



# HELPING YOUNG SOUTH LONDONERS GROW THROUGH SPORT

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## 2019-20 SEASON





## Steve Parish CHAIRMAN, CRYSTAL PALACE FOOTBALL CLUB

Palace for Life Foundation uses the power of Crystal Palace F.C. to enrich the lives of thousands of young people every year. The Foundation's work extends right across south London and supports children from the start of their primary school education through to their first steps on the employment ladder. Together as a club we are changing young lives for the better and that is something that every Palace fan should be proud of.

South London has one of the youngest, most dynamic and diverse populations of anywhere in the UK. However, young people growing up in more deprived neighbourhoods simply do not have the same life-chances as their peers living in more affluent areas. That is why the Foundation focuses in particular on those young people who are harder to reach, helping them aspire to a better future. The breadth of our work is incredible; Healthy Eagles offers health education and physical activity to those who need it most, Breaking the Cycle mentors young people at risk of being caught in crime and through Divert we are now present in Custody Suites, encouraging young offenders take more positive next steps.

Our players from both the men's and women's teams have a huge role to play and I am delighted that they were a regular presence in primary schools last season, inspiring hundreds of children to follow their dreams and lead healthy and active lives. We are committed to ensuring that continues.

I am proud that the club and the Premier League continue to support the Foundation financially, and through excellent fundraising events like the Marathon March, we are bringing in much needed additional revenue. However, as the demand for these services increases, so does the need for further support and I would encourage everyone reading this to find out more about the Foundation's work and support it in any way you can, whether financially or with your time.

**Steve Parish, Chairman,**  
Crystal Palace Football Club

## OUR VISION

A south London community with Crystal Palace F.C. at its heart; where every young person, irrespective of race, religion, belief or background has the opportunity to lead a healthy and happy 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.

