



SWANSEA CITY AFC FOUNDATION IMPACT REPORT 2023-24



**USING SWANSEA CITY AFC AS
A FORCE FOR POSITIVE
CHANGE WITHIN OUR
COMMUNITIES, CREATING THE
CONDITIONS NEEDED FOR
COMMUNITIES TO FLOURISH.**



FOUNDATION

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WELCOME

For more than 15 years Swans Foundation has been making a difference in communities across Southwest Wales. During that time, it has grown substantially in terms of projects, staffing and most importantly, impact. This Impact Report for the year ending August 2024 reflects another year of continued expansion and positive change. It has been a privilege to lead the charity through this period and to witness the dedication and hard work of our staff in making this impact possible.

The costs of running the charity have also risen, but we have been able to increase our income to match this, as well as significantly grow the social value of our work. An independent evaluation has calculated the Social Value of Swansea City Foundation at £22.8m, which means that we provide £18.24 of social return on investment for every one pound invested in the Foundation, which is up from £16.60 last year. Everyone at Swansea City Foundation is hugely proud of these figures.

While Swans Foundation is a charity, and reliant on grants and fundraising like any other charity, it is unusual in being so closely linked with an instantly recognised brand. Foundation staff wear the tracksuit of the professional football club and use the Club logo as a wonderful engagement tool, breaking down barriers and building links with people across the area. Last year that unique ability to connect allowed the Foundation to work with 13,655 people and 'to use Swansea City AFC as a force for positive change within our communities'.

Having such a large number of participants is a remarkable achievement, but numbers alone do not create impact. True success lies in the change brought about by people's involvement in our projects. When we see that 70% of young people attending Premier League Inspires experience improved mental health, 90% of Premier League Kicks participants report greater confidence and self-esteem, and 95% of PL Kicks parents believe the project is making a positive impact in the community, we know we are on the right path.

This Impact Report presents an impressive statistical picture, but it also brings those numbers to life through the inclusion of personal stories. These stories offer a deeper insight into the real lives behind the numbers, for example, what it truly means to be part of the 98% of Fit Jacks participants who say their health has improved because of the project.

As you explore this report, I hope you gain a clear sense of the difference we are making together. None of this would be possible without the dedication of our team, the enthusiasm of our participants, and the generosity of our supporters.

Thank you for being part of this journey with us.



ABOUT US



Swansea City AFC Foundation works at the heart of the community, and as the charitable arm of the club, we strive to inspire and engage people from all backgrounds from across South West Wales. Our mission is to use Swansea City AFC as a force for positive change within our communities, creating the conditions needed for communities to flourish.

AIMS:

BUILDING PROSPERITY

Inspiring educational achievement and entrepreneurial spirit by offering employability courses

DEVELOPING RESILIENCE

Offering experiences and relationships that support mental health and nurture optimism

IMPROVING HEALTH

Encouraging a love of exercise and healthy food

SUPPORTING INCLUSIVITY

Supporting the most disadvantaged and working for equality and inclusion

THEMES & PROGRAMMES:

EDUCATION

Premier League Primary Stars, Premier League Inspires, Home Education and CYP Mental Health

YOUTH ENGAGEMENT

Premier League Kicks and Jacks Welcome

HEALTH

Fit Jacks, Walking Football, Cwtch Coffee, Summer Exercise Programme, Jack to a Chef, Healthy Workplace, Twinning, Talk Club and Kick the Habit

INCLUSION

Premier League Fans Fund, Learning Disability Liaison Forum, Girls Football and Disability Football

SPORT PARTICIPATION

Soccer Camps

YEAR IN NUMBERS

4,417

SESSIONS

98,194

TOTAL ATTENDANCE

6.2%

DISABILITY

12.9%

*ETHNICALLY
DIVERSE
PARTICIPANTS*

13,655

65.7% / 34.3%

MALE/FEMALE

PARTICIPANTS

SOCIAL VALUE

In 2023-24 a total social value of £22,860,210 was generated by the projects and programmes delivered to the communities in South West Wales. This means, for every £1 spent Swansea City AFC Foundation creates a social return of £18.24. The social value calculation used elements of the UEFA Social Return on Investment model as well as other valuing techniques developed by the social research company Substance.



The total social value is broken down into the following outcome pillars:

-  Social
-  Education & Employability
-  Physical Health
-  Mental Health

£9,250,000

£3,226,154

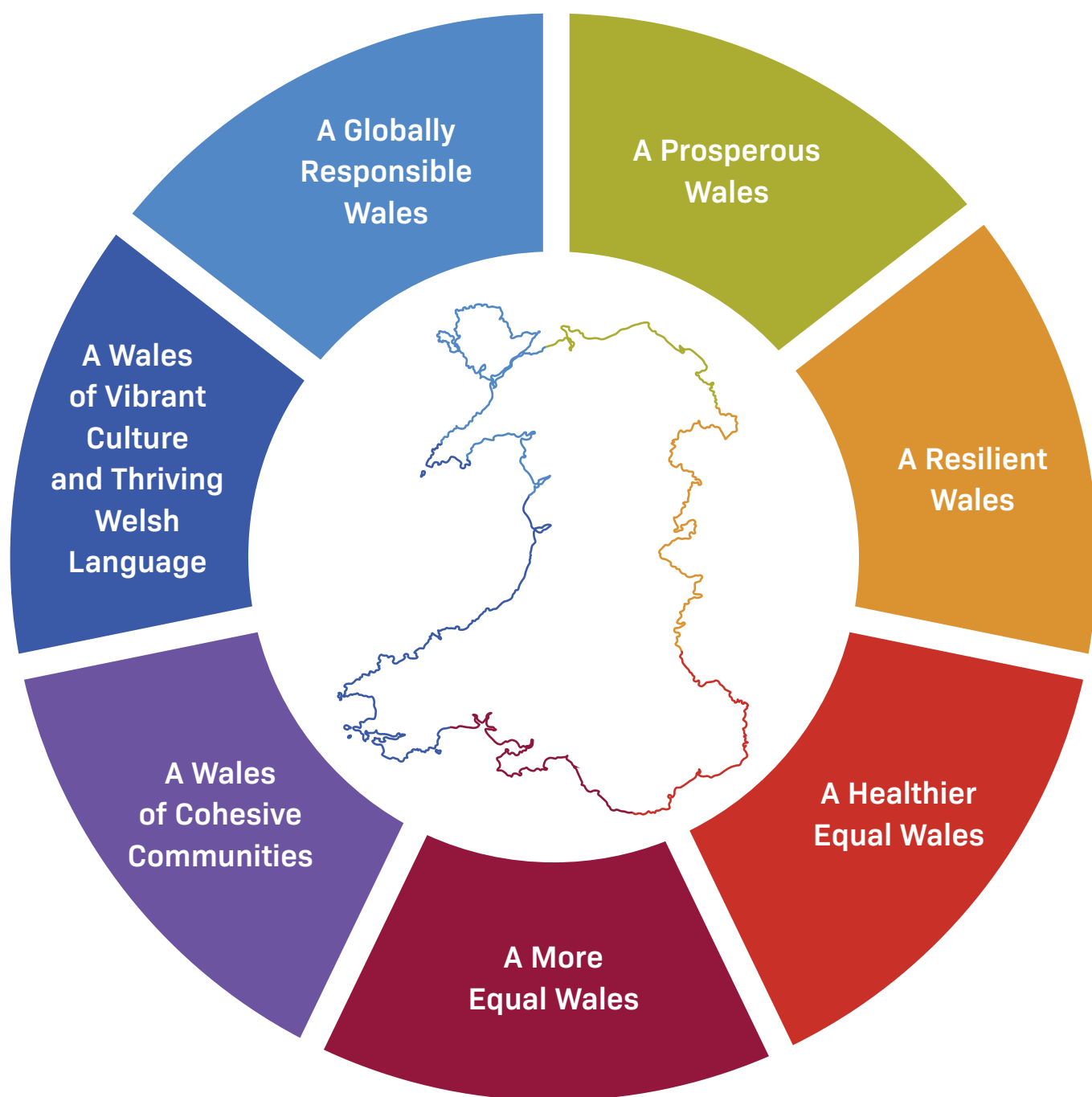
£1,953,813

£8,430,243



WELLBEING OF FUTURE GENERATIONS ACT

Swansea City AFC Foundation are committed to supporting the Well-being of Future Generations (Wales) Act 2015. The Act is about improving the social, economic, environmental and cultural wellbeing of Wales. Wales faces a number of challenges, now and in the future, such as climate change, poverty, health and wellbeing, jobs and economic activity. To give current and future generations a good quality of life we need to think about the long-term impact of the decisions that are made at the Foundation.



UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

As part of Swansea City AFC Foundations overall commitment to sustainability, the Foundation are in the early stages of determining how the projects and programmes relate to each of the 17 United Nations' Sustainable Development Goals. These goals constitute a global framework for outcomes reporting. They mark a recognition by the UN and others that efforts to tackle climate change and other global challenges can only be taken forward through efforts to address poverty and deprivation, which in turn depend on holistic strategies to improve people's health, education, employment opportunities and other social concerns.



