

HELPING YOUNG SOUTH LONDONERS GROW THROUGH SPORT



**ANNUAL BROCHURE
2022-23**





WORDS FROM

MIKE SUMMERS

CEO – PALACE FOR LIFE FOUNDATION



AS SOUTH LONDON RECOVERS FROM THE PANDEMIC, COSTS OF LIVING GROW AND MENTAL HEALTH CHALLENGES INCREASE, IT'S CRUCIAL THAT WE DO ALL WE CAN TO SUPPORT OUR COMMUNITY THROUGH THE POWER OF PALACE.

Young people in our area face significant challenges. Many areas in south London are in the bottom 10% of most deprived areas in the city. Our host borough Croydon had 1,817 violent crimes reported last year, making it the most violent borough in the capital. There has been a 60% increase in knife crime in London in the last 4 years, and just last year, 30 teenagers across the city, 5 of them in Croydon, tragically lost their lives through violence.

In the face of these stark statistics, we have big ambitions to help steer thousands more young people towards a better path through our tried and tested programmes such as Premier League Kicks, Social Mobility and Targeted Intervention, as well as accelerating our engagement with groups under-represented in football including the local Asian community, women and girls and people with disabilities.

We are incredibly proud of our coaches and mentors, who, thanks to their unwavering passion for our community, have supported over 40,000 children and young people in schools and in the community in the last 3 years. We are also extremely grateful to Crystal Palace F.C., Patrick Vieira and the players for their solid backing throughout the pandemic and beyond.

We remain dedicated to supporting as many young people in south London as we can and we would welcome your support more than ever.

MIKE SUMMERS

CEO – Palace for Life Foundation

OUR VISION

A south London community with Crystal Palace FC 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 FOCUS AREAS

We deliver a wide range of projects (see pages 7-9) for young people across south London, focused on our host borough of Croydon and adjacent boroughs of Lambeth, Bromley and Sutton. This season we also have three areas of focus:

>> ENGAGEMENT

>> MENTORING

>> EMPLOYABILITY

ENGAGEMENT

We will grow our free football and sports sessions across south London to give opportunities to young people under-18 a safe and fun environment to keep active in; including specific disability, girls, schools and Asian community sessions. We also aim to set up new venues in areas seen as hotspots for anti-social behaviour to help tackle this behaviour and divert young people away from possible crime and violence.

MENTORING

Our mentoring programmes allow specialist coaches to work on a one-to-one basis with young people who are at risk of, or who have already been, involved in anti-social, violent or criminal behaviour and young people who have mental health difficulties and challenges. We provide one-to-one support to these individuals to help them to get out of whatever situation they are in and to help turn their lives around.

EMPLOYABILITY

We will support young people aged 16-24 who are the furthest from the job market to help them to get into work. We aim to grow our Social Mobility Programme which is based at Selhurst Park and the Crystal Palace F.C. Academy to support young people in growing their self-esteem, writing CV's, gain new skills and vocational qualifications to get them into a career of their choosing whilst expanding to support those with Special Education Needs and Disability.

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 eight 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.



ADULT HEALTH AND WELLBEING

We use the power of Crystal Palace to inspire and encourage adults and families to lead an active and healthy life. Through Palace Connectors, we will deliver activities to reduce social isolation, improve mental wellbeing and increase physical activity.



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 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, Advantage helps young people struggling with their mental health, and Divert is aimed at young offenders, helping them find a more positive future through training and employment.



NCS

NCS is a life-changing programme open to all teenagers aged 15-17 to discover who they are and what they can do. In addition to workshops and a residential stay, young people take on a social action project to benefit their local community.



MADE IN SOUTH LONDON

In April, Palace for Life and Crystal Palace F.C. launched a brand-new fundraising campaign, 'Made in South London', to raise £1 million over the next three years to help transform the lives of over 3,000 additional young people.