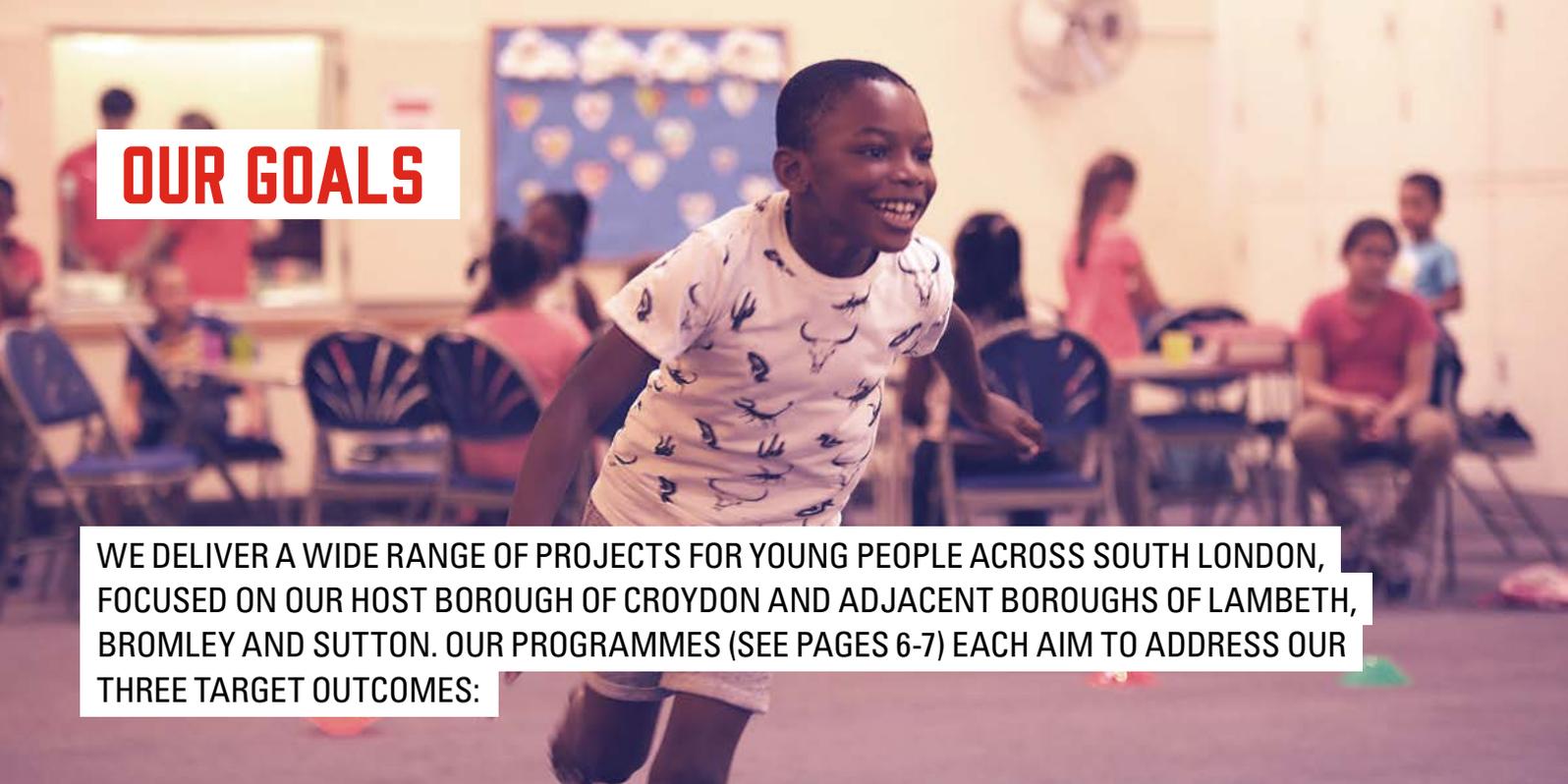
## OUR VALUES

**TEAMWORK** - we support everyone around us and treat them with respect, working together to achieve great results.

**PRIDE** - we are proud to represent Palace and aspire to be the best in everything we do.

**INNOVATION** - we are not afraid to try new things, we are creative and inspiring, always seeking new ways to progress.





## OUR GOALS

WE DELIVER A WIDE RANGE OF PROJECTS FOR YOUNG PEOPLE ACROSS SOUTH LONDON, FOCUSED ON OUR HOST BOROUGH OF CROYDON AND ADJACENT BOROUGHES OF LAMBETH, BROMLEY AND SUTTON. OUR PROGRAMMES (SEE PAGES 6-7) EACH AIM TO ADDRESS OUR THREE TARGET OUTCOMES:

### HEALTHY LIFESTYLES

We want to enable and encourage young people to be healthier, both physically and mentally and deliver tangible health outcomes in our community. Through Team Mates, we are helping children develop positive mental health, our disability programme gives inactive people the chance to play sport and Healthy Eagles engages children at risk of obesity.

### SAFER COMMUNITIES

We want to help reduce crime and victimisation in south London. We will help young people to feel more valued and have a greater sense of belonging to their community. Premier League Kicks offers diversionary opportunities in some of south London's most deprived areas, while Breaking the Cycle provides one-to-one support for those at risk of criminal or violent behaviour.

### POSITIVE FUTURES

We will draw on a talented staff team and our PlayMaker volunteers, as well as the Premier League and Crystal Palace F.C. brands to help create positive futures for young people in our community. Our Football Development Centres use football to encourage young people through further education, our enterprise programmes inspire budding entrepreneurs and in schools our coaches are building resilience in young girls and boys.

# SUPER MOVERS

## EAGLE SWOOP SWEEPS SOUTH LONDON



Crystal Palace players Christian Benteke, Patrick van Aanholt, Ciara Watling and Jordan Butler teamed up with local primary school children to star in the 'Eagle Swoop', a high-energy video for primary aged children to enjoy and move along with.

It features ten pupils from a local primary school, located just minutes from Selhurst Park, who perform easy-to-copy dance moves for other youngsters to learn in a bid to get them active.

