

A photograph of two men in a kitchen setting. Both are wearing white chef hats and blue aprons. The man on the left is smiling and looking towards the camera. The man on the right is wearing glasses and has a more serious expression. They are standing in front of a white wall with a ceiling light fixture visible.

PALACE FOR LIFE



GAME
ON

THE OFFICIAL CHARITY OF
CRYSTAL PALACE FOOTBALL CLUB

ANNUAL BROCHURE 2025/26





HELPING YOUNG SOUTH LONDONERS GROW THROUGH SPORT FOR OVER 30 YEARS

We are the official charity of Premier League football club Crystal Palace and have been a core part of the South London community for over 30 years.

Our aim is simple. We use the power of football and our club, Crystal Palace, to improve lives and build stronger communities, with a focus on young people from under-supported groups who need us most.

Every year, our dedicated coaches and mentors work with over 18,000 young people to provide free physical activity, help with next steps in education, training or employment and support with mental health and crime reduction through one-to-one mentoring. We also help grow the bond between the club and its community and offer talented young footballers a path to the Crystal Palace boys' and girls' academies.

Our place in the community is unique. We are a trusted partner of social services, police and local councils, delivering support and interventions they often can't. We are welcomed into communities that are closed to many other agencies and we have the infrastructure, skills and experience to deliver safe, impactful programmes all year round.

South London is a hotbed of talent, but growing up here can be tough. We're all about giving young people the right opportunities to transform their lives in the way they want to, powered by the unique pull of Crystal Palace.

In a season where Palace made history by lifting the FA Cup and Community Shield, we reached new heights of our own off the pitch – including appearing on the front of the Crystal Palace shirt for the first time when the club played Fredrikstad in the UEFA Conference League second leg play offs in September 2025.

In the community, we delivered over 1,000 mentoring sessions to support young people with their mental health, while our employment programmes helped 57 into work, 17 into education and 79 to earn new qualifications. Our Community Engagement and Disability Sport sessions reached more than 3,000 young people and we delivered activities with over 140 local schools.

Our Football Development pathway opened new doors too, with five boys earning trials at the Crystal Palace Academy and four girls joining Crystal Palace Women's Pro Game Academy for the 2025/26 season.

Support from Palace fans also reached record levels, with 226 signing up for our Marathon March and 45 cycling from Bournemouth to Selhurst Park, together raising more than £145,000 to power our work. Thank you to everyone who made this season possible. From the hundreds who marched or cycled to raise vital funds, to our volunteer PlayMakers who give their time and skills to support young people, and our investors, funders and sponsors who continue to believe in our work. A huge thank you also goes to our brilliant team of coaches and mentors out in the community every day and to Crystal Palace F.C. for their unwavering support.

With your help, we've changed thousands of young lives and we're ready to do even more in the season's ahead.

OUR PURPOSE

We use the power of Crystal Palace F.C. to improve lives and build stronger communities in South London, with extra focus on young people from under-supported groups and who need our help the most. We create opportunities through education, employment and physical activity programmes, inspiring aspiration and physical and mental wellbeing. In doing so, we aim to strengthen ties between the club and its community, help grow its supporter base and offer talented footballers a path to the Crystal Palace boys' or girls' academies.

OUR VISION

Our vision is 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

Our mission is to 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

Our values, which guide everything we do, are:

TEAMWORK

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

PRIDE

we are proud to represent Crystal Palace and aspire to be the best in everything we do.

INNOVATION

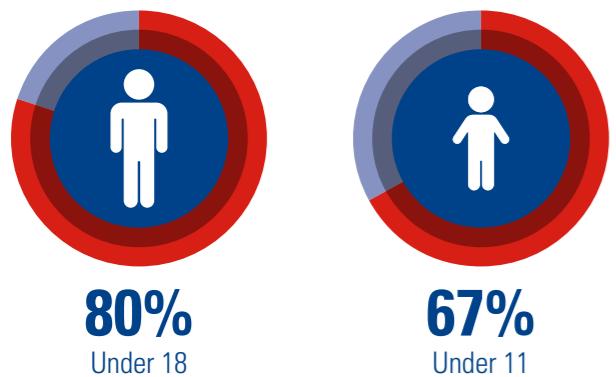
we are not afraid to try new things, we are creative and inspiring, always seeking new ways to progress.