EDUCATION

PARTICIPANTS

2,977

TEACHERS SUPPORTED IN PE

57

SESSIONS

2,678

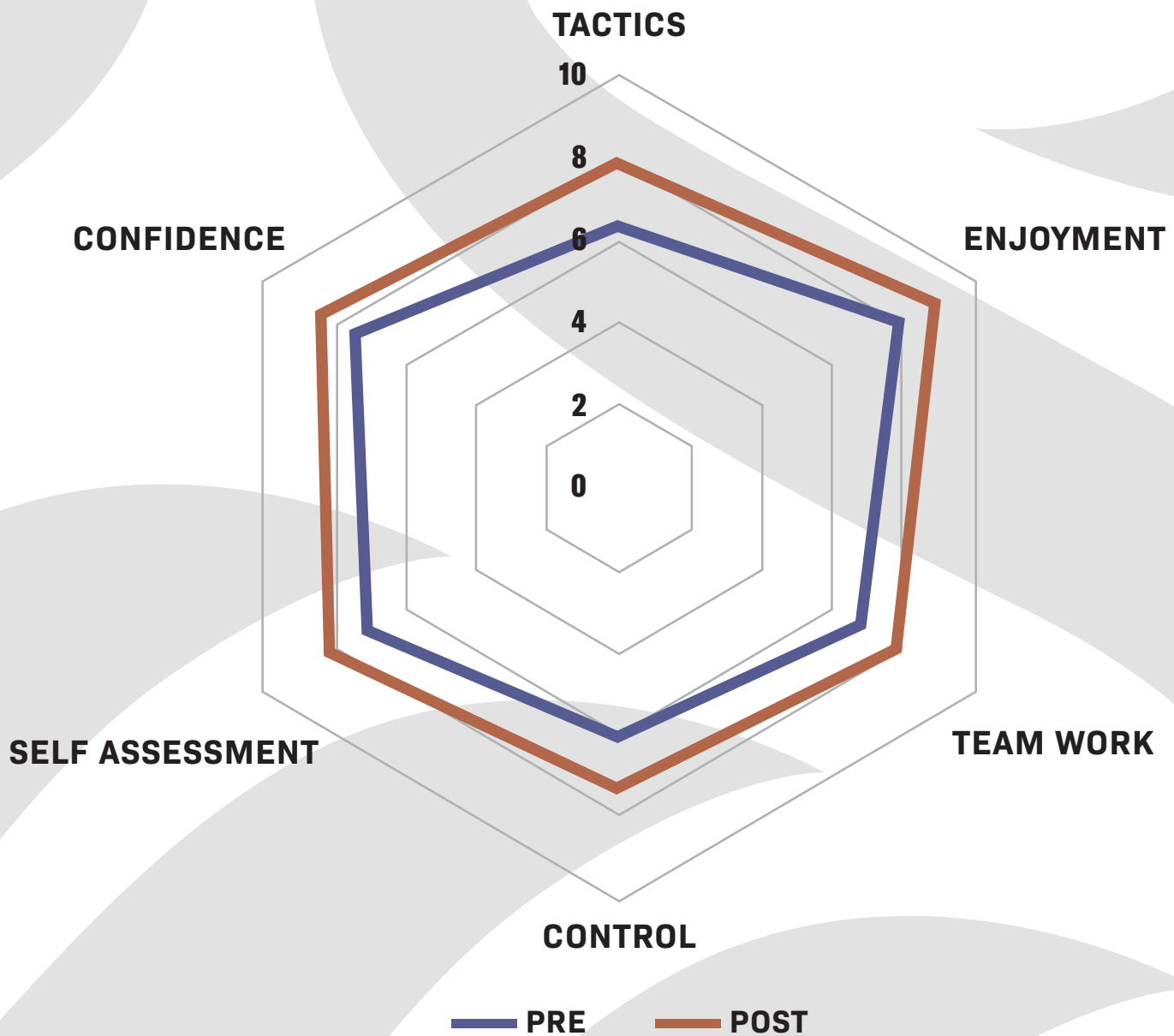
PARTNER SCHOOLS

45

ATTENDANCE

47,151

PREMIER LEAGUE PRIMARY STARS PUPIL PE SELF-ASSESSMENT



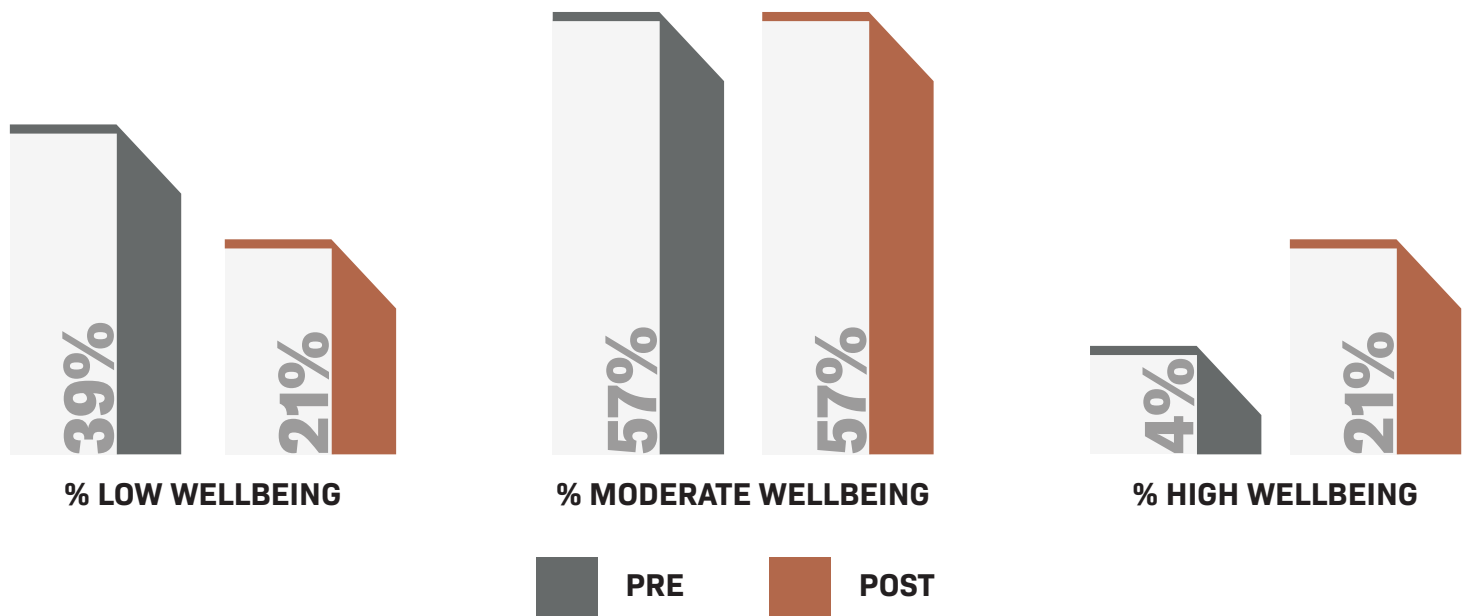
PREMIER LEAGUE INSPIRES OUTCOMES

75%
OF PARTICIPANTS
DEMONSTRATE MORE
POSITIVE BEHAVIOURS

82%
OF PARTICIPANTS
FEEL INSPIRED AND
ENGAGED

70%
OF PARTICIPANTS
HAVE IMPROVED
MENTAL HEALTH

PREMIER LEAGUE INSPIRES HEALTH & WELLBEING SCORES



"Pupils were very engaged in the sessions and build a good rapport with the Swans Foundation staff member. The pupils found the sessions beneficial and gave them an opportunity to learn new skills. Notably, there was an improvement in their social skills. The Premier League Inspires project gave them a sense of achievement and had a positive impact on pupils' awareness of mental health and wellbeing."

TEACHER,
PONTARDDULAI'S COMPREHENSIVE SCHOOL

SCHOOLS RATING *****

PREMIER LEAGUE PRIMARY STARS HELPS CHARLIE PLAY FOOTBALL FOR THE FIRST TIME



"If it wasn't for the Swans Foundation, Charlie wouldn't know that he can play football, so it's all down to them that Charlie is who he is today. It doesn't matter if you have a disability, the fact is they come to school and they include Charlie, which I think is amazing. Charlie himself has loved the chance to get involved, and hopes his participation can help encourage others to take part"

Sam Howlett, Charlie's mother



Charlie Howlett has a rare muscle disease which has previously prevented him from taking part in football. However, with the Swans Foundation delivering P.E. lessons in Ysgol Pen Rhos, Charlie is now thriving on the pitch, enjoying playing with his friends.

The Foundation has been working with Charlie for over two years, and education manager Ceri Phillips has been inspired by the progress he has made. "We're delighted that Charlie can fully participate in our sessions. No matter how you adapt the sessions or the challenges you set him, he achieves them straight away by throwing himself at it 100 percent," said Phillips.

"With Primary Stars we want to make sure we're delivering high quality P.E. and embed the Primary Stars values into our lessons: to be ambitious, be inspiring, be fair and be connected.

Charlie achieves all of those and we're really proud of the positive impact we've been able to have here. Knowing that the sessions will be adapted to ensure he can fully participate has been a key part, but what has also been vital has been how well he's supported by his peers and Charlie supporting them in turn shows the strength of the Primary Stars project," added Phillips.



“”

"Whoever you are you can play football. With Courtney coming into school I get to practice so it makes me feel a lot better. I like doing football because I want to prove that it doesn't matter who you are you can do anything you want to." said Charlie.

Claire Thomas, teaching assistant at Ysgol Pen Rhos, added: "Charlie has been able to build his confidence with his friends because he now has more things to talk to them about as he understands the different ways they're talking about football, and the impact that has had on his confidence has been brilliant."

Having spotted his enthusiasm for football during the Primary Stars P.E. lessons, the Foundation encouraged Charlie to also attend their Premier League Kicks pan-disability sessions at Pure Football. "It's been great to see Charlie come along, you can see his confidence growing every week. He'll go up to other participants to talk to them, making friends and this is what the sessions are all about. More so than the football, we want our participants to have fun and be with their friends to develop their social skills as well," said Lloyd Thomas, learning disability manager at the Foundation.