Multi-talented creative and life-long Palace fan Ben Bailey Smith (AKA Doc Brown) wrote and starred in a short film to launch the campaign. The film saw Ben walk the streets of south London, bumping into some familiar Palace first-team faces in unfamiliar roles, including Wilfried Zaha, Marc Guehi, Eberechi Eze and club manager Patrick Vieira, en route to Selhurst Park.

The campaign's goal is critical. Many areas in south London are in the bottom 10% of most deprived areas in the city, which as a result forces a continuous cycle of dangers and challenges for young people. Our host borough Croydon had 1,817 violent crimes reported last year, making it the most violent borough in London. There has been a 60% increase in knife crime in London in the last 4 years, and just last year, 30 teenagers across the city, 5 of which in

Croydon, lost their lives through violence. The ambitious target of £1 million will help us to scale projects aimed to enrich young people's lives, through tried and tested programmes which are already being delivered in local boroughs.

With these funds, we will:

» INSPIRE

3,000 young people from the most disadvantaged areas, through weekly sporting activities at 10 new venues

» KICKSTART

300 young people into their future careers through our social mobility programme

» DIVERT

300 young people away from crime, gangs and anti-social behaviour through one-to-one mentoring



I'VE GROWN UP IN SOUTH LONDON AND KNOW THERE ARE MANY PEOPLE FROM THE AREA THAT HAVE SO MUCH POTENTIAL, BUT DON'T ALWAYS HAVE THE OPPORTUNITIES TO SHOW IT. "PALACE FOR LIFE DO A GREAT JOB WORKING WITH YOUNG PEOPLE IN OUR COMMUNITY, SO IT'S IMPORTANT THEY CAN CONTINUE THAT WORK AS WELL AS RAISE AWARENESS OF THE ISSUES YOUNG PEOPLE IN SOUTH LONDON FACE."

- Eberechi Eze

DID YOU KNOW?

In the last three years, 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 who have been excluded from school, or involved in crime or gangs.



ABDULLAH'S STORY

South Londoner Abdullah is a coach on the Palace for Life Get Involved project, but this hasn't always been the case. He started as a participant at only 6 years old before being introduced to coaching and is now a paid member of staff.

Abdullah told us how Palace for Life's Get Involved programme helped him:

"My Palace for Life journey started as a 6-year-old. I was a regular at Saturday football sessions up until about 14 when I realise playing wasn't really for me. I knew I wanted a career in football, but not to play, so I thought coaching was the way."

I started to volunteer at the Saturday sessions with coach Jermaine, before I was introduced to Hazmi and his Get Involved project which helps to engage Asians in football. I volunteered with Hazmi at his sessions for 2

years, before Palace put me through my FA Level 1 and I'm now a paid coach on these sessions.

The Foundation has really helped me with my confidence. I realised that when you talk to people it can up your confidence. It's helped me to make new friends and has given me people to help support with whatever I'm going through."

The Get Involved programme aims to increase physical activity specifically in those from Asian backgrounds by removing barriers these individuals may have previously had to sport.

Palace for Life maintain dialogue with the local community to ensure spaces are truly inclusive through means such as female only sessions, incorporating prayer time into sessions, moving sessions around the breaking of fast during Ramadan, and sessions for different ages and abilities.

ABDULLAH WAS
MADE IN
SOUTH LONDON

DOWN SYNDROME EAGLES TRAIN WITH THE FIRST TEAM

November 2021 saw the DS Eagles become stars of the show at the Palace for Life Celebration Evening, where club manager and Premier League legend Patrick Vieira promised the excited squad of footballers their own training session run by his staff at the Crystal Palace F.C. training ground.

In May, this became a reality for the DS Eagles. They started their day by arriving at Copers Cope road, donned in their Palace kit. After a team talk and huddle from Palace for Life coaches Ben and Michael, the DS Eagles walked out onto the training pitches to watch and encourage the Palace first team through their warm-ups, fitness testing, and various ball drills.