WHO WE WORK WITH

AT A GLANCE

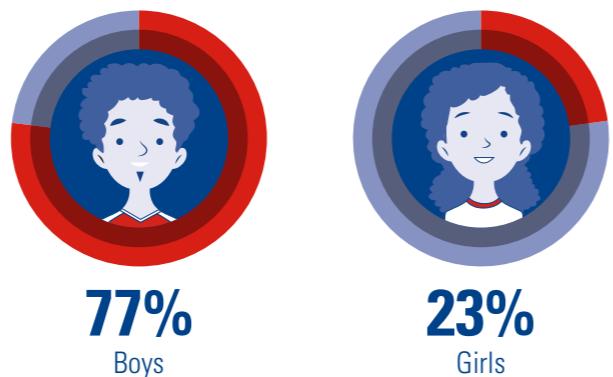
HOW OLD THEY ARE

(of participants where age was recorded)



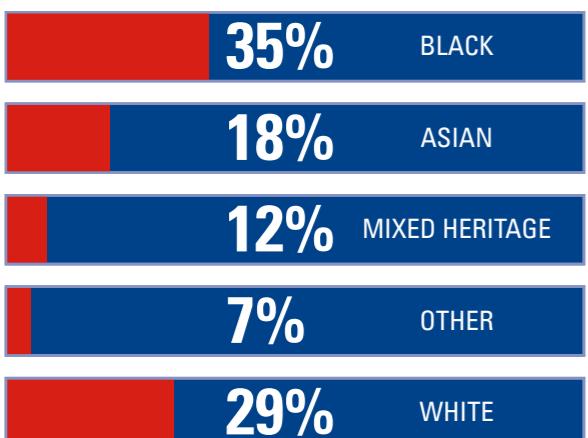
GENDER

(of participants where gender was recorded)



ETHNICITY

(of participants where ethnicity was recorded)



DISABILITY

(of participants where disability was recorded)



KEY THEMES

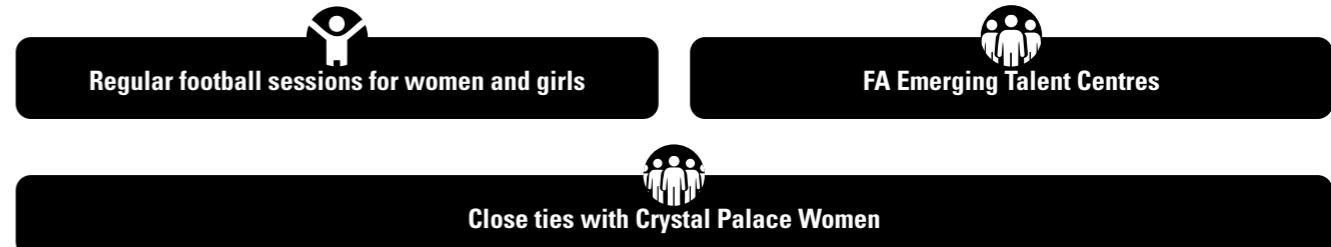
Tackling the underlying causes of youth violence



Improving mental health



Increasing the number of women and girls who play football



Helping those furthest from the job market get into work



Support for young people with Special Educational Needs and Disabilities (SEND)



OUR IMPACT:

AT A GLANCE

18,000
young people

took part in our programmes across South London - our highest number ever

Delivered activities with 140+

schools, reaching 11,000+ pupils

Delivered 101 in-custody interventions

through our DIVERT programme at Croydon Custody Suite

Engaged 2,300+

young people through our

FREE community football sessions,

including 500+ girls and 1,242 from ethnically diverse communities



Hosted 10 tournaments

at the Crystal Palace Academy, with 3 schools representing Palace at the Premier League national finals

Supported 1,300+ secondary students

through school-based programmes, with 1,000+ mentoring sessions delivered

Helped 57 young people

into work, 17 into education and 79 gain new qualifications through our employment programmes

1,000+ disability sport opportunities,

including 43 days of SEND holiday camps and weekly sessions in 15 SEND and mainstream schools

5 boys earned trials at the Crystal Palace Academy, and 4 girls joined Crystal Palace Women's Pro Game Academy



226 fans marched and 45 cycled to raise £145,000+

for our work in the community

Our DS Eagles completed their year-long GAME ON employment programme

15 graduates, £10,000+ raised and their own single, Glad All Over



MARC GUÉHI SHARES LEADERSHIP LESSONS WITH SOUTH LONDON STUDENTS

What makes a great leader? How do you earn the captain's armband at a Premier League club and keep your teammates motivated under pressure? Crystal Palace captain Marc Guéhi joined students at Riddlesdown School for a Q&A on leadership, resilience and finding your voice on and off the pitch.