SWANSEA CITY AFC FOUNDATION CELEBRATE WELSH LANGUAGE WITH PL PRIMARY START STADIUM DAY

Swansea City AFC Foundation's Premier League Primary Stars project hosted a Welsh language day at the Swansea.com Stadium in conjunction with Menter Iaith and Urdd West Glamorgan. The partner schools joined the Foundation at the Swansea.com Stadium for a tour, as well as taking part in activities with Menter Iaith and Urdd to celebrate the Welsh language, including a quiz on Swansea City and Welsh football.

Foundation Education Manager Ceri Phillips believes it is important to encourage the use of the Welsh language. "It was great to have the three schools at the stadium to celebrate Welsh language day. It's important for everyone across the club to celebrate the Welsh language and to try and speak more Welsh, and to create more opportunities," said Phillips.

Tomos Jones, Menter Iaith's Head Officer said, "It's great to have so many children enjoying, and great to have Welsh and English schools in attendance so the kids that don't speak Welsh can still enjoy the language as well. It's really important that the Foundation are promoting the Welsh language and the Swans have an influence with the children, and they get to see the club use the language. They see that it's fun, and they might want to go out and use it on the field themselves so it can serve as a massive influence."



"We try to promote children to use the Welsh language, obviously children are like small sponges, they absorb the language and it's important to teach them whilst they're young because this is the best chance they're going to get to learn the language and use it," said Stephanie Lucas, Urdd West Glamorgan's Sports Activities Officer.



SWANSEA CITY AFC FOUNDATION GIFT PREMIER LEAGUE KITS TO PRIMARY STARS GIRLS TEAM



Girls football teams from Pontybrenin, Blaenhonddan, Brynaman, Pen Rhos and Tonnau primary schools received brand new Nike football kits as part of the Premier League's ongoing support for women's and girls' football. To celebrate the initiative the five schools were invited to Pure Football for a mini tournament and an inspiring workshop from Her Game Too ambassador Gabriella Jukes.

Sports and Education Coordinator Katy Hosford was delighted to see the schools wearing the kits, after reflecting on her own experiences at school. "When I was in school we used to just play in the boys kit and maybe just had the shirt, so for these girls to have a full brand new kit - so that any opportunities they get, whether it's a tournament or friendlies, they have their own kit which fits them - is great to see," said Hosford.

The day also provided the Foundation and Her Game Too the opportunity to promote International Women's Day. "It's a fantastic initiative that these girls get to play in these kits from the Premier League. It's so important to inspire them and help them to continue to play football because there's so many barriers involved, but we can see the benefits of these kits already. The message is so important, 'if you can see it, you can be it'. For these girls to have these female coaches probably doesn't just make them feel more comfortable taking part but it shows them there's opportunity in all different aspects of participating in football," said Jukes.



PREMIER LEAGUE INSPIRES CHALLENGE HIGHLIGHTS MENTAL HEALTH AWARENESS

St Joseph's Catholic School represented Swansea City AFC Foundation at Wembley Stadium for the Premier League Inspires challenge, which focused on raising awareness of mental health and wellbeing within their community. Having been tasked with creating a social action project that makes a difference to their own local community, students from St Joseph's developed the idea of a health and wellbeing (HWB) garden for their school.

The HWB garden has been designed to be a safe space for pupils where they can enjoy an area to relax, a gardening club to learn new skills and also a memorial space to remember those who they've lost. The participants, who were supported by Swans Foundation's Premier League Inspires coordinator Matthew Jenkins, shared their project ideas with their peers from across other Premier League and EFL clubs at the Wembley stadium day celebration event.



"Mental health is such an important topic, especially for young people in secondary school, so we're really proud of how the group has engaged with the task and created a project which is so in touch with everything we've talked about across the Inspires programme. The whole experience of the trip to Wembley was brilliant, to get to see behind the scenes on a stadium tour I think was definitely a highlight for the group and a nice reward for all the hard work they've put in throughout the Inspires programme," said Jenkins.



SWANSEA CITY AFC FOUNDATION HOST THREE DAY WELLBEING HOME SCHOOLING PROJECT

Through funding from the West Glamorgan Regional Partnership Fund, the Foundation delivered a range of activities, including health and wellbeing sessions, relationship tasks and football sessions. The course concluded with a trip to the home of the Swans, where participants were treated to a full stadium tour and workshops delivered by Foundation staff.

The project aimed to increase the confidence, self-esteem and communication skills of young people who complete their schooling at home and it provided an opportunity for them to make new connections and meet new friends. Cameron, one of the participants, explained how he has benefitted from the project. "I've learned all about communication skills, especially with being around new people. The stadium tour is something that I've never experienced before and it's been class, seeing the changing rooms and behind the scenes. I've really enjoyed everything," he said.

Lowri, a parent of a participant, said: "My son really enjoyed these sessions and as he doesn't usually settle in classroom settings I was so shocked and pleased with how much he got out of these sessions. It was also lovely to see him interacting as being an only child and not in school he doesn't get the opportunity often so I want to thank the Foundation for providing him with this experience."



Head of Programmes at the Foundation, Thomas Williams, added: "One of our aims as a Foundation is to be as inclusive as possible, so we were really pleased to offer this opportunity to pupils who have opted to be home educated. It's important that everyone in the community can access our projects and benefit from the provision."



YOUTH ENGAGEMENT

PARTICIPANTS

2,678

VOLUNTEERS

50

SESSIONS

868

PARTICIPANTS ATTENDED WORKSHOPS

549

ATTENDANCE

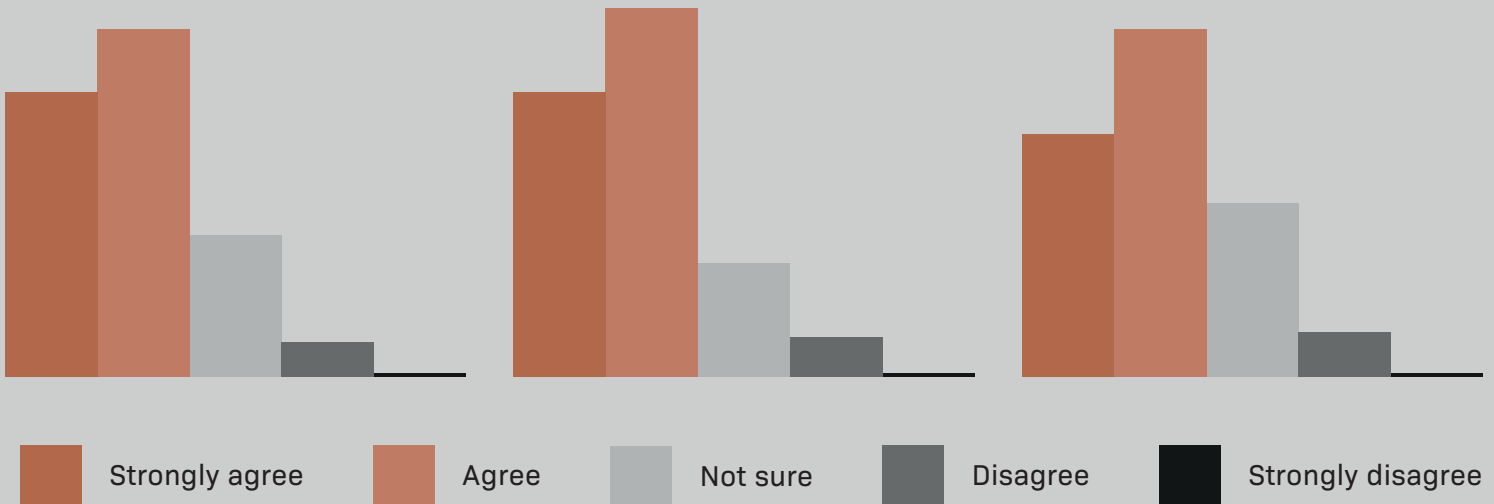
16,089

PREMIER LEAGUE KICKS POST PROGRAMME QUESTIONNAIRE

I AM BETTER AT SOLVING PROBLEMS

I AM BETTER AT MAKING DECISIONS

I AM BETTER AT DEALING
WITH STRESSFUL SITUATIONS



PREMIER LEAGUE KICKS OUTCOMES

90%

of participants
improved confidence
and self-esteem

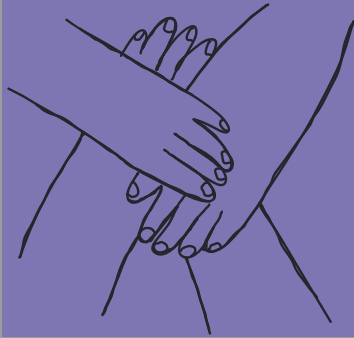
84%

of participants
improved interpersonal
relationships

93%

of participants
improved physical
wellbeing

PREMIER LEAGUE KICKS FEEDBACK



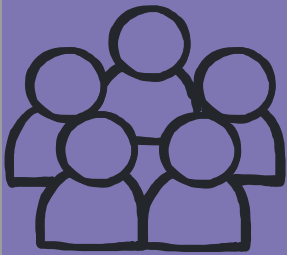
98%

OF PARTICIPANTS LIKE
THE STAFF AT PREMIER
LEAGUE KICKS



99%

OF PARTICIPANTS ENJOY
COMING TO PREMIER
LEAGUE KICKS



95%

OF PARENTS FEEL PREMIER
LEAGUE KICKS IS HAVING
A POSITIVE IMPACT
IN THE COMMUNITY



93%

OF PARENTS FEEL
PREMIER LEAGUE KICKS
IS BENEFICIAL FOR
THEIR CHILD



“I think the staff are brilliant with the children. They have patience and fantastic connection with the kids in the community it's lovely to see them be given an opportunity. My boy's attitude has changed since joining the programme. He's been going from the start, but he will be good just to make sure he can attend. Also, the children in the area seem happier on the day that it's on.”

