHY EAGLES



Over a third of children entering secondary school in Croydon are overweight or obese. Obesity in young people significantly impacts their health in later life, leading to increased risk of diabetes and heart disease, and also increases the chances of having poor school attainment and mental health problems. Palace for Life Foundation launched Healthy Eagles with the objective of working with young people and their families in south London to help them lead a healthier, happier lifestyle.

Through Healthy Eagles we use the power of Palace to engage families on health education, provide opportunities to take part in exercise, host engaging assemblies and run cooking sessions. We also lead intensive healthy lifestyle programmes for young people most at risk of obesity and other health problems.

One of the ways we engaged local young people was through a healthy smoothie competition, where schoolchildren designed a recipe for their favourite Palace player.

The finalists visited the Crystal Palace Training Ground

to create their concoctions, which they had chosen with nutritional benefits to players in mind.

Players from Crystal Palace and Palace Ladies selected the overall winner, the 'Patrick ban-Anaholt', which was made for defender Patrick van Aanholt.

“ I was really impressed that the children came up with these recipes for us, you can tell they put a lot of thought into it. I'm obviously pleased that my smoothie was the winner, but I want to congratulate all of them for taking part!
- Patrick van Aanholt

Khadijah, 11, created the smoothie with a winning combination of banana, kiwi, spinach, carrot and lime. She said: “It was an amazing experience and I will cherish it forever.”

The Healthy Eagles Smoothie Challenge encouraged children to think about the different properties of healthy foods and the benefits of a balanced diet.

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TEAM MATES



At least one in 10 children aged between five and 16 suffers from a mental illness. That works out at three children in every classroom. In addition, 70% of young people who experience a mental health problem do not get the support they need at a sufficiently early age.

Palace for Life Foundation's pioneering Team Mates programme is delivered as part of Premier League Primary Stars and runs weekly in schools, providing children with a safe space to discuss their feelings and helping to build their self-confidence and emotional resilience through mentoring and play.

Now in its second season, the early mental health intervention is flourishing, helping nearly 80 children aged 7-11 across 10 schools, and has a waiting list of even more wanting to join.

One of those is nine-year-old Karley, who was selected for the programme because she was struggling to make friends at school and was not engaged in lessons. Karley has a difficult home life and does a lot around the house to help her mum look after her younger siblings.

As a result of Team Mates, Karley has improved her communication and listening skills, meaning she is able to make friends and resolve conflicts.

“I've learnt how to behave properly and not lose my temper if things don't go my way and to just walk away, you need to explain things and listen to each other.”

- Karley

Karley has now also made a close friend for the first time during her school life and the two have become inseparable:

Karley's mental health improvements have also had an effect on her school work, as her focus and effort in lessons have improved and she has started to attend homework club with her peers.

Her School Teacher said: “She was quite withdrawn and disorganised and would hold back a lot because of issues at home, but now she's able to talk more openly and join in with games. She's putting in way more effort with her classwork, she wants to complete her homework and is asking for help and is making more positive relationships with her classmates.”

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PLAYMAKERS



Jointly funded by the Premier League and the Professional Footballers Association, our PlayMakers programme is about tapping into the skills and experience of Palace fans who give up their time to help improve the lives of young people in south London.

One of the first to volunteer was international broadcaster and journalist, Saima Mohsin. Palace fan Saima grew up over the road from Selhurst Park and has forged a highly successful career in the notoriously competitive media industry, working for CNN, Channel 4 and the BBC. She is keen to share her experiences with young south Londoners and has so far offered her expertise by acting as a judge and mentor on the Premier League Enterprise Challenge and fronting a film that tells the story of Nayab, a young refugee from Afghanistan (see page 9).

She said: "I feel incredibly lucky for the experiences I've had, I love coming back to south Norwood, it's where I'm from and it's who I am, I'm very proud to be a south Londoner. But what's the point in doing reasonably well without helping others to do the same?"

“ I was very much a self-starter and had to find the courage and the ambition to go out and do my own research, but along the way I've had some really key people to help me out. I always advise young people to find those mentors and ask for their guidance and advice. Don't be shy to ask for help.”

- Saima Mohsin

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SUPPORTER ENGAGEMENT



We are thankful to the Palace community and all of our supporters for their help and hard work during the 2017-18 season. We've had fundraisers running, cycling, playing football and holding events all in the name of the Palace for Life Foundation.

Thank you to everyone who supported us in 2017-18. If you would like further information on how to get involved in future volunteering or fundraising opportunities please email: fundraising@palaceforlife.org or visit www.palaceforlife.org/fundraising

On Saturday 7 October 2017, we held our very first Marathon March. Over 100 dedicated supporters walked 26.2 miles from Selhurst Park to Trafalgar Square, raising over £67,000 for young south Londoners.