The fun routine is a collaboration between Palace for Life Foundation, the Premier League and the BBC as part of Super Movers, an initiative which brings stars from the worlds of football, music and television together in fun, free and easy-to-follow educational videos to capture children's

**“  
WE HAD A LOT OF FUN, I  
COULDN'T STOP SMILING!  
YOU COULD TELL HOW  
MUCH THE CHILDREN WERE  
ENJOYING IT TOO AND  
THEY DID A GOOD JOB OF  
TEACHING US THE DANCE**

- Christian Benteke

imaginations and help teachers get them moving throughout the day.

The accompanying track, written and performed by local poet Darren Randon of Well Versed Ink, captures the anticipation and excitement of getting ready for a game.

Eleven-year-old Jahmari said: "I loved it! My heart kept pounding because I was so excited but after a while, I felt like a natural and a superstar! It felt amazing meeting the players and it felt cool being able to teach famous athletes the dance."

The Eagle Swoop was performed in the Fanzone at Selhurst Park, as well as at a VIP Super Movers event, where the children encouraged all of the guests to join in with the Eagle Swoop!

# PROGRAMMES

We target young people in areas of deprivation, offering free sessions in sport and other activities to instil positive values and help prepare our participants for a better life. We have seven main programme areas:

## COMMUNITY ENGAGEMENT

Working with 8 to 19-year-olds from the most vulnerable and marginalised groups, we encourage participants to engage in free physical activities and games whilst promoting healthy lifestyles. Premier League Kicks is our flagship programme, using 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 employment 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 FOOTBALL DEVELOPMENT

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.

## TARGETED INTERVENTIONS

We work with those who are on the verge of entering the justice system on a one-to-one basis, offering support and guidance. Breaking the Cycle mentors 8 to 19-year-olds at risk of being caught up in crime and Divert is aimed at young offenders, helping them find a more positive future through training and employment.



## COMING SOON...

In 2020 we will be launching a National Citizen Service (NCS) programme with the EFL Trust, a life-changing programme open to all teenagers aged 15-17 to discover who they are and what they can do.



## KYLE'S STORY

### BREAKING THE CYCLE

Growing up between Wallington and Croydon, 16-year-old Kyle found he was getting caught up in anti-social behaviour and was becoming increasingly disengaged with school, with his behaviour seeing him placed in a Pupil Referral Unit.

It was at this time he was put forward for Breaking the Cycle, our targeted intervention programme that aims to reduce youth crime in south London by working with those aged 8-19 who are recommended by schools, the police and agencies such as the Youth Offending Service.

Experts help give participants a positive focus in life and can direct them towards training or employment, with young people encouraged to set and achieve goals in order to improve their resilience. Nine months since starting the scheme, Kyle has improved his life skills and ability to take on responsibility, and now has a job at the Crystal Palace club shop.

“Working at the Palace club shop is good; it keeps me off the streets. My daily life is always stressed, but somehow getting a job has taken some of it away as I don't have to worry about where I'm getting money from.

“Before, I wanted people's first impression of me to be that I was a thug, but now, I realise that doesn't get you anywhere. You've got to be polite, respectful and those are the things that will get you far.”

Kyle is now looking ahead to the future with a renewed optimism:  
“I want to have my own business, make my own money and be able to travel; basically be free.”



**IT'S HELPED ME A LOT. I DON'T KNOW WHERE I'D BE RIGHT NOW IF I WASN'T HERE. I'D BE IN PRISON, OR ON TAG, THAT'S THE WAY MY LIFE WAS GOING**

- Kyle

## MACKENZIE'S STORY BECOMING A ROLE MODEL



When we first met Mackenzie and her family, her parents expressed a desire for Mackenzie to be fitter and healthier before starting secondary school, so she was referred onto our Healthy Eagles programme.