Crystal Palace captain Marc Guéhi joined students from our Premier League Inspires programme at Riddlesdown School to take part in a Q&A about his leadership style, handling pressure and what it takes to get to the top.

He was joined by Palace for Life Chair of Trustees Paul Cleal, whose day job is overseeing operations and strategy for the England Men's national team at the FA. The pair discussed Palace's journey to the FA Cup Final, how the squad kept their cool under

pressure, Marc's rise to the England national team and how he's developed as a composed and thoughtful leader.

In this 50-minute Q&A with Paul and a group of students from year 9-13, we hear about Marc's background – moving to South London from the Ivory Coast at the age of one and how his parents wanted him to put his education before everything else. That changed when he was picked up by Chelsea's Academy at just six years old.

And now he's the captain of a Premier League football club. What makes him a good leader?

"My faith is a massive thing for me, a constant in my life. I really love caring about people. I'm interested in other people's stories, where they have come from and what makes them, them. So for me as a captain, that's one of the most important things for me – to have those values."

Tom, a student at Riddlesdown and a huge Palace fan reflected on the day:

"The teachers kept quiet about the identity of the player, as they all wanted it to be a surprise for the students. After Marc was secretly escorted on site, the small handful

"I'M INTERESTED IN OTHER PEOPLE'S STORIES, WHERE THEY HAVE COME FROM AND WHAT MAKES THEM, THEM."



of students fortunate enough to be selected for this amazing opportunity really showed their excitement."

Some difficult questions were asked, and all were answered brilliantly, leaving no student or staff member wondering. After the Q&A, Marc kindly gave up his time to sign shirts, take photos, and even offer one-on-one advice to those who asked."



Elsewhere in the Q&A, Guéhi spoke modestly about the club culture that took the team to the FA Cup final and the role of the wider club and community.

"We've got such a good group of people. Not just the footballers, the staff, the club,

a good group of people who want to help and be there for one another. Similar to the community of South London as a whole, people just want to be there for each other, people want to help."

No player reaches Marc's level without facing challenges along the way. He was asked how he gets through tough moments and how he supports his teammates when they're struggling too.

"As long as you have the person next to you picking you up and telling you 'it's ok, we go again' and building those connections on the pitch, off the pitch, it's so important so when you see results getting better, it's no coincidence, it's just people going through the same struggles, but sticking by each other."

In 2022, Guéhi became Palace's youngest ever captain since 2012. His style?

"In the world of football, and in life, there is this perception that you need to be a certain type of way. You have to be the sort of person who is chest out and shouting and those aspects are good in certain moments, but not every single moment."

The most important thing is just be yourself. If you're not acting like yourself, people are going to notice. The best thing is to be you and find ways to develop your leadership skills within yourself."

Since making his England debut in 2022, Marc has earned 23 senior caps. What was it like stepping into that dressing room?

"THE MOST IMPORTANT THING IS JUST BE YOURSELF. IF YOU'RE NOT ACTING LIKE YOURSELF, PEOPLE ARE GOING TO NOTICE."

"It was a bit scary at first. It's massive honour to be called up to your country. You're coming into a changing room where you've got Harry Kane, Phil Foden – all these top players. You have to try and show them what you can do – the most important thing for me was to just be myself and not try to be any other person."

And on facing the pressure of an FA Cup Final and imposter syndrome:

"That sense of belonging and belief. I know it's hard. Loads of people go through imposter syndrome. I've been through it. You tell yourself 'I'm not meant to be here', but that's a lie. They're mental battles that you're facing. If you've done the work to get to where you are, then you belong there."

And it's just about changing that. Not just me but every single person in the team, the manager played a massive part in that, the staff. You felt that sense of belief."



Want to watch the full Q&A instead? Scan the QR code!



WHAT WE DO:

OUR PROGRAMMES



PATHWAYS AND LEARNING

Supporting young people as they move through the education system and early adulthood to develop the personal skills and positive attitudes to become upwardly mobile. Our focus is on young people experiencing school exclusion, poor mental health, exploitation, and/or involvement in criminality.

