



# INTRODUCING PALACE FOR LIFE FOUNDATION

£1M CAMPAIGN TO  
TRANSFORM YOUNG  
SOUTH LONDON LIVES

# WE MUST ACT NOW

INTRODUCING OUR NEW  
CAMPAIGN TO RAISE AN  
**EXTRA £1M** TO TRANSFORM  
3,600 YOUNG SOUTH  
LONDON LIVES.

Tragically, last year within a few miles of Selhurst Park, **30 children were killed** and in Croydon there were **1,617 violent crimes**. There was also a surge in **mental health** diagnoses amongst young people as a result of the pandemic.

We have supported our community for over 25 years, using the power of sport to change young peoples lives. As vulnerable young people climb out of the pandemic we need to do more to support them and their communities.

**👍👍 PALACE FOR LIFE HAS CHANGED MY LIFE, I'M A DIFFERENT PERSON WITH A BRIGHTER FUTURE.**

We believe we must act now to support more young people, but we need more funding to do this.  
**Can you help?**





# OUR GOAL IS SIMPLE BUT CRITICAL...

TO IMPROVE THE LIVES OF THE  
MOST DISADVANTAGED YOUNG  
PEOPLE IN SOUTH LONDON.

Diverting young people from crime, anti-social  
behaviour and gang-related violence.

Offering unique education, training  
and employment opportunities.

Improving mental and  
physical health.

# OUR UNWAVERING PASSION FOR OUR COMMUNITY HAS LED TO SIGNIFICANT PROGRESS OVER 25 YEARS



We use the power of sport to change the lives of young people in south London, particularly the most hard-to-reach and hard-to-help. We work in schools and the community, with extra focus on those not in education, training or employment, those caught up in the criminal justice system and those with disabilities, physical and mental health challenges.

**In the last three years alone we have...**

**Supported over 40,000 children and young people in schools and in the community**

**Delivered free weekly sport sessions at 30 different venues across south London**

**Helped 500 young people get into education, training and employment**

**Mentored 400 young people excluded from school, involved in crime or gangs**

**Increased our female participation to over 38%, and BAME representation to over 50%**

# WE ARE IMPACTING REAL PEOPLE: MEET ANGEL



Angel O'Dwyer was struggling badly at home and school and was referred to us in 2015.

**👍👍 WHEN I THINK OF WHO I WAS BACK THEN, I WAS A COMPLETELY DIFFERENT PERSON. I WAS ANGRY, CONFRONTATIONAL AND STRUGGLING WITH THE RELATIONSHIPS IN MY LIFE. I REALLY DIDN'T THINK I WAS GOOD AT ANYTHING AND COULDN'T SEE A FUTURE FOR MY LIFE.**

She joined our volunteers programme, helped with office admin, completed FA Level 1 Coaching Badge and supported football coaching sessions. In 2018 she became a sessional member of staff and completed her college BTEC.

Now she is a full time Targeted Intervention Mentor, mentoring young people at risk.

**👍👍 PALACE FOR LIFE STUCK WITH ME AND BELIEVED IN ME. THEY SUPPORTED ME THROUGH SOME REALLY DIFFICULT TIMES. I'M SO GRATEFUL FOR EVERYTHING THEY HAVE DONE AND NOW I LOVE BEING ABLE TO HELP YOUNG PEOPLE AND GIVE SOMETHING BACK.**



[Watch more of Angel's story](#)

# SADLY, GROWING UP IN SOUTH LONDON HAS

# NEVER BEEN TOUGHER

*South London is a diverse community with hundreds of thousands of talented young people who, given the right opportunities, will contribute so much to the future of our city.*

## BUT YOUNG PEOPLE IN OUR AREA FACE SIGNIFICANT DANGERS AND CHALLENGES:

---

30 children  
across  
London were  
**MURDERED**  
last year.

---

Our host borough,  
Croydon, was the most  
violent borough in London  
last year with 1,617  
**VIOLENT CRIMES**  
reported.

---

The youth  
**UNEMPLOYMENT**  
rate in London for  
16-24 year olds is  
3.7 times higher than  
that of 25-64 year olds.

---

**KNIFE CRIME**  
in London has  
increased by 60%  
in the last four  
years.

---

Many of the areas of  
south London we work  
in are in the bottom  
10% most  
**DEPRIVED AREAS**  
of London for living  
standards and  
employability.

---

It is widely recognised  
that last year saw a  
surge in  
**MENTAL HEALTH**  
diagnoses among young  
people as a result of the  
pandemic and ongoing  
restrictions.

# WE WANT TO DO MORE AND HAVE A RESPONSIBILITY TO ACT NOW



**Our place in the community is unique.**  
As the charitable foundation of an established Premier League club, we:



**Are welcomed into communities closed to many other agencies.**



**Are the partner of social services, police and local councils trusted to provide the support and interventions that they can't.**



**Have the infrastructure, skills and experience to deliver safe and impactful programmes.**



**Are running 20 projects that are already working and showing great results.**



**Have access to premier level facilities, including Selhurst Park and the new CPFC Academy, opening up opportunities to inspire a new generation.**

# WE HAVE A PLAN, AND PROJECTS WE CAN SCALE

Over the next three years we need to **raise £1m to support an additional 3,600 vulnerable young people** from south London. Extra funding will enable us to:

**INSPIRE**  
**3,000** YOUNG PEOPLE

from the most disadvantaged areas, through free weekly sporting activities at 10 new venues.

**KICKSTART**  
**300** YOUNG PEOPLE

into their future careers through our social mobility programmes.

**DIVERT**  
**300** YOUNG PEOPLE

away from crime, gangs and anti-social behaviour through one-to-one mentoring.





# TRIED AND TESTED

The following projects are already being delivered throughout south London and with extra funding will be scaled to meet the significant demand.



## PREMIER LEAGUE KICKS

Free sports activities, diverting young people from anti-social behaviour and building positive relationships.



## SOCIAL MOBILITY PROGRAMME

Supporting 16-23-year-olds furthest from the job market to improve their self-esteem, gain skills and vocational qualifications.



## BREAKING THE CYCLE

One-to-one mentoring to help young people turn their lives around.

**WE NEED YOUR SUPPORT**

**WILL YOU GIVE TO  
PALACE FOR LIFE AND  
HELP CHANGE LIVES?**



**WE INVITE YOU TO  
CONSIDER BECOMING:**



### **A PALACE FOR LIFE INVESTOR**

Give financially and help us reach thousands of young people with life changing projects.



### **A PALACE FOR LIFE CHAMPION**

Help us connect with more Palace fans and local businesses who will love what we are trying to achieve and might want to support our campaign.

**WE BELIEVE NOW IS  
THE TIME TO DO MORE.  
WILL YOU JOIN US?**

**TO SUPPORT  
PALACE  
FOR LIFE  
PLEASE GET  
IN TOUCH...**

**Mike Summers, CEO**

**E: [mikesummers@palaceforlife.org](mailto:mikesummers@palaceforlife.org)**

**Ben Ansell, Campaign Manager**

**E: [benansell@palaceforlife.org](mailto:benansell@palaceforlife.org)**



Registered Charity Number 1125878

 **PALACEFORLIFE.ORG**