Through attending almost 20 sessions in Thornton Heath, Mackenzie lost weight, increased her physical activity and improved her healthy eating. Before starting Healthy Eagles, Mackenzie would get out of breath walking to school, lacked confidence in joining new sports clubs and struggled to keep up with other children in sports activities. Six months on, Mackenzie now looks forward to PE, walks a mile to her trampoline class twice a week, and also attends every holiday club her school provides.

Mackenzie's family now have healthier foods at home and seek opportunities for exercise, both with organised activities and by walking the dog as a family. Mackenzie educates her family on what foods are healthy and now has treats in moderation. As well as benefiting physically and mentally from the programme, Mackenzie has also made new friendships.

Mackenzie's new-found confidence has led to her winning the 'Good Citizenship' award for caring for

other pupils in her school. As well as supporting pupils in her school, she now volunteers on our community cooking programme, helping younger children to learn cooking techniques, as well as preparing fruit for a monthly adoption support group.

Mackenzie's mother commented on her journey: "Mackenzie's confidence has grown over the year and even with the increased physical activities she now attends, her grades have increased beyond the expectations of the teachers.

"We were really pleased that our hopes of her getting into shape before beginning secondary school have been realised. More so, she's gone from not enjoying physical exercise to loving anything sports related."



**WE HAVE SEEN SUCH A CHANGE  
IN MACKENZIE OVER THE LAST SIX  
MONTHS, SHE HAS GROWN INTO A  
VERY HAPPY YOUNG PERSON WHO  
ENJOYS BEING FIT AND HEALTHY**

- Mackenzie's Mother



# SHAMEL'S STORY

## LIGHT AT THE END OF THE TUNNEL

Football has been a huge part of Shamel's life for as long as he can remember, but he didn't know it would be the thing to help get his life back on track after getting in trouble with the police.

Shamel, 21, played throughout his childhood and said his love of football kept him grounded. However, when he left school, Shamel lost some focus and then, two months ago, found himself in Croydon Custody Suite after being arrested.

It was there that he met Palace for Life coach, Aaron Johnson, who is based at the custody suite as part of the Metropolitan Police programme, DIVERT.

DIVERT aims to direct 18-25 year olds who have been arrested into employment, development and education opportunities.

After spending time with Shamel, Aaron has helped him to start his FA coaching qualifications, allowing Shamel to pursue his dream of becoming a football coach.

"I'm enjoying it, it was great to meet the tutor and the other pupils, I want to focus on finishing this course, get some weekend work and then do some voluntary coaching," said Shamel.

Aaron explained: "When they see I'm in a Palace tracksuit it's an ice breaker, it helps me open a dialogue with them. No matter what situation they're in, I'm there to show them that there's light at the end of the tunnel and when they come out, they can have something positive planned."



**AARON WAS MY  
HERO, MY KNIGHT  
IN SHINING ARMOUR  
WHEN HE CAME  
TO MY DOOR THAT  
DAY. I KNEW I  
COULD OPEN UP  
TO HIM AND TELL  
HIM THINGS ABOUT  
MYSELF**

- Shamel



## JOEL'S STORY POWERED BY PALACE

Born with femoral hypoplasia, a rare condition affecting his growth, 15-year-old Palace fan Joel Sprouse has been playing with Crystal Palace Powerchair F.C. for four years and as his mum, Janice, told us, it has been life-changing.

“Joel was never sporty growing up, but he absolutely loved it from the outset. He loved using the powerchair and the camaraderie of it, I just saw a new side of my son come to life,” she explained.

“It’s for all people and it’s all-inclusive. It’s liberating, because when you have a disability, that can stop you from joining in with your peers and there can be limitations to what you can do, but powerchair football gets rid of all of that.”

During the 2018-19 season, Palace fans backed a fundraising campaign to help buy three new sports wheelchairs, helping the team win its first ever competitive points.

Joel said: “It’s amazing that people have been supporting us, it means we’re able to be a better team, I’d like to say thank you to all of them.