The key projects in this area include:



GAME ON

our flagship employability programme offering weekly sessions, networking, careers coaching, qualifications, industry insights & work experiences for those aged 16-25



DIVERT

an in-custody support programme funded through the Home Office targeting young people aged 18- 25 years old who have been arrested for the first time



TWINNING

football coaching courses in prisons to support inmates to prepare for life after release

250+

YOUNG PEOPLE

took part in GAME ON

57

INTO WORK

17 into education,
79 gained qualifications

200+

VISITED TOP EMPLOYERS

including ITN, S&P Global and Blackstone

725

ATTENDED

our careers fair with 48 employers

418

JOINED

youth hubs and 230 received one-to-one coaching

101

YOUNG PEOPLE

engaged through our DIVERT programme at Croydon Custody Suite - 62 received guidance sessions and 16 moved into education, training or employment



PRIMARY EDUCATION

Supporting and engaging children and their teachers through physical education, targeted interventions and events, through their primary school years and transition into secondary.

The key projects in this area include:



Premier League Primary Stars

classroom workshops, competitions and PE teacher development



TEAM MATES & HI FIVE

early mental wellbeing support during the move to secondary school



PE CONTRACTS & AFTER-SCHOOL CLUBS

paid PE curriculum delivery and extra-curricular clubs in local schools



FUTURE FANS

workshops introducing pupils to Crystal Palace and our community programmes



EQUAL EAGLES

6-week equality and racial justice programme in primary schools



PE WITH PALACE

half-day PE sessions and workshops at the Crystal Palace Academy to inspire and spot young talent

10

TOURNAMENTS

hosted at the Crystal Palace Academy, with 3 schools representing the club at the Premier League Primary Stars finals at the Molineux stadium

112

SCHOOLS

reached across South London

11,000+

PUPILS

took part in curriculum-time activities

117

YOUNG PEOPLE

joined our Team Mates programme - 79% said they're now better at making decisions

2,169

YOUNG PEOPLE

took part in our Future Fans workshops - 92% said they enjoyed them

450+

PUPILS

joined our Equal Eagles programme across 9 primary schools

120

PUPILS

took part in our new PE with Palace sessions at the Crystal Palace Academy



SECONDARY EDUCATION

Supporting young people in secondary schools through targeted individual and small group intervention, bespoke workshops and structured 10+ week programmes.

The key projects in this area include:



FOOTBALL DEVELOPMENT

Delivering a range of football programmes supporting young South Londoners from the ages of 5-18 focusing on player development, pathways and enjoyment.

The key projects in this area include:

PREMIER LEAGUE INSPIRES

school programmes on -, leadership, employability and mental health



TEAM MATES

early support for Year 6 pupils moving into Year 7



SCHOOL CLUB DAYS

one-off curriculum days at Selhurst Park or the CPFC Academy



SOCER SCHOOLS

school holiday football camps for 7-13-year-olds, including girls-only and invite-only Player Pathway sessions



PLAYER DEVELOPMENT CENTRES (PDCS)

weekly training for 6-16-year-olds, offering a pathway to the Crystal Palace men's and women's academies



GOALKEEPER SESSIONS

Goalkeeper Sessions – weekly specialist training for 5-14-year-olds, open to all and invite-only



TARGETED MENTORING

one-to-one or small group support for students referred by their schools



MOVEMBER AHEAD OF THE GAME

mental health workshops for young people, teachers, coaches and parents

1,185

boys and girls took part in Soccer Schools

RECORD 110

per day at Kent County Cricket Club venue

36

secondary schools engaged across South London

1,300+

students took part in our programmes and activities

217 STUDENTS

supported through Premier League Inspires

1,067

players trained at Player Development Centres

210

fixtures delivered for PDC players - up from 140 last season

NPS

score of 70 for our Soccer Schools (rated excellent)

228 STUDENTS

supported through Movember Ahead of the Game

62 STUDENTS

supported through Team Mates

5 BOYS

earned trials at the Crystal Palace Academy

4 GIRLS

offered places at Crystal Palace Women's Pro Game Academy



COMMUNITY ENGAGEMENT

Providing opportunities for young people from disadvantaged areas or under-represented groups to play free football and other sports.

The key projects in this area include:



DISABILITY SPORT

Aiming to offer every young person in our area living with a disability the opportunity to participate in sport.