PREMIER LEAGUE KICKS PARENT,
BLAENYMAES SESSION

“My son absolutely loves attending these sessions, the coaches are always on hand to help and support. The sessions have helped him massively with his football skills and kept him off the streets on a Friday evening. It has given him so much confidence too and aided him in his own football team and playing games with them. The children in the community have somewhere to go in the evenings and to do something they like to do.”

PREMIER LEAGUE KICKS PARENT,
CEFN SAESON SESSION

**PARENTS
RATING**



DAN CARROLL

PREMIER LEAGUE KICKS TO SWANSEA CITY ACADEMY



“Starting off at Premier League Kicks was so important for Dan, he absolutely loved going to the sessions every week. We are all so proud of Dan, he has done extremely well to reach the point that he has, and we can see him developing his skills every single week. Being part of Swansea City is a dream come true for Dan, and he is loving every minute of it.”

Katie Ssemmanda, Dan's Auntie



Swansea City fans will have seen young player Dan Carroll modelling the club's commemorative range of clothing, but Dan's journey to our academy and a photoshoot with his heroes would not have been possible without Swansea City AFC Foundation's Premier League Kicks programme. Dan will have dreams of following in the footsteps of the likes of Liam Cullen, who was also part of the photoshoot for the new kit, having come through the academy himself to reach the first team. Yet, a little over three-and-a-half years ago, Dan had never played any organised football.

Dan attended the session at Ysgol Pen Rhos in Seaside and it quickly became clear to the Kicks coaches that Dan was a talented player, and they were taken aback to learn just how little football he had played previously. "There was something unique about Dan when he first attended our Kicks sessions. His pace and flare stood out to us as coaches and we were surprised he hadn't really played before. "He's done incredibly well to sign with the Swansea City academy. He's a perfect role model for other young children in the area," said Craig Richards, Youth Engagement Manager at the Foundation.

As Dan participated in the weekly sessions, he continued to develop his footballing abilities, and grew in confidence. He looked for more opportunities to play, and joined local grassroots side Evans & Williams AFC. Coach Nick Jones was impressed with Dan's abilities, and could see him constantly developing as he began playing alongside attending the Premier League Kicks sessions.



"When Dan joined Evans & Williams it was clear that he was a very talented footballer. Dan was a pleasure to coach, and he had a great attitude towards football. During his time with us he showed a massive improvement in his understanding of football and his tactical awareness. It was great to see Dan progress from there into the Swans academy. It just shows that there is a pathway from grassroots football into professional academies, which is fantastic," said Nick.



Dan played for Evans & Williams for 18 months, and his talent was soon spotted by Swans academy scouts. He was offered the chance to attend a trial with the club. He made an impression during his time at Landore, and he was signed up to the Swans' academy ahead of the 2023-24 season.

His aunt, Katie Ssemmanda, spoke of the importance of the programme in opening up possibilities the youngster may not have been able to otherwise explore and experience. "Starting off at Premier League Kicks was so important for Dan, he absolutely loved going to the sessions every week at Ysgol Pen Rhos. I think Kicks was a huge for his development. We saw him grow in confidence and really develop his skills. He loved being involved in the games and playing as part of a team. We are all so proud of Dan, he has done extremely well to reach the point that he has, and we can see him developing his skills every single week. Being part of Swansea City is a dream come true for Dan and he is loving every minute of it," said Katie.



"Dan came in and showed a load of potential. He scored a great goal during his trial, which was really good to see because it was based off what we'd been working on in training so it demonstrated how much of a good learner he is as well. He's a really hardworking boy and he's got a really good family around him, as well, which I think has massively helped him get to where he is today," Finnley Harris, foundation phase coach at Swansea City's academy.

POLICE AND CRIME COMMISSIONER MARKS HATE CRIME AWARENESS WEEK

Police and Crime Commissioner for Dyfed-Powys, Dafydd Llywelyn, marked Hate Crime Awareness week at the Premier League Kicks session in Newtown. The campaign aims to encourage more people to report crimes which target people because of their race, religion, sexual orientation, gender identity or disability. Llywelyn, alongside local police community support officers (PCSOs), delivered a workshop for the young participants detailing what hate crimes are, how to spot them and the importance of reporting them.

Llywelyn was delighted to see so many young people engaged in the session and was glad to be able to share a vital message with them. "It's important that our neighbourhood policing team engage with the youngsters about being respectful to people and making sure they know how to call out if they need help as well. They know now they can come to the neighbourhood policing team, PCSOs, officers themselves, and speak to teachers and coaches. It's all about delivering the messages through the fun of playing football. Every area has problems like anti-social behaviour, so getting the youngsters engaged with activities such as this, where they can just turn up and play football is really important. We can then start linking in with the policing team and making sure they're engaged with the sessions - that is what it's all about," said Llywelyn.



CHARLIE PATINO AND BASHIR HUMPHREYS RAISE AWARENESS OF ANTI-BULLYING WEEK



Premier League Kicks participants from Gorseinon were surprised by special guests Bashir Humphreys and Charlie Patino as part of the EFL's Week of Action. During Anti-Bullying Week Humphreys and Patino highlighted to the children that bullying is unacceptable, and the importance of seeking help if they are a victim.

The Swansea City first-team duo also took part in a question and answer session, and then joined in with the participants as they played football to round off the evening. "It's been so much fun. Just being here with the kids in their element, it reminds me of when I was younger. It's been really rewarding for me. I think it's so important to spread the anti-bullying message, because when you're younger you can't really understand the way people are treating you and it can be difficult to handle your emotions. I think trying to feed those messages in as early as possible, letting kids know it's alright to not be alright and what to do about it, is really important," said Humphreys.

South Wales Police have supported the Kicks sessions for a number of years, and helped to deliver the anti-bullying message in Gorseinon. "It's a very important message to spread, especially with children of these ages. It's important they know the effects of bullying but also what to do if they are being bullied. They can talk about it to appropriate adults. It's amazing for the kids, because if they're watching the Swans week in and week out - as I'm sure most of them are - they look up to Bashir and Charlie, so to get the message from them means they're much more likely to take it on board," said local PCSO Iestyn Davies.



PREMIER LEAGUE KICKS PARTICIPANTS VOLUNTEER AT SWANSEA COMMUNITY FARM

Swansea City AFC Foundation took Premier League Kicks participants from Gorseinon to volunteer at Swansea Community Farm as part of the programme's social action initiative. The community farm is an award-winning charity, and the only city farm in Wales. It aims to improve wellbeing and develop skills, while also showing young people how to cultivate local food and produce, and to care for the natural environment.

Work at the farm is done by volunteers, and the Kicks participants - who were joined by club ambassador Lee Trundle - gave up their time during the school holidays to help look after the animals and complete various maintenance tasks, including clearing out the pens, feeding the animals and creating bug-friendly areas within the farm.



"It's given the participants a chance to develop practical skills they probably wouldn't get the opportunity to in school, it's been great for team building and it's given them different challenges that they've overcome. It's allowed our participants to do something a bit different and fun in their half-term, but it's also a chance for them to give back to their community," said Ami Tanikie, Swansea City AFC Foundation's Youth Voice Lead.

The event was led by the farm's Youth and Community Manager Cerys Jones, and child and youth worker Katie Harkness who were grateful for the help. "We focus on getting young people and adults into nature to give back and look after their mental health and wellbeing, so it's great to be joined by the Foundation to help them with that. They all got stuck in with the activities, they were a lovely bunch of young people and it was lovely having them with us," said Jones.



RONALD SURPRISES BRAZILIAN PREMIER LEAGUE KICKS PARTICIPANT

Swansea City forward Ronald surprised Premier League Kicks participant Junior in Llanelli. Junior, who is from Brazil, is in Swansea visiting his aunt Elika Alves Da Silva, and has found Premier League Kicks sessions a perfect outlet during his time in South Wales.

Winger Ronald took the time out to visit his fellow countryman and present him with a signed Swans shirt. Eighteen-year-old Junior has been attending weekly Kicks sessions in Morriston, allowing him to interact and socialise with people his age, having not had much opportunity to do so since making the journey over to Wales.

Dan Garnett, the Foundation's sports and education area coordinator, believes attending Kicks has had a positive impact on Junior as he adjusts to his new surroundings. "It's a fantastic opportunity for him, there aren't many organisations that offer the chance for young people to come and play football for free, with a focus on being able to socialise and make new friends. Having that opportunity really boosts his chances of settling into the community and growing during his time in Swansea."



Junior had always been passionate about football, so when his aunt found out about the Kicks sessions in Morriston, she thought it would be ideal for him. "It's been amazing, Junior is much happier now that he's able to go and play football every Friday night, he can't wait to go to the sessions. The signed shirt and meeting Ronald means so much to him and to me, it's a brilliant welcome, I'm so grateful to Ronald, it's a memory that Junior will have for life," said Elika.



HEALTH

PARTICIPANTS

900

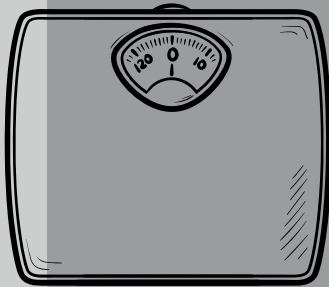
ATTENDANCE

23,632

SESSIONS

661

FIT JACKS STATISTICS



607KG
TOTAL WEIGHT
LOSS



1,114CM
TOTAL WAIST
LOST



"If you told me 12 weeks ago that I would start my Thursdays with a 5k walk with dogs, 2 walking football sessions and evening exercise, I would have said you were bonkers! But it has quickly turned into a highlight of my week and long may it continue."