“We’re not at a disadvantage anymore, we’re able to pass the ball more quickly around the pitch. The chairs have got the Palace colours and they look brilliant!”

### DID YOU KNOW?

**POWERCHAIR  
FOOTBALL IS FOR  
PEOPLE WITH  
PHYSICAL DISABILITIES  
WHO USE POWERED  
WHEELCHAIRS IN  
ORDER TO MANOEUVRE  
AND KICK THE BALL.  
EACH CHAIR COSTS  
£6,000 AND CARRIES  
SUBSTANTIAL  
MAINTENANCE FEES**



# ANNA'S STORY

## RECIPE FOR SUCCESS



Anna, 9, has a newfound passion for cooking thanks to our weekly Cook Like a Pro programme which encourages and educates young people to cook and learn about healthy eating.

Anna has learnt various skills in the kitchen from the cooking programme, she has grown a great understanding of different cooking techniques and is able to confidently use a variety of chopping techniques to prepare foods. It has also improved her reading as she has become more confident in reading recipe books and often looks to pick up recipe cards on visits to the local supermarket.

The programme has developed skills in Anna that she has been able to take home and introduce to her family. She has begun to teach her younger brother the skills she has learned from the lessons as well as suggesting a rota for meal times at home where they can take it in turns to set the table and clear up. The sessions have also prompted the start of family discussions on the importance of healthy eating.

Cook Like a Pro has really improved Anna's relationship with her Mother, where they used to struggle to find time to spend together, they now bond whilst cooking and discussing new recipes to try.

Anna's mother said: "Cooking time has completely changed for us and we love the new dynamics. Anna and her brother are involved and I can worry less in the kitchen, as long as I'm there to assist her. This Palace for Life cooking programme has not only benefitted Anna, but has touched our whole family."

**“**  
**COOKING IS MY  
FAVOURITE HOBBY,  
IT MAKES ME  
FEEL HAPPY AND  
EXCITED FOR  
THURSDAY AND IF  
I'VE HAD A BAD  
DAY AT SCHOOL IT  
CALMS ME. I LIKE  
MAKING FRIENDS  
AT THE SESSION  
AND BEING ABLE  
TO COOK**

**- Anna**

**PALACE  
FOR LIFE**  
IN NUMBERS

**14,000**

Total number  
of participants

**79**

Schools engaged

**36% 64%**  
**FEMALE MALE**

Gender of  
participants\*



**52% 48%**  
**BAME WHITE**

Ethnicity of  
participants\*

**9%**

Participants  
with a disability\*

**26**

Average contact  
hours per week

**8,787**

Number of  
individual sessions



# JOSH'S STORY

## TRANSFORMING THE COMMUNITY

Growing up in Croydon, Josh never dreamed he would one day help to design and construct a community garden at the heart of his neighbourhood.

The 17-year-old and a small group of others spent ten weeks hard at work at Salvation Army in Thornton Heath, redeveloping a previously unused garden and creating a safe space for children and families to enjoy.

Josh left school without any qualifications and joined Palace for Life's Premier League Inspires (formerly Premier League Works)'programme to help him find a focus and take steps towards a career. As a result of his hard work, outgoing character and willingness to help others, Josh secured an apprenticeship in construction with Engie.

Palace for Life partnered with Engie to provide the group with hands on construction training and qualifications.

Alan Beech, Community Impact Manager at Engie explained: "We supported the young people with all of the construction work involved, teaching them and showing them the different skills they needed. It was a real pleasure to work with Josh and the others and see the commitment they had from the start and watch them grow."

Salvation Army Minister at Thornton Heath Laura Wood added: "We've wanted to do something with this space for so long, a lot of the families we work with don't have garden space, so to be able to offer that to them and give children a place to run around and get some fresh air is just amazing. We're now excited about what else we can do here in the future!"

Premier League Inspires uses the power of sport and Premier League football to engage young people who are not involved in education, training or employment.