The key projects in this area include:

WEEKLY FOOTBALL SESSIONS

delivered across South London

PREMIER LEAGUE KICKS SESSIONS

13 mixed and 8 girls-only sessions each week

GET INVOLVED FOOTBALL SESSIONS

engaging South Asian and Muslim communities

FOOTBALL DELIVERY

in 15 SEND and mainstream schools

4 IMPAIRMENT-SPECIFIC

sessions for groups including Down's syndrome, wheelchair users and vision-impaired players

PAN-DISABILITY

Pan-disability sessions



PREMIER LEAGUE KICKS

disability sessions creating inclusive opportunities



ADULT WALKING

and recreational football



4 WEEKLY

adult programmes for mental health, learning disabilities and other additional needs



IMPAIRMENT-SPECIFIC

and recreational football



SEND

holiday camps in Bromley and Croydon



MENTAL HEALTH

football programme with South London and Maudsley NHS Trust (SLaM), supporting 30+ adults with severe mental illness

2,300+ YOUNG PEOPLE

took part in our sessions and events

500+ GIRLS

(24%) and 1,242 from ethnically diverse communities (57%)

18 TOURNAMENTS AND FESTIVALS

delivered, engaging 644 participants

MENTAL HEALTH FOOTBALL PROGRAMME

with South London and Maudsley NHS Trust (SLaM), supporting 30+ adults with severe mental illness

1,000+ YOUNG PEOPLE

took part in disability sport

560+ RETAINED PARTICIPANTS

retained participants across weekly sessions, schools and Short Breaks

200 YOUNG PEOPLE

joined workshops on race, gender and mental health

130+ GUESTS

attended our annual Iftar event

11 GIRLS

completed the Premier League Changemakers leadership programme

1 APPRENTICE

progressed into a full-time Community Coach role

43 DAYS OF SEND

holiday camps in Croydon and Bromley with 525 attendances across the year

45 YOUNG PEOPLE

from across our programmes experienced a live Palace match at Selhurst Park

THE DS EAGLES HAD SPECIAL VISITS

to Palace Men's and Women's training sessions and took part in the club Christmas photoshoot with Marc Guéhi and Eberechi Eze

2 NEW WEEKLY

sessions launched for young refugees and asylum seekers

7 PARTICIPANTS

funded to complete FA coaching qualifications

DOWN'S SYNDROME

GAME ON programme is supporting a second cohort of 13 young people aged 17–26 to gain skills and confidence for work

A GIRLS-ONLY

team from Bensham Manor SEND School represented us in the Great River Race on the Thames, funded by City Bridge Trust



HOW MENTORING PREPARED JESSE FOR HIS MOMENT ON MATCH OF THE DAY

When Jesse joined our mentoring programme, he was losing confidence and struggling to keep up at college. He was studying for a Level 3 Sports Coaching qualification, but his attendance had dipped and he was finding it hard to stay focused.

"I knew I wanted to do well, but I kept slipping behind," he said. "I was getting distracted and started thinking maybe I wasn't good enough."

Jesse began one-to-one sessions with his Palace for Life mentor, Pat. They started with small, realistic targets, like getting to class on time, planning his week, and keeping on top of assignments.

"Pat kept me focused," said Jesse. "He made me think about what I wanted to achieve and why. He helped me break it down into steps I could actually do."



"I USED TO HATE SPEAKING IN FRONT OF PEOPLE."



Once his routine was back on track, Pat shifted the focus to communication and confidence. They practised presentations, eye contact, tone of voice and how to stay composed in front of an audience.

"I used to hate speaking in front of people," Jesse said. "Every week we practised, and every week I got a bit better. I stopped worrying about what people thought and started backing myself."

Over time, Jesse's hard work paid off. His attendance improved, his confidence grew, and his teachers noticed the change. He was named Student of the Year, and invited to speak at our Investors Club event, something he says he would never have considered at the start of the year.

Then came a moment he'll never forget: appearing on BBC's Match of the Day to talk about his journey with Palace for Life.

"I was nervous but proud," he said. "A few months earlier I wouldn't have done it, but this time I was ready. It showed me how far I've come."

"I'd recommend the Palace for Life mentoring programme to any young person who needs guidance. At the start of the year I didn't think I'd get anywhere, now I know what I'm capable of."