FIT JACKS PARTICIPANT,
SWANSEA.COM STADIUM SESSION

FIT JACKS PARTICIPANT FEEDBACK

93%

feel their mental
health has improved

98%

feel their physical
health has improved

97%

feel part of a group
and connected with
others

99%

feel the programme
has a positive impact
in the community

JACK TO CHEF PARTICIPANT FEEDBACK

FEEL CONFIDENT IN
PREPARING HEALTHY
MEALS

86%

HAVE STARTED TO
READ FOOD LABELS

57%

EAT MORE FRUIT AND
VEGETABLES

82%

HAVE STARTED TO EAT
NEW FOODS

69%



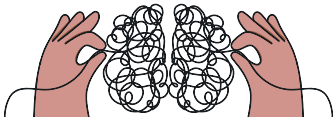
"It's been so enjoyable to have 'Jack to a Chef' in our school. All the children have fully engaged, and to see some of the children who I didn't expect to try new things explore different foods was really good to see."

TEACHER,
HAFOD PRIMARY SCHOOL

CWTCH COFFEE PARTICIPANT FEEDBACK

72%

FEEL THEIR
MENTAL
HEALTH HAS
IMPROVED



86%

FEEL THE
PROGRAMME
HAS BEEN
BENEFICIAL FOR
THEM



68%

FEEL PART OF A
GROUP AND
CONNECTED
WITH OTHERS



86%

FEEL THE
PROGRAMME HAS
A POSITIVE
IMPACT WITHIN
THE COMMUNITY



WALKING FOOTBALL PARTICIPANT FEEDBACK

76%

FEEL THEIR
MENTAL HEALTH
HAS IMPROVED

92%

ARE MORE
ACTIVE

82%

FEEL MORE
CONFIDENT

82%

FEEL THEIR
PHYSICAL HEALTH
HAS IMPROVED



"Staff and other participants are very friendly and welcoming. A non-pressured encouraging environment makes for an enjoyable experience which greatly improved my physical fitness and mental wellbeing. As a football lover it just doesn't feel like exercise but is a pleasurable pastime. I feel motivated and has greatly helped with avoiding slipping into an unhealthy sedentary lifestyle. I love it."

WALKING FOOTBALL PARTICIPANT,
PENLAN SESSION

FIT JACKS

HELP HUSBAND AND WIFE GET FIT AFTER HEART ATTACKS



"It's not just the weight loss, it's the mental side. I work from home and it's lonely. I don't have any friends down here as I'm from Liverpool, so since we've been coming to FIT Jacks my mental health has been amazing. I'm a totally different person, the people here have been amazing and I'm gutted the programme is over"



Having both suffered heart attacks in recent years, Peter and Lynda Rodgers sought advice and guidance on exercise and healthy eating, and feel they have found a new lease of life since completing Swansea City AFC Foundation's FIT Jacks programme. Peter suffered a heart attack in May 2017, but the couple's challenges didn't end there as Lynda suffered her first heart attack five years later in July 2022.

Lynda experienced further distress less than a year later as she fought her way through a second heart attack in April 2023. The husband and wife actively sought exercise, mainly through public gyms, to help improve their fitness and wellbeing, but this was something Lynda in particular didn't feel was working for her.

They instead signed up for FIT Jacks, a free 12-week health and wellbeing programme that combines information about healthier life choices with weekly fitness sessions, and Lynda and Peter feel they have made real progress since attending in Morriston.

"We've both had heart attacks so the discussions on healthy eating have been really valuable to us. We did eat well because of the dietary advice we were giving after the heart attacks, but there's more to it and the coaches have explained that. They have talked us through what's good to eat, what's not so good to eat and the reasons behind it, which has really helped our understanding," says Lynda.

"We both wanted to lose weight and get more exercise. Although I go to the gym myself, I wanted to do a bit more and I felt that with FIT Jacks it was going to take me to a new level," adds Peter.

A key feature of the FIT Jacks programme that has been particularly important for Lynda has been having the support and expertise of the Swans Foundation coaches to call upon. They were able to show her alternative exercises as she continues to manage a back injury.

"Lynda has had a back problem and we thought it would really do her good, and it has worked. She has more energy and feels better within herself. "FIT Jacks has taught Lynda that there's always an alternative to an exercise. You can sit on a chair, use the wall, whereas in the gym she wouldn't know that," explains Peter

Lynda is originally from Liverpool and moved to Swansea in 2004 to continue her life with Peter, but she struggled to meet new friends after moving over 150 miles away from home, leaving her feeling isolated when Peter was not around. Not only has FIT Jacks helped the couple get fitter and healthier after their heart attacks, but it has provided Lynda with a support network, a community and a group of new friends who have rejuvenated her energy.



SWANSEA CITY AFC FOUNDATION, NATIONWIDE BUILDING SOCIETY AND PROSTATE CYMRU DELIVER PSA TESTING EVENT

Free PSA tests were provided to 250 Swans fans and members of the community at the Swansea.com Stadium. The PSA test is a potentially lifesaving but simple blood test that detects early markers of prostate cancer before symptoms develop.

"This club is about more than football, and the Foundation has a really strong health and wellbeing programme. We were fortunate to work with Nationwide Building Society, who funded the 250 tests so that they are free to the people who attended. That reduces the barriers for people coming forward and having test, and we filled 250 places in under two weeks. The room in which the tests took place overlooks the pitch and that's important because it doesn't feel clinical or medical. It's a familiar place for many, which makes people feel more relaxed," explained Head of Foundation, Paul France.

Claire Atherton, member relationships director at Nationwide Building Society, added: "It was important for us to be involved in this event because we love to work with our communities and have a central role. For the past five or six years, we've given one per cent of our pre-tax profits to our community funding events."



Andy Thomas, Consultant Urology Surgeon and chairman of Prostate Cymru, explained. "It was great to be at the stadium to perform the PSA testing event with Prostate Cymru and I think it's been a great success. We encourage men over 45 to learn about their risks and make informed decisions about their health, and sports such as football can play such an important role when it comes to reducing stigma and raising awareness around topics such as prostate cancer."

"We've found that more and more men are being diagnosed at a younger age, but the earlier it's picked up and diagnosed, it's more preventative and the treatment is less invasive so events like this are really important. The men who attended will spread the news so, while it's 250 people at the event, the awareness will be there for a lot more men and hopefully more will get tested. Days like this are incredible because generally men don't talk or find it hard to go to events like this," explained Lucy Aubery, Cancer Support Specialist at Maggie's Swansea.



FOUNDATION DELIVER INAUGURAL TWINNING PROGRAMME

Twinning aims to improve mental and physical health and wellbeing for prisoners - at HMP Swansea. The programme is run in partnership between the HM Prison and Probation Service (HMPPS) and professional football clubs. It also seeks to enable prisoners to obtain a qualification which could help them gain employment on release.

Twelve participants took part in the inaugural delivery of the programme, which seeks to engage prisoners through football leadership and coaching. Robin O'Brien, Health and Wellbeing Officer, has been working with staff inside HMP Swansea to deliver accredited coaching and employability-based qualifications, and believes the initiative makes a considerable positive impact. "I really enjoyed working with the group and there is potential for some to get involved in coaching beyond release, which is brilliant. I'm looking forward to working with the next group, who will start the programme in March this year."



"The project has helped with their behaviour and has given those involved something to look forward to when they are released. That's been the whole purpose of the course, to build their characters and help them lead a normal life on release. The key for us is that we don't want them to re-offend. So to have even one or two of them go out and get employment, that is success to us. Now they have a qualification which will help them with that. The life skills, confidence and character building they've developed through the Twinning Project is vital for them," added Lyndon Johnson, Physical Education Officer at HMP Swansea.

LEE TRUNDLE AND ALAN CURTIS MAKE SPECIAL APPEARANCE AT WALKING FOOTBALL SESSION

There are an array of health and wellbeing benefits which come from walking football but this session was even more special as Trundle and Curtis provided an extra special boost to participants.

"It's been brilliant, I've been involved with this project for the last couple of years so it's great to get out there and have a little game, it's competitive out there as well. It's not just the football side of it either, it's the social side. People are getting out, having a chat and meeting new people. Especially in today's world with a focus on mental health, something like this can help," said Trundle.

Curtis was delighted to have a ball back at his feet. "It's nice to be able to kick a ball again, it's been a long time since I've scored a goal, probably about 30 years. You can see that everyone is enjoying themselves as well. It's mixed abilities, women and men, everybody comes together to have a good time. It's nice for the supporters to interact with people who played for the club a long time ago. We get a lot out of it and I hope everyone else does as well," added Curtis.



Walking football participant Steve Duggan - who joined walking football to help him stay fit after developing arthritis added, "It's a pleasure and a privilege to be playing with the likes of Alan Curtis. I've been supporting the Swans since 1968 and I remember Alan coming up as a youngster from Rhondda! Same with Lee Trundle, I've seen him since he first came to Swansea, he's probably the most flamboyant footballer I've seen playing live. Now I've just been playing against Lee and some of his wizardry and trickery are highly evident, as it is with Alan as well."



SWANSEA CITY AFC FOUNDATION CELEBRATE ONE YEAR OF CWTCH COFFEE MORNINGS

Swansea City AFC Foundation staff and Cwtch Coffee Morning participants joined together to mark one year of the popular social catch-ups. The sessions have helped engender a sense of belonging among attendees, with many forming friendships and enjoying each other's company.

