



INTRODUCING PALACE FOR LIFE FOUNDATION

£1M CAMPAIGN TO TRANSFORM YOUNG SOUTH LONDON LIVES

WE MUST ACT NOW

INTRODUCING OUR NEW CAMPAIGN TO RAISE AN EXTRAFIM 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 to more to support them and their communities.

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



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

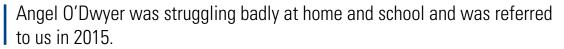
Delivered free weekly sport sessions at 30 different venues across south London

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



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.

KNIFE CRIME

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

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

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.

The youth

UNEMPLOYMENT

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

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.

SICKSTART 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...

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