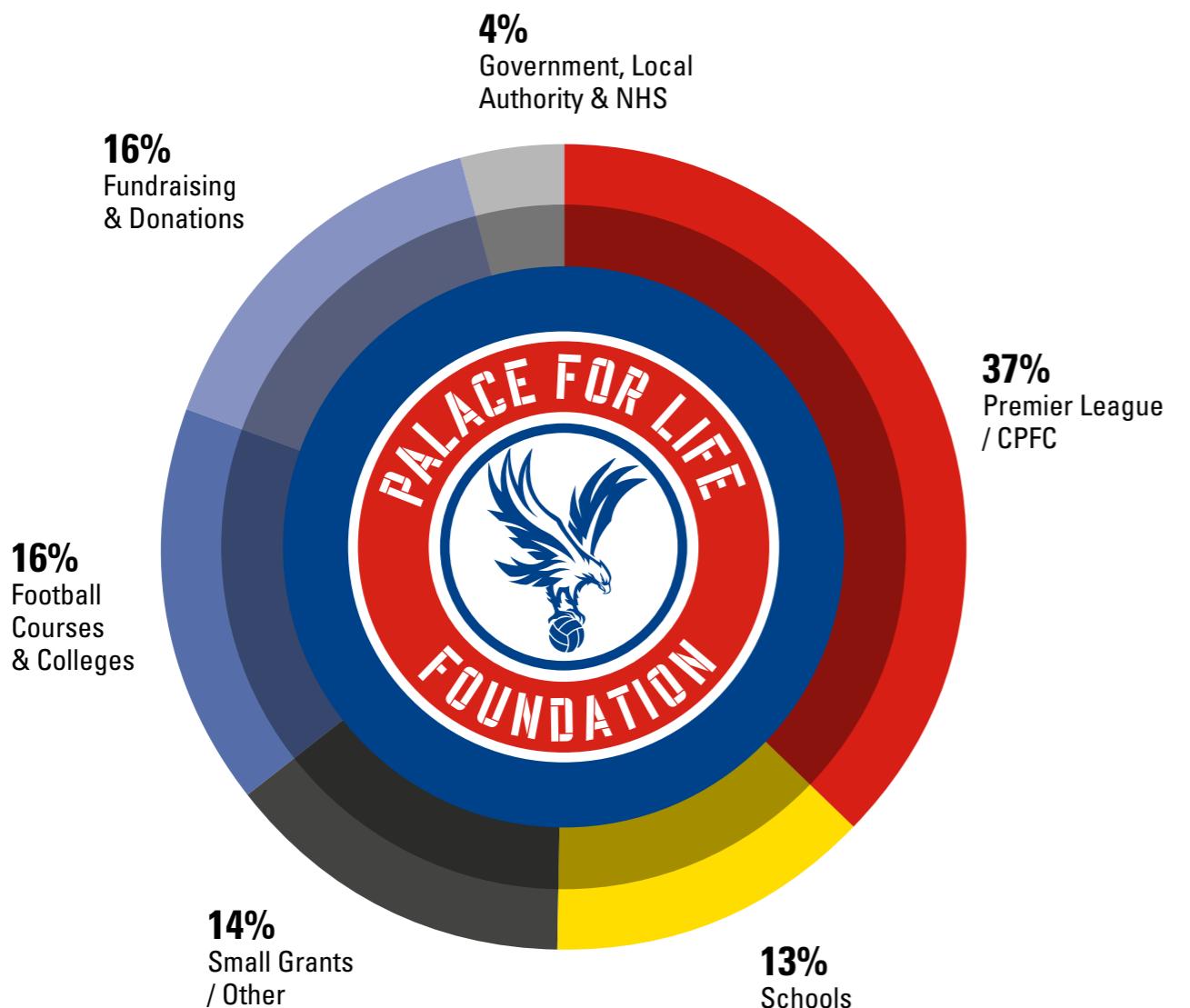
"EVERY WEEK WE PRACTISED, AND EVERY WEEK I GOT A BIT BETTER. I STOPPED WORRYING ABOUT WHAT PEOPLE THOUGHT AND STARTED BACKING MYSELF."

FUNDING OUR WORK

We continue to ensure we have a diverse range of income sources to fund our work on a long-term sustainable basis, and to give us the flexibility to thrive irrespective of unexpected changes in external circumstances.

The forecast breakdown by source for the 2025/26 season, from a total income of £3 million, is as follows:

Income by Source %



THE DS EAGLES ARE GLAD ALL OVER



A POWERFUL MESSAGE

GAME ON is designed to tackle the barriers young people face when trying to access work. Those barriers are especially high for young people with learning disabilities, with only 5.1% of adults with a learning disability in the UK in paid employment.

The DS Eagles showed what can happen when those barriers are removed. They proved what young people can achieve when given the right opportunities, the right support and the backing of their club.