**THERE ARE NO WORDS TO EXPLAIN HOW I FEEL, I'VE ACCOMPLISHED SOMETHING THAT I COULDN'T DO A YEAR AGO AND I'VE COME SO FAR, EVERYONE HAS HELPED ME SO MUCH. I FEEL SO PROUD TO KNOW THAT I DID THIS, I CAN'T STOP SMILING**

- Josh



# MATT, OMAR AND MO'S STORY

## BONDED BY SPORT

Football is a universal language and that is especially true for three best friends who met at one of our Football Development Centres and bonded over their love of the game.

Matt, Omar and Mo are from south London, Spain and Afghanistan respectively and all attend Harris Academy South Norwood, where they are studying for their A Levels and a BTEC Level 2 in Sport. The players train with Palace for Life coaches three times a week and represent Crystal Palace in the U19 National Youth League.

Having grown up in South Norwood, 17-year-old Matt joined a Palace for Life Player Development Centre when he was 11, training with us throughout his time at secondary school. He then continued his studies at one of our seven further education colleges. It was here that he met Mo and Omar.

“We first met during pre-season and training alongside them, we began to get to know each other. It really helped when it came to the beginning of school as you already have people you can talk to.”

Mo moved to England from Afghanistan with his family in 2010, arriving in the UK without speaking the

language. Mo adapted to British teenage life quickly and achieved his GCSEs before moving to the college.

While his family are originally from Spain, Omar grew up in Dartford and arrived at the college without knowing anyone.

“Training has helped me fit in a lot as everyone’s focused on football and the guys are supportive, it’s made it easy for me to settle in.”

Matt, Omar and Mo were strangers before August 2018. In May 2019 they took their first steps together on their Coaching Pathway by starting their FA Level 1 qualification.

“  
**I STARTED TO HANG OUT WITH  
OMAR AND MATT BECAUSE WE  
PLAYED FOOTBALL TOGETHER,  
WE STARTED CHILLING  
TOGETHER AND WE’VE  
BECOME GOOD FRIENDS SINCE**

- Mo



## SUPPORTER ENGAGEMENT

Our fundraisers and supporters are at the very heart of Palace for Life, helping us raise vital revenue to continue our work with young south Londoners. In 2018, our Marathon March raised a staggering £100,000, while we had others running the London Marathon, cycling 100 miles and playing in our annual Legends Match.



**PALACE FOR LIFE ISN'T JUST ABOUT SUPPORTING THE LOCAL COMMUNITY, ALTHOUGH THAT'S ITS CORE PURPOSE. BUT IT'S ABOUT UNITY; ABOUT PALACE FANS COMING TOGETHER FOR A COMMON GOAL. WHETHER YOU'RE WALKING A MARATHON OR RIDING A CENTURY, YOU'RE DOING IT FOR A CAUSE THAT MATTERS GREATLY TO FANS. PALACE ARE A COMMUNITY CLUB AND THE CHARITY IS AN EMBODIMENT OF THAT COMMUNITY**

- Palace for Life fundraiser Rob Sutherland

**I DID THE MARATHON MARCH LAST YEAR AND HAVE HAD THE PRIVILEGE TO SPEND A DAY WITH THE TEAM WHO DO SUCH GREAT WORK BEHIND THE SCENES AND IN THE COMMUNITY, HELPING TO CHANGE PEOPLE'S LIVES IN SOUTH LONDON. EVERY SUPPORTER OF THE CLUB SHOULD WANT TO BE A PART OF THAT BY ACTIVELY GETTING INVOLVED OR SPONSORING SOMEONE FUNDRAISING FOR THE FOUNDATION, IT'S JUST A NATURAL EXTENSION OF BEING A PALACE FAN IF YOU REALLY BELIEVE IN OUR SLOGAN: SOUTH LONDON AND PROUD**