The Premier League team went into some small-sided games, which saw Vieira's team of top-quality coaches invite the DS Eagles to participate in the drills they had just watched their idols complete. During one exercise, the

team were surprised by Palace stars Marc Guéhi, Joel Ward, Jeffrey Schlupp, and Conor Gallagher, who joined them in the session.

Having completed their first ever first-team training session, the DS eagles watched the end of the club's training before an impromptu penalty shootout against goalkeeper Jack Butland.

Palace for Life would like to thank Patrick Vieira and the squad for welcoming the DS Eagles into the training ground and creating memories that will last a life time.

Palace for Life DS Eagles team is part of our wide-reaching disability sport programme which ensures inclusive opportunities for all.



DID YOU KNOW?

We offer weekly indoor football training for boys and girls with Down Syndrome on football skills such as passing, dribbling and shooting whilst also improving the fundamentals of agility, balance and coordination.



**I USED TO HIDE IN THE BACKGROUND AND ONLY SPEAK IF
SPOKEN TO AND WOULD HAVE NEVER THOUGHT OF TAKING
PART IN AN APPRENTICESHIP BEFORE GAME ON!. IF I HAD THE
OPPORTUNITY TO JOIN GAME ON! WHEN I WAS YOUNGER I
WOULD ALREADY KNOW WHAT I WANT TO DO AND BE IN MY
DREAM CAREER.**

CONFIDENCE, CONSTRUCTION AND COACHING COURSES

HOW AZRAYEL FOUND HIS CALLING

Azrayel lacked confidence and motivation and felt uncertain about his future. After taking part in GAME ON!, Palace for Life's flagship Social Mobility Programme, Azrayel has now enrolled onto courses in construction and football coaching, and has become a mentor to younger participants.

Azrayel was first referred to Palace for Life by his mother, who saw that he had lost confidence in himself and was unsure what he wanted to do with his future. Due to the effects of the pandemic Azrayel struggled to get in full-time employment and was mainly working short term temporary jobs which led to his lack of motivation and confidence.

Palace for Life staff learnt that Azrayel had previously studied Sports Rehab at University but left. As a result he felt deflated, it was important that Azrayel could find a career path he knew he would like to pursue.

Utilising the personal branding and decision-making workshops, as well as receiving mentoring, Azrayel identified a passion for construction and wanted to know the options available. He registered for the Construction Skills Certificate Scheme and has been assigned a mentor with extensive experience in the industry and is now looking to start an apprenticeship to gain experience and training.

Being in the environment of Selhurst Park and the Crystal Palace F.C. Academy also rekindled Azrayel's passion for sport. After encouragement from Palace for Life mentors Azrayel re-engaged with sports and is now in the process of starting volunteering on Kicks programmes.

There has been a huge boost in Azrayel's confidence and motivation; as the programme progressed he started to take on a mentor role towards some of the younger participants and inspired them to look positively at their futures. This optimistic mindset has also been applied outside of the programme:



'HE COMES HOME EXCITED AND HAPPY AND EVEN MAKES FOOD FOR THE FAMILY!' AZRAYEL SAYS HE NOW FEELS 'CONFIDENT' AND 'EMPOWERED' WHEN THINKING ABOUT HIS CAREER, GAME ON! HAS PROVIDED HIM WITH STRUCTURE TO HIS DAYS AND IS SOMETHING HE LOOKS FORWARD TO EVERY WEEK

AZRAYEL WAS MADE IN SOUTH LONDON

BOOTS APPEAL

Throughout December 2021, Palace for Life joined forces with supporters to donate and distribute football boots and trainers to those across south London who are unable to afford them.

With the support of our incredible fans, over 200 pairs of boots and trainers have now been donated via our drop off point in the Selhurst Park Fanzone. Any footwear contributed have been distributed across south London to refugees, those from low-income families and offered to children that receive free school meals.