"The DS Eagles have shown exactly what this club is about," said Palace for Life CEO Mike Summers. "They've developed skills, grown in confidence and proved what's possible when young people are given the right support. The song was fun, but it carried a powerful message, and it's helped us raise funds to support more young people into work."



A SEASON OF HISTORY

For Palace for Life, the club's historic achievements this season have brought to light just how our work is embedded into the club and community.

"Moments like this shine a light on the whole Palace family," said Mike. "When the club succeeds, it gives us a rare opportunity and a big responsibility. It means more people want to learn about our work, and we have to make the most of that."

This season, our DS Eagles marked the end of their year-long GAME ON employment programme in true Palace style: recording their own version of the iconic Palace walk-out song, Glad All Over by The Dave Clark Five.

GAME ON gives young people the chance to build the skills, experience and confidence they need for the workplace. Over 12 months, the DS Eagles took part in a range of skills-based activities, from cooking to working in a care home and finally, recording their own song.

The group, made up of young people with Down's Syndrome who also represent Palace in competitive football, were the first DS GAME ON cohort to complete the programme. To celebrate their achievement, they wanted to do something bold, memorable and their own. In came Glad All Over.



Scan the QR code to stream Glad All Over!

15 young people completed the DS GAME ON programme

£10,000+ raised through the single to support future cohorts



Scan the QR code to watch The Making of Glad All Over!

MEET RUAIRI



THE DS EAGLE STARRING IN GLAD ALL OVER

Ruairi is 17, a lifelong Palace fan from South Croydon, and one of the DS Eagles featured in our Glad All Over music video. He plays a leading role, handing the song to Dean Henderson in the dressing room before kick-off, but his story with us goes much deeper.



He joined our Down's Syndrome football sessions aged 7, after struggling to find places where he could play comfortably with others like him. Since then, he's hardly missed a session. Over more than a decade, he's become a key player and a role model.

FROM VALERIE, HIS MUM:

"Ruairi looks forward to his weekly sessions, he's become much more social, confident and independent but most importantly, his self-esteem has grown, and he's learned how to be part of a team, something that's helped him at school and beyond."



activities: a Food Bank shift, T-shirt design, mocktail making, cafe open days, padel tennis, and more. These helped him build confidence, work skills and friendships. He says he especially loved being part of the recording of Glad All Over.

"He's really matured into a polite, thoughtful young man. If someone's struggling, Ruairi's always the first to step in and support them." Ben, his coach said.

What's next for Ruairi?

His hopes are simple and ambitious: a happy, healthy and independent life, meaningful work, and making the most of his creative passions. He's grateful for the opportunities Palace for Life has opened up, things that simply wouldn't have been possible otherwise.

In 2022, Ruairi was invited to train with the Palace First Team under Patrick Vieira. He also joined in a Palace retail shoot, surprising players like Marc Guéhi and Eberechi Eze at Christmas.

Ruairi's education journey has had its challenges. Until 2022 he was in mainstream school, but getting the right support there was difficult. He has since been home-educated and, thanks to support from Palace for Life, has secured a place at Orpheus College to study performing arts (drama, dance, music). He is also working towards ABRSM Grade 2 piano.

During DS GAME ON (our employability programme which was the platform for Glad All Over), Ruairi has taken part in lots of

THANK YOU TO OUR FUNDRAISERS



MARATHON MARCH

In October 2024, 226 Palace fans signed up for our annual charity fundraiser, the 'Marathon March', walking 26.2 miles around South London to raise money for our programmes.

Together, they raised over £91,000.



INVESTORS CLUB

This season, we built on the success of our Investors Club, a group of individuals and businesses who pledge £1,000 or more each year to support our work.

The Premier League's Chief Medical Officer Dr Mark Gillet, former Palace captain Geoff Thomas and Premier League Kicks participant Ceren joined us at our most recent Investors Club event in early April.

We also grew our Business Investors Club, opening up the opportunity for local organisations to invest in South London, support our work on a philanthropic level, and act as vocal ambassadors and champions of Palace for Life across the community.

We're excited to see the Investors Club continue to grow this season, bringing together even more people and businesses committed to backing young South Londoners.



BIKE FROM BOURNEMOUTH

Over the Easter weekend, a group of incredible cyclists completed the gruelling, 120-mile ride from the Vitality Stadium (Bournemouth F.C.) to Selhurst Park in time to watch the game. Our record-breaking group of 24 riders raised over £52,000!