Tony May was the first participant through the door 12 months ago and is still a regular and loves the camaraderie he experiences. "It's the people that make me want to keep coming back. I've made some very good friends here and I think it's good to appreciate that not everyone is as fortunate as yourself. Some people have mental health struggles, so it's nice to just sit there and listen to each other because it's good to be a good listener and make people feel better. They might not speak to anyone for the rest of the week so it's important," he said.



Caroline Gwilym, Head of Health and Wellbeing, set up the Cwtch Coffee Mornings and has been delighted by what a success it has proved to be. But she is keen to see the sessions continue to grow. "It was a real celebratory feel to the morning this week. There were lots of activities and laughter, and it was great to see people who have been here since the beginning and new people as well. The sessions have grown from strength to strength every week. Originally we thought they might just be a drop-in with people coming and going, but we now have a core of 20 attendees every week. We're quite determined to run it every week, so it's a regular and routine place for people to come, where they know what the arrangements are so they're comfortable in their surroundings," she said.



INCLUSION

PARTICIPANTS

277

ATTENDANCE

1,432

SESSIONS

83

PAN-DISABILITY FOOTBALL PARENT FEEDBACK

95% FEEL THE SESSIONS HAVE BEEN BENEFICIAL FOR THEIR CHILD



80% FEEL THEIR CHILD'S MENTAL HEALTH HAS IMPROVED



95% FEEL THE PROGRAMME HAS A POSITIVE IMPACT IN THE COMMUNITY



90% FEEL THEIR CHILD'S PHYSICAL HEALTH HAS IMPROVED



ELI FOLLOWS IN FOOTSTEPS OF HERO MATT GRIMES THANKS TO PAN-DISABILITY FOOTBALL SESSIONS

Swansea City superfan Eli Fisher's dream of emulating his hero Matt Grimes by representing the club he loves, came true earlier this year. Eli attends the disability football sessions, and the 11-year-old earned the opportunity to represent the Swans at the Premier League Disability Festival tournament in Wolverhampton in June.

After winning that tournament, the squad were invited to walk out with their Swans heroes as mascots for the Northampton Carabao Cup game in August, and Eli led the team out with his favourite player, captain Grimes.

As a thank you for being an inspirational representative of both Swansea City and the Foundation, Eli was recently joined by Grimes for a game of bowling at Superbowl UK - sponsors of the family section of the Swansea.com Stadium's South Stand - and the Swans midfielder thinks it is brilliant that the junior Jack has been able to emulate him by representing his club.

"It gave me goosebumps walking out with Eli as mascot; it was absolutely amazing. He's such a great lad and to give him opportunities to pull on the Swans shirt and do what he's always dreamed of is just brilliant. You can see his face light up every time he goes on the pitch, so everything that we can do to make the lives better for people like Eli is fantastic, and he and I really enjoyed the evening at Superbowl UK," said Grimes.



Eli's father Greg says attending the sessions has done wonders for Eli's confidence. "The sessions have been fantastic, the club have been superb as well. Being part of a team, that team spirit, inclusivity of playing football, celebrating and winning as a team, it's so important for his development," he said.



PREMIER LEAGUE INSPIRES PROJECT HOSTS FEMALE EMPOWERMENT DAY

Swans Foundation hosted a female empowerment day for Premier League Inspires participants held at the Swansea.com Stadium, with Swans stars Katy Hosford and Sammy Wynne joining a Q&A panel with head of women's football Alice Weekes. Participants from four local secondary schools joined the Foundation at the home of the Swans to take part in a number of workshops, before having a tour of the stadium itself.

Participants had the opportunity to put their questions to Hosford, Wynne and Weekes at the conclusion of the day; asking about their varying roles within the world of football. Targeted Interventions Manager Beth Robinson was delighted to be able to host the day, and hoped the event would inspire and motivate the young participants. "I think for us as an organisation it's really important for us to be involved in these sorts of events. We want to be able to inspire the next generation and empower young girls to succeed in any path they choose to take. I think it's really important to have positive role models for young girls to look up to, so it's been great for Sammy, Katy and Alice to join us. It's a great opportunity for the girls to ask them questions and to discuss the barriers they've faced, the challenges they've overcome and the successful paths they have taken," said Robinson.



Weekes was pleased that she and the players could provide an insight into their careers and experiences to those present, and hopes they will have opportunities to follow their chosen paths on and off the pitch. "It's really good to see young girls coming into the stadium and getting a chance to speak with Sammy, Katy and myself. It's great to see the stars of the future and it's massively important to have those role models, when I was growing I didn't really have that, whether it's from a playing side or a business and career side. I think it's great that the Foundation are setting it up so that girls can come in and speak to three of us, learn about our different backgrounds and hopefully be inspired to take one path or another," said Weekes.



WALES' DEAF TEAM VISITS PAN-DISABILITY SESSION

Swans Foundation pan-disability participants recently welcomed players from the Wales, deaf football squad to their weekly session ahead of this summer's European Deaf Championships. Sam Evans, Matthew Powe, Adam Llewellyn and Craig Williams from the Wales squad joined the weekly session at Pure Football where they answered questions from the young participants to talk about their experiences.

Defender Evans relished the opportunity to offer advice and inspire the attendees. "I've really enjoyed telling the children about my experience because they can learn that you can achieve things, whether you have a disability or not. You can achieve what you want out of life with sport, there are no limits. It's been very interesting to understand what they are thinking when they see us. They see role models and they see us as professional athletes, and it's just great to be a role model to someone and to be someone they look up to," said Evans.



“”

Lloyd Thomas, Learning Disability Manager, leads the Foundation's pan-disability sessions, and thanked the players for coming to share their stories and spend time with the participants. "It was brilliant to have them join us, it's great for our participants to have role models who have achieved so much. They all have such inspiring stories, and for our young participants to hear that and hear just how much they can achieve is really positive for them and their development," said Thomas.



PAN-DISABILITY SESSION

PROVIDES JACK WITH VITAL FOOTBALL PATHWAY



“

"It was brilliant, I will never forget that day, it was the best thing I've ever experienced. Hearing the crowd cheer as we came out, it was just a really good experience."

Jack Owen

”



Swansea City season-ticket holder Jack Owen had always thought he would struggle to play football due to a condition affecting the vision in his left eye, but Swansea City AFC Foundation's pan-disability sessions opened up a pathway to the game he loves that led to Jack walking out at the Swansea.com Stadium with Matt Grimes.



“”

After the game, we were in reception and Charlie came in, I was talking to him and then he gave me his shirt. It was just amazing to be able to see him play and it was just phenomenal, it's just everything that I've ever wanted to do" said Jack.



The lifelong Swans fan, 13, had long been going to games with his grandfather Sid Dalling, but believed football would be mainly a spectator sport rather than one he could participate in. Jack has coloboma, an eye condition that you are born with, and restricts vision in his left eye due to part of the tissue that makes up the eye being missing. Due to this, his family had been apprehensive about Jack being involved in football, despite his love for the sport.

But in September, Jack began attending the Foundation's Premier League Kicks pan-disability sessions and became a regular fixture, with Sid bringing him along every week.

"Jack has had a lot of new skills to develop since coming in, but he's got the fundamentals down to a tee already, such as his social skills and communication skills. Coming to the sessions was perfect for him, he's a massive fan of the football club, he's a season-ticket holder along with his grandfather, so coming to a session run by the Swans Foundation has had a massive impact on him," says Lloyd Thomas, Swansea City AFC Foundation's pan-disability football lead.

Having grown in confidence and increased his football skills over time, Jack has since transitioned to also attend the Premier League Kicks sessions in Gorseinon. And he spoke about the importance of the opportunity for him to take part in and feel fully part of the game he loves so much.

"I really enjoy playing football. It's definitely something I've gotten into these past few months. Due to my eye condition I wasn't really allowed to play but I finally got to do it and I really enjoy it. It has been good attending the pan-disability and Kicks sessions, I love it. It is everything I have wanted to have the chance to do, and it's made a big difference for me," said Jack

Grandfather Sid has been delighted by Jack's growing enthusiasm and enjoyment of football, and praised the Foundation's programmes for being inclusive to participants of all abilities. "He was never really able to get involved before, but this opportunity came along and we thought we would give it a try. It was important that ability didn't matter, whether you were good at football or not. He has had to sit back and watch all this time, but now that he has the chance to get involved he's become really enthusiastic and he's really enjoying it. It's really nice to see him getting this chance," said Sid.

Jack recently attended the Foundation's anti-bullying week workshop at a Premier League Kicks session in October, which saw first-team stars Bashir Humphreys and Patino also in attendance. During the visit, Patino invited Jack to be a mascot at the Swansea.com Stadium for the home fixture against Huddersfield Town match, and took time out of the pre-match warm up to catch up and speak to the teenager. Jack went on to walk out at the head of the team with captain Matt Grimes and, after Patino netted a late equaliser for the Swans, the junior Jack got the chance to take home a special souvenir as he left with a signed shirt from the Swans goal scorer.

SPORTS PARTICIPATION

PARTICIPANTS

2,781

ATTENDANCE

5,848

SESSIONS

102



"Attending soccer camps has enabled my child to develop their social skills and grow in confidence. They've made new friends during the soccer camp sessions and have been happy and had lots of fun when picked up. This has a positive impact on their mental and physical wellbeing overall."

PARENT,
LLANDARCY SOCCER CAMP

"The programme has definitely improved not only my son's football skills but general attitude towards others. I love how you assess the players and reward them for helping out and being generally a good person towards others."