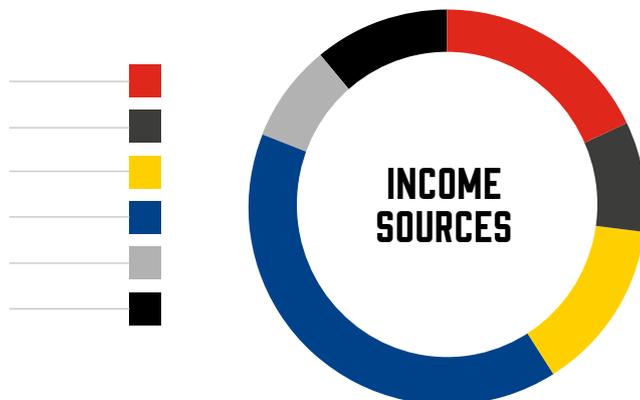
- Palace for Life fundraiser Stephen Barton

*If you would like further information on how to get involved in future volunteering or fundraising opportunities please email: [fundraising@palaceforlife.org](mailto:fundraising@palaceforlife.org), or visit [www.palaceforlife.org](http://www.palaceforlife.org)*

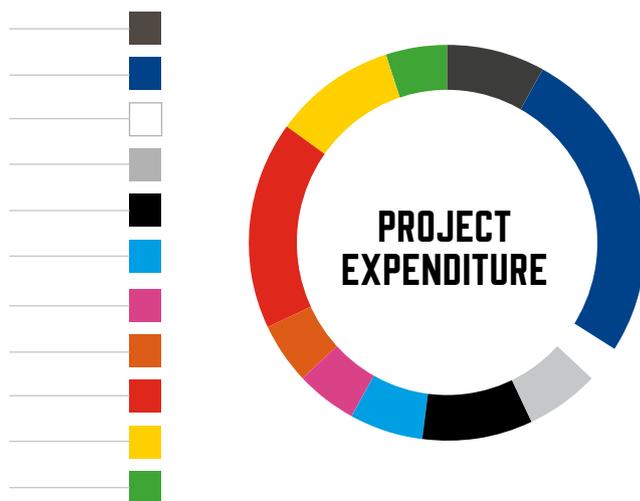
# BUDGETED INCOME AND EXPENDITURE

## FOR FINANCIAL YEAR 2019-20

FUNDER TYPE	% OF INCOME
Football Courses and Colleges	18%
Fundraising and Donations	9%
Local Authority	14%
Premier League and CPFC	40%
Schools	8%
Small Grants / Other	11%
<b>GRAND TOTAL</b>	<b>100%</b>



PROJECT EXPENDITURE	% OF COST
Community Engagement	8%
Core	26%
Disability Sport	3%
Family Health and Wellbeing	6%
Football Courses	9%
Football Development Centres (Colleges)	6%
Fundraising and Communication	5%
National Citizens Service	5%
Primary Schools	17%
Route to Employment	10%
Targeted Interventions	5%
<b>GRAND TOTAL</b>	<b>100%</b>



# WITH THANKS TO EVERYONE WHO MAKES OUR WORK POSSIBLE:

## PATRONS

Stephen Browett  
Andrew Johnson  
Eddie Izzard  
Susanna Reid  
Chuka Umunna MP

## TRUSTEES

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Kevin Day  
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Andrew Cawker  
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KC Services Group  
Alex Miller  
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Hosking Partners

Sister Ray Records  
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Chris Waters  
David Wood

## FUNDERS

BBC Children in Need  
Big Lottery Fund  
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Croydon College  
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Home Office  
Lambeth Council  
London Borough of Croydon  
London FA  
Nando's  
National Autistic Society  
Premier League  
Royal Society for Blind Children  
Surrey FA  
Sutton Council  
The Croydon Partnership  
The PFA  
Union Learning  
Utilita  
William Wates Memorial Trust





## PLAYMAKERS

Our PlayMakers volunteering programme continues to create opportunities for young people by connecting them with Palace fans in industries across London's private, public and voluntary sectors. We thank everyone who shares their time and expertise as a PlayMaker and helps the Foundation reach new heights.



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