On Saturday 19 May 2018, over 40 committed Palace fans auctioned to take part in Play at Palace, and play football at Selhurst Park with legends, including Andy Johnson, Neil Shipperley, Andy Gray and Sasa Curcic!



SOCCER SCHOOLS



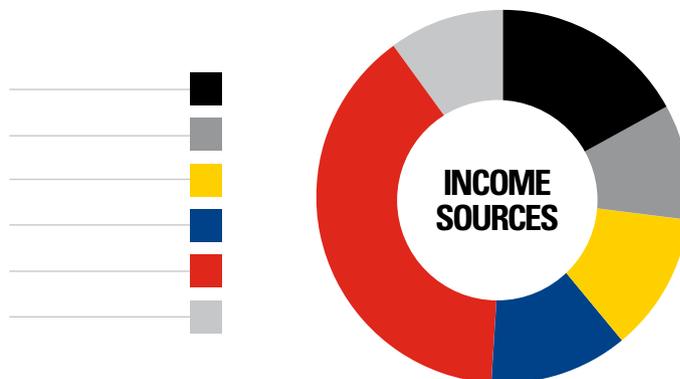
We run Soccer Schools and football courses across south London and Kent to give young players the chance to Train Like a Pro in the school holidays, through after-school clubs and in a further education setting.

“It’s easy to make friends because everyone here loves football! We learn the actual skillsets rather than just playing football and doing drills, we get the chance to train with Palace coaches and develop in a professional environment”

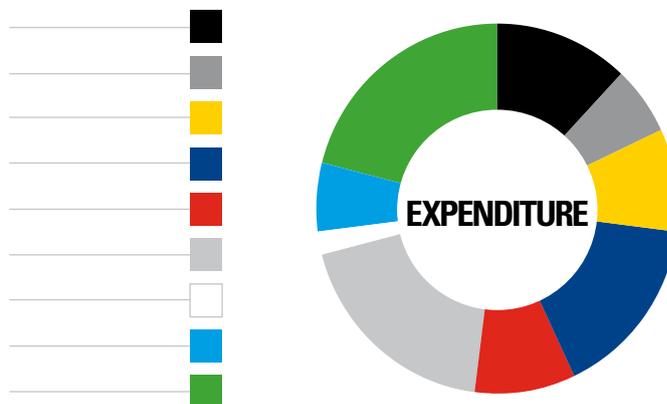
- Tooni, 13, lives in Chicago but comes to England every summer and attends Palace Soccer Schools with his brother, Obafemi.

FUNDING (2018-19 BUDGET)

FUNDER TYPE	% OF INCOME
Schools and Colleges	17%
Fundraising and Donations	10%
Local Authority	12%
Participants	12%
Premier League and CPFC	39%
Small Grants / Other	10%
GRAND TOTAL	100%



PROJECT EXPENDITURE	% OF COST
Community Engagement	12%
Disability Sport	6%
Family Health and Wellbeing	9%
Primary Schools	16%
Route to Employment	9%
Soccer Schools and Academies	19%
Women and Girls Football	2%
Fundraising and Supporter Engagement	6%
Core	21%
GRAND TOTAL	100%



THANK YOU FOR YOUR SUPPORT



ED WARNER, OBE
CHAIRMAN

MIKE SUMMERS
CEO

On behalf of Palace for Life Foundation, we'd like to thank all of our supporters for helping us make a difference to the lives of thousands of young people in south London.

- To our **Fundraisers**, thank you for stepping up to the plate and advocating our cause.
- To our **PlayMakers**, thank you for donating your time and expertise.
- To our **Patrons**, thank you for lending your voice to our campaigns.
- To our **Investors**, thank you for helping us reach young people we'd otherwise not reach.
- To the **Premier League** and **Crystal Palace F.C.**, thank you for your continued investment and support.
- To **Palace fans and all of our other supporters**, thank you for being South London and Proud!

Palace is a unique and special club. We have bold ambitions but stay close to our community, a community where our young people are facing ever greater challenges. Thank you for being Palace for Life and joining us on our journey. We are looking forward to the next year, when we hope to inspire even more young people with the power of Palace.



PATRONS:

Stephen Browett | Andrew Johnson | Eddie Izzard
Susanna Reid | Chuka Umunna MP

TRUSTEES:

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Steve O'Connell | Mark Osikoya | Yama Otung | Ed Warner OBE | Barry Webber

INVESTORS AND FUNDERS:

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| London Borough of Croydon | Niall Maguire |
Premier League | Rory Gallagher | Roy Hodgson | Sister Ray | Steve Parish
The Croydon Partnership | The PFA | Utilita Energy | William Wates Memorial Trust

accurate as of August 2018



PALACE FOR LIFE FOUNDATION
Selhurst Park
London, SE25 6PU

palaceforlife.org
admin@palaceforlife.org
020 8768 6047

Registered Charity Number 1125878