Palace for Life deliver numerous sports sessions in SE25 and beyond, giving young people access to football to keep them fit, healthy, help battle social isolation and to keep them away from crime and violence. These sessions include football for Afghan refugees who have been housed in Croydon and at these sessions it has come to our

coach's attention that many participants don't have appropriate or safe footwear and some are attempting to play in flip flops or even barefoot.

This is unfortunately a worrying trend across many Palace for Life sessions, where often young people from the most disadvantaged backgrounds do not have and cannot afford the appropriate footwear and equipment to participate in football.

We are determined to ensure that football is accessible for everyone, so would like to thank everybody who has donated their boots or trainers to us.

DID YOU KNOW?

The appeal is still running in the Fanzone now!



ARCHIE'S STORY

Archie was one of the first south London recipients of our boot appeal launched in December 2021 which called for supporters to donate football boots to those in the south London community that need them the most.

Palace for Life deliver numerous sport sessions in SE25 and beyond, giving young people access to football to keep them fit, healthy, help battle social isolation and to keep them off of the streets and away from crime and violence. These sessions include football for Afghan refugees who have been housed in Croydon and at these sessions it has come to our coach's attention that many participants don't have appropriate or safe footwear and some are attempting to play in flip flops or even barefoot.

This is unfortunately a worrying trend across many Palace for Life sessions, where often young people from the most disadvantaged backgrounds do not have and cannot afford the appropriate footwear and equipment to participate in football.

Archie attends St Mary Cray Academy School, and has been so grateful to receive his first pair of football boots.

Archie thanked Crystal Palace fans:

"I like my new boots because they give me better grip on the grass and I didn't have football boots ever before. I would like to say thank you to the Crystal Palace fans for donating them to me"

His teacher said:

"The boot appeal has been an amazing for us because it's given an opportunity for so many of the children who don't have the boots or chance to buy them to take part. We've had matches where they've had to wear brother's boots, who are maybe teenage brothers, and they're only ten years old. To have the opportunity for them to play football the way it's meant to be played is brilliant."

PALACE FOR LIFE IN NUMBERS



15,000

TOTAL NUMBER OF
PARTICIPANTS



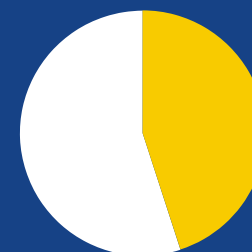
85

SCHOOLS ENGAGED



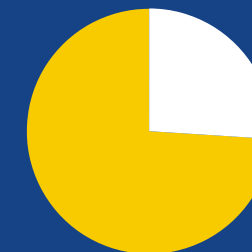
26

PARTICIPANTS WITH A
DISABILITY



55% WHITE
45% BAME

Ethnicity of participants*



74% MALE
26% FEMALE

Gender of participants*



339

PARTICIPANTS WHO
RECEIVED INDIVIDUAL
TARGETED MENTORING

*of those who specified

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 2021, our Marathon March raised a staggering £100,000, while we had others running the London Marathon and cycling to Palace away matches.

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



THANKYOU

PATRONS:

Stephen Browett
Andrew Johnson
Eddie Izzard
Susanna Reid
Chuka Umunna MP
Mark Bright
Ben Bailey Smith

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Caridon Foundation
Crystal Palace F.C.
Football Foundation
Greater London Authority
Home Office
Juvenis
London Borough of Bromley
London Borough of Croydon
London Borough of Lambeth

London Sport
London Marathon Charitable Trust
National Autistic Society
NCSTrust
NHS
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Royal Society for Blind Children
Surrey FA
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Utilita
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William Wates Memorial Trust



PALACE FOR LIFE FOUNDATION

SELHURST PARK, LONDON, SE25 6PU

W: PALACEFORLIFE.ORG

E: ADMIN@PALACEFORLIFE.ORG

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 PALACEFORLIFEFOUNDATION

Registered Charity Number 1125878