PARENT,
LLANELLI SOCCER CAMP

SWANSEA CITY FOUNDATION GIFT OVER £3000 BACK TO GRASSROOTS CLUBS AND PROVIDE ADDITIONAL OPPORTUNITIES

Swansea City AFC Foundation has gifted more than £3,000 to grassroots football clubs following a successful summer of junior club soccer camps. Ten clubs took part in the Foundation's summer soccer camps including Ammanford, Bancffosfelen, Brecon Town, Bryn Rovers, Clarbeston Road, Cwrt Herbert Colts, Drefach, Llandeilo, Port Tennant Colts and Seaside.

Over 650 children enjoyed the football-filled days with their fellow teammates, while their respective clubs also benefitted from partnering with the Foundation. To support grassroots football in south Wales, Swansea City AFC Foundation donated £3,310, raised from soccer camp bookings, back to the 10 clubs involved. Further opportunities were also taken up by Bancffosfelen and Ammanford, who made up the guard of honour at Swansea City's first two home Championship fixtures this season.

"It's been another great summer of club soccer camps and we want to thank everyone who got involved. To see the children having fun is what it's all about, but for us to be able to give something back to their clubs is really important. As an organisation we're in a privileged position to be able to offer memorable experiences like the guard of honour too. It was fantastic to see the excitement of the children going onto the pitch and being that close to the players. We're looking forward to working with the clubs again in the near future and wish them all the best for the upcoming season," said Craig Richards, Youth Engagement Manager.



ACADEMY PLAYERS VISIT LLANDARCY SOCCER CAMP

Attendees at a soccer camp in Llandarcy were paid a surprise visit by 20 members of the club's academy set-up during February half-term. The young Swans joined the session at the Academy of Sport, taking part in games and activities with the participants. The academy scholars and under-18 squad members also took the opportunity to sign autographs for those who had taken part, and defender Jack Fanning was delighted to see how much enjoyment the children had got out of the camp.

"It's been great fun. It's been great for so many of the boys to have been involved and enjoying a kick about with a few of the kids. It's great that everybody is included, especially during the half-term when schools are shut, so it's brilliant for the community to have this. I would have been a bit starstruck, as they were, if I had been at something like this as a kid. I think when you see people coming in wearing the Swansea City kit it's exciting and gives you something to potentially aspire to one day. It feels really nice for the kids to look up to you almost, I was one of those kids a long time ago now and it's great to be able to give back," said Fanning.

Jack Giles, Sports and Education Co-ordinator, praised the academy players for the manner in which they interacted and joined in with the participants. "It's always great to be joined by the academy players, they set a great example for our participants. It's great to have the relationship that we do with the academy, I think having them at events like these really help us to make the day even more special. We really appreciate them wanting to get stuck in and wanting to be involved in the community."



SWANSEA CITY WOMEN STARS SURPRISE PARTICIPANTS AT GIRLS' SOCCER CAMP



Swansea City Women players Robyn Pinder and Sophie Brisland-Hancocks surprised participants at a packed girls' soccer camp at Penyrheol Leisure Centre. 100 girls signed up to the half-term session, making it the Foundation's biggest paid girls-only soccer camp. To top the day off, those in attendance had Swans Women duo Pinder and Brisland-Hancocks on hand to take part in a signing session, as well as handing out certificates to the young participants.

"To see so many girls turn up and have fun, playing with their friends and making new ones, it's really good to see. Events like this can have a massive impact. Not all the girls here are currently playing for a team, so this gives them an opportunity to get a feel for playing football. All in all it's great for them to have something like these soccer camps, and it shows how far the female game has come," said Katy Hosford, Swansea City Women captain, and Sports and Education Coordinator at the Foundation.

Swans Women's midfielder Brisland-Hancocks added: "It's been absolutely amazing seeing all the girls playing. This is certainly something I didn't have at their age, and to say you have 100 girls wanting to play football is absolutely fantastic and shows where women's football is going in Wales. It's crucial for their development as football players as well, should they want to continue to play and hopefully play for the Swans one day. The growth of the women's game shows how far we've come, but also how far we can go as well."



COMMUNITY ENGAGEMENT

SWANSEA CITY AFC FOUNDATION INAUGURAL COMMUNITY MATCHDAY A SUCCESS

The work of Swansea City AFC Foundation was put in the spotlight and celebrated by the 17,000-strong crowd in attendance for the dedicated matchday against Southampton. The men's squad warmed up in t-shirts bearing the Foundation's logo prior to kick-off, while the guard of honour to welcome the Swans and Saints teams onto the pitch were made up of made up of the winning schools from the local EFL Utilita Kids & Girls Cup competitions.

There were also information stations around the stadium for supporters to find out more about, and register an interest in, the initiatives the Foundation deliver. While donation points ensured valuable fundraising to help the club's charitable arm continue to help our community.

Additionally, as part of the matchday, the Foundation named Jesse Ormond as their Community Hero. Jesse has been attending Premier League Kicks sessions in Pembroke for the past four years, but has now made the jump to becoming a volunteer coach on the programme, as well as volunteering with his local club.



To celebrate Jesse's hard work, he was invited to the Swansea.com Stadium to see the Swans in action, as well as receiving his award from Paul France, the Head of the Foundation. "It's wonderful to have a matchday for the Foundation and to shine a spotlight on the work we do. We've got some fantastic staff that work so hard in our community every day, and it's great to be able to highlight the work that they do, and it's great to raise the profile of what we do with the supporters. We work really closely with the club, so we are really appreciative of the help that they give us," said France.



SWANSEA CITY AFC FOUNDATION AND ACADEMY COMBINE TO DONATE KIT TO LOCAL COMMUNITY

Kit donations from Swansea City's Academy have been distributed across our community by the Swansea City AFC Foundation. Following the end of the 2022-23 season, the Swans Academy gifted more than 20 boxes of kit to the Foundation to be distributed across Swansea and the wider area.

The donations included 252 full Swansea City kits, as well as training wear such as t-shirts, trousers and coats. The clothing has been distributed across a number of sites, causes and organisations around Swansea, as well as within the programmes the Foundation delivers around Swansea and further afield.

These included the Swansea City Disabled Supporters' Association, Ysgol Pen-y-Bryn, Joseph's Smile, Margam Stags Youth Inclusion Football Team, visually impaired football participants, FIT Jacks participants, the KICKS Asylum seekers' project, social services and the youth justice service.

Paul France, Head of Swansea City AFC Foundation, said: "It's great for the Foundation and the Academy to be able to collaborate to help support our local community. We are incredibly grateful that the academy have given us the opportunity to support those in our local community who need it. To be able to see young people across the local area, who may not have had the opportunity to wear the kit before but are doing so now is really great, and I'm glad we are able to give back to our community in this way."



DAN GARNETT NAMED PREMIER LEAGUE COMMUNITY CAPTAIN

Swansea City AFC Foundation's Sports and Education Co-ordinator Dan Garnett has been named as a Premier League Community Captain, with Jamie Paterson presenting him with the award. Dan began his journey with the Foundation as part of the Premier League 4 Sport project, first attending basketball sessions at Morrision Leisure Centre in 2014. He then became a volunteer coach on that programme in 2018, as well as delivering the Foundation's Premier League Kicks project.

As part of Dan's development, he completed a BSc Sports Coaching and Development degree at the University of South Wales through the Foundation, leading to him earning full-time employment with Swansea City's charitable arm. A lifelong Swansea City fan, he has been a season ticket holder for 14 years, as well as travelling to follow the Swans across the country.

To mark and celebrate Dan's 10-year relationship with the Foundation, Swans midfielder Jamie Paterson was on hand to present him with the community captain award.



Foundation Head of Programmes Thomas Williams has seen Dan's entire journey, and believes his progression represents exactly what the Foundation's work is all about. "Dan has worked really hard over the years to improve his practice and his delivery, and now he is one of our best members of staff. He's a big Swansea City fan, he comes to every game, he is a season-ticket holder. So, for him to meet one of his heroes and for one of his heroes to recognise him as an individual and the hard work that he has put in for the Foundation is a fantastic moment for Dan. People like Dan are the lifeblood of our organisation; these people have trodden the same path as the participants we work with on a daily basis," said Williams.



Dan was surprised to receive the award and was grateful to be recognised for his years of hard work. "Going from a participant to a volunteer, a causal member of staff, all the way to a full-time member of staff, I think there have been a massive amount of growth in that time. I wasn't expecting it at all, but it's great to have a little gesture like that to represent the work that I've put in over the years. "I watch Jamie Paterson week in week out, I think he's a fantastic player and someone that I really look up to and respect, I think he's a really down to earth person and having someone like him present the award made it even more special,"

Paterson was delighted that he could help recognise Dan with the award and was full of admiration for his commitment to the club. "Dan was surprised, and he was buzzing to receive the award. To hear that he comes to home and away games, especially the away games, is massive, he's a huge fan and he's doing some great work. He definitely deserves the award, it's great to be able to recognise him and see that great relationship between the club and the Foundation, it's a great and long may it continue," said Paterson.



SWANS BIG SLEEP OUT SUCCESSFULLY COMPLETED IN SUPPORT OF MATTHEW'S HOUSE

Participants of Swansea City AFC Foundation's Swans Big Sleep Out have completed one night of sleeping rough to help raise crucial funds for Matthew's House. A group of 70 gathered at the Swansea.com Stadium on Friday November 17 to embark on a challenge which many people in our community face every night of the year.

During the evening, participants also gained a greater understanding of some of the causes of homelessness, as well as finding out about the vital work Matthew's House carry out supporting our community. Thanks to the fundraising efforts of those who took part in the event, and everyone who donated, a massive £23,980 has already been raised. The money will aid Matthew's House in their community work, as well as underpinning a new Foundation programme, which will aid people and families affected by addiction, one of the main causes of homelessness.