SELHURST TO DUNDEE

Ten years on from Julian Speroni's testimonial, Palace and Dundee fans reunited in Scotland for a charity match that raised £1,470 for the **Fairfield Community Hub** and **Palace for Life**. The idea was born from the friendships formed at the 2015 testimonial, with supporters travelling from Croydon, Cornwall and beyond to play!



PARTICIPANTS EXPLORE TV CAREERS WITH HANDS-ON EXPERIENCE AT ITV NEWS

As part of a new partnership to honour the memory of former ITV News Editor and Palace fan Geoff Hill, participants from our GAME ON programme were invited to spend the day at an ITV newsroom to learn more about careers in TV.

In November 2024, a group of ten young people from our flagship employment programme, GAME ON, spent the day at an ITV newsroom to learn more about jobs in TV and to get a taste of what it's like to work in the industry, and to discover how inclusive it is for those considering television for their future careers.

The group visited the ITV News digital team and tried their hand at presenting The Rundown bulletin. ITV News Sports Editor Steve Scott and producer Joe Wardropper also spoke with the group about their experiences in sports coverage. Throughout the day, our group participated in various explainer sessions, met a diverse range of

ITV staff, and learned about the different roles within the newsroom!

Their visit was part of The Geoff Hill Palace for Life Fellowship with ITV News, which is an initiative to honour the memory of former ITV News Editor Geoff Hill, who was a passionate Crystal Palace fan.

ITV News head of longform, Natalie Hill, who created the outreach fellowship programme and was married to Geoff said:

"I'm very proud to see this initiative come to life and am incredibly grateful for all the support I've received. It was such an inspiring day for the youngsters, they all loved it and felt the warmth from the newsroom. They left with a feeling that there might be a place for them in media if they choose that path."

Tony Mullen, Senior Programmes Manager (Education, Training and Employment) joined the participants on the trip and said:

"IT WAS SUCH AN INSPIRING DAY FOR THE YOUNGSTERS, THEY ALL LOVED IT AND FELT THE WARMTH FROM THE NEWSROOM."

"It was great to be invited to spend the day in an ITV newsroom to learn more about the industry. We were surprised about how many different roles there are in the business. The group of participants we took with us are all from diverse backgrounds, some of who have faced really difficult challenges growing up in South London, so it was really great to see how inclusive the industry is. ITN and ITV were incredibly hospitable and we can't wait for our next visit in 2025."

"TO ME, PREMIER LEAGUE KICKS IS A COMMUNITY"

Four days before the victorious Lionesses retained the UEFA European Championships, girls representing professional football clubs across the country travelled to England's training centre at St George's Park for the experience of a lifetime.

They were taking part in 2025's Premier League Kicks Cup girls' tournament, an event that celebrates the year-round work of Premier League Kicks and highlights how the programme provides opportunities for young females to play the game.

The teams were able to follow in the footsteps of their Lionesses heroes as they wore the kit of their professional football club and took part in fixtures refereed by Premier League, English Football League and Women's Super League match officials.

One of our Palace representatives was Harmony-Rose. She said:

"It's a really great opportunity to be here. Seeing the number of people makes me feel like women's football is definitely on the rise"

and makes me feel happy that there's so many girls getting an opportunity to play football.

"I've been with Premier League Kicks for five years. I was really bad at first. I couldn't kick the ball straight. I continued going and I got better. Now I'm one of the oldest there and I'm helping other people come in."

"I was nervous that first time but I soon realised that everyone was really friendly and welcoming. All of the coaches were so accommodating. It was a place where you speak freely."

"I wasn't really that confident but this gave me the ability to speak to people. Having confidence helps you play. If you think you can do it, there's a higher chance you can do it. I am very proud of myself that I have changed. I'm really thankful to Premier League Kicks for bringing me up in this way."

"To me, Premier League Kicks is a community. It's like a whole other bubble, a whole other world."



"I WAS NERVOUS THAT FIRST TIME BUT I SOON REALISED THAT EVERYONE WAS REALLY FRIENDLY AND WELCOMING."

PHILANTHROPIC GIVING

Our Investors Club is a group of like-minded individuals and businesses who donate £1,000 a year or more, to invest in the development of our programmes and help us reach even more young people in South London.



If you are interested in finding out more about the Investors Club, or giving a philanthropic gift, please get in touch with our Fundraising team at fundraising@palaceforlife.org

THANK YOU

Patrons

Ben Bailey Smith
Mark Bright
Stephen Browett
Steve Chalke

Eddie Izzard
Andrew Johnson
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