Head of Swansea City AFC Foundation, Paul France, was proud of the efforts of everyone who took part. "I am unbelievably proud of everybody. They showed great resilience. The weather was extreme, the conditions the Met Office predicted with their yellow weather warning arrived. It was horrendous and underlined the harsh realities of homelessness, but it's so uplifting to see that everyone stuck it out. We can go home and have a warm shower and get into our beds, but people who are homeless have to sleep out again tonight, they don't get that opportunity, which is really tough and underlines why this event and the money it raises is so important," said France.

Swansea City chairman Andy Coleman also braved the elements to complete the Swans Big Sleep Out, and show his support for Matthew's House and the Foundation. "It's absolutely amazing to see the work the Foundation and Matthew's House are doing, particularly on a cold, wet, windy night like this. To see so many people getting their fingernails dirty and investing their own personal time to raise awareness for this issue is absolutely incredible. It's another example of what makes me so proud of this football club," he said

Thom Lynch, Leadership Team and Project Manager at Matthew's House, added: "It's been phenomenal, just learning about people's stories." The funds we've raised will impact us and make such a significant difference to Matthew's House. There's new supporters, new friends, new people. There were people here that we've helped and people that we may need to help in the future. We're here to provide that support, we'll try our best, that's what we're here to do.

"We have a big family of volunteers that are willing to listen, to be consistent, to be there and available no matter what goes on. We are here for those who need us. To see more than £23,000 has been raised for us and the Swans Foundation is brilliant. There's been some incredible people and companies getting on board and sponsoring. It's been a real team effort and people have really come together," said Lynch.



LIAM CULLEN AND JESS WILLIAMS NAMED PFA COMMUNITY CHAMPIONS

Swansea City AFC Foundation has named Liam Cullen and Jess Williams as their PFA Community Champions for the 2023-24 season. Men's striker Cullen helped to support the Foundation's 'Big Sleep Out', visiting Matthew's House before the event that would go on to raise £28,192 for the homelessness charity as well as the Foundation. The forward also helped spread important messages on mental health awareness, sharing advice and his own story to help support those who may be struggling.

Women's defender Williams, meanwhile, has been a regular supporter of the Foundation's commitment to girls' football, attending multiple girls' Soccer Camps and girls' only football sessions. Williams was also part of a visit to patients on the children's ward at Morriston Hospital over Christmas, helping to deliver toys, donated by the club, as well as selection boxes to bring some festive cheer.

The awards were presented ahead of Swansea City's final Championship fixture of the season against Millwall. PFA Community Liaison Executive Scott Walker was delighted to see Swansea City players representing the club so prominently in the community, and believes their platform means they have an important role to play.



"The PFA Community Champion award gives recognition to players that have gone above and beyond to amplify the voice of the community and give back. It recognises that, if you give back, you inspire the next generation and you connect people to the club forever. Having local players like Liam and Jess collecting these awards just shows it's in the blood and that if you are connected to a club from an early age, and are lucky enough to represent them, then you are ultimately giving back," said Walker.



SWANSEA CITY AFC HELP DELIVER 1,200 HAMPERS AS PART OF 'EVERYONE DESERVES A CHRISTMAS' CAMPAIGN



Now in its seventh year, the city-wide campaign, championed by Carolyn Harris MP, aims to provide Christmas essentials for families. Twenty-five of the Foundation's staff were on hand to help pack the hampers before heading out across the city to deliver them to those who need a helping hand at this time of year.

Hampers provide recipients with fresh food for Christmas Day, and other festive essentials, while for others a cooked meal on Christmas Eve and distributing selection boxes and treats to others, means the campaign will reach in the region of 2,000 families.

Head of Swansea City AFC Foundation, Paul France, said: "We want to work collaboratively with lots of different organisations and this project is a great example of how the whole community and local businesses come together. I'm massively proud, we want to use Swansea City as a force for positive change and this really epitomises that."

MP for Swansea East, Carolyn Harris, added: "It's been fantastic, when we started doing this at the Swansea.com Stadium we had 300 hampers, this year we've packed and delivered 1,200 hampers and we will be providing for a further 800 families. It's unbelievable just how much this campaign has grown, I get quite emotional seeing all of these people coming together because they want to help people."

"I'm grateful to everyone at the Swans for what they have done, not just this Christmas, but every Christmas and throughout the year to raise the funds to ensure families will have a Christmas."



EQUALITY, DIVERSITY & INCLUSION

Building upon last season we have ensured we provide high quality provision to everyone who participates in all Foundation activities and project. We have continued to enhance our full-time members of staff, casual coaches and volunteers' education running workshops with variety organisations such as EYST, Stonewall, Show Racism the red card and sense. We are fully committed to eradicating discrimination from our communities and educating our participants on how we can promote allyship and respect. We have worked closely with the club attending the EDI working group as a combined force to tackle discrimination, throughout fans and our participants.

This year we have also launched our Premier League Fans Fund project which focuses directly with promoting equality diversity and inclusion. The projects foundations are to bring all communities across Swansea and the surrounding area an opportunity to be a part of the football club. To achieve this, we have organised stadium tours, match day tickets and taster sessions. Additionally consulted with groups to analyse what we can do as a foundation support and become an inclusive. Through the project we have worked with Chinese in Wales, BMHS, Swansea Mosque, SCVS Chai & Chat Group, Hands Up For Downs, Lamau, and EYST.

We also continue to promote EDI through our in-house working group attended by our coaches. We review challenging situations and co-productively support each other on ensuring we promote inclusion across our projects. We will continue to enhance our ability and education surrounding EDI in the coming months with the support from the PL Fans Fund project.



SAFEGUARDING



We pride ourselves in providing safeguarding in our organisation at the highest standard to create a safe and secure environment to all our staff and participants. Through our comprehensive training, robust policies, diligent background checks, dedicated team, clear codes of conduct, effective reporting mechanisms, and collaboration with external partners, we strive to ensure the well-being and protection of everyone within our community.

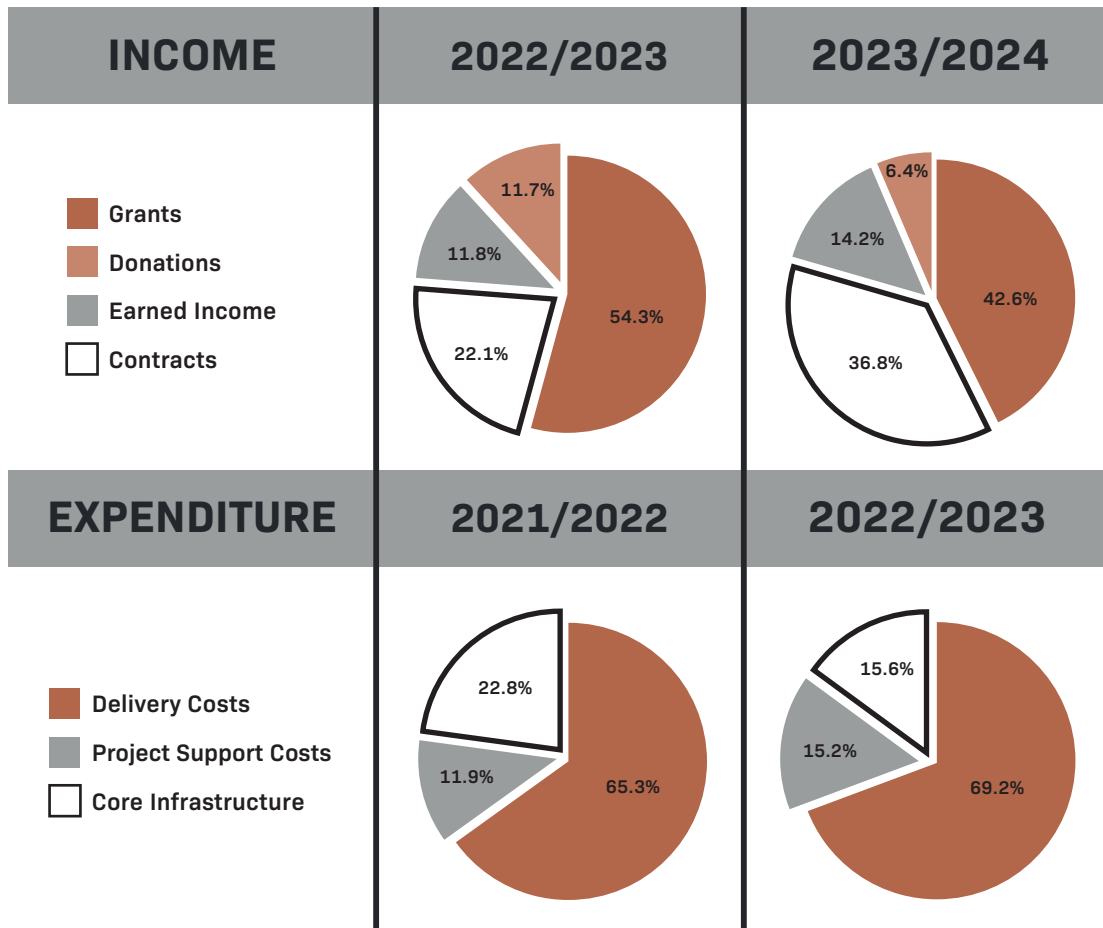
This impact report serves as a testament to our ongoing efforts in safeguarding and our dedication to promoting a culture of safety and respect. Kate Evans our Head of Safeguarding ensures all policies and procedures are followed and individual risk assessments are produced to each person's needs that attend any of our sessions. Kate is our designated lead for all safeguarding needs throughout the foundation.

This season has seen new challenges with our ever expanding work with in the community and has provided us with a person centred approach to start next years 3 year safeguarding strategy. 61 Reports were made in the 23/24 season where all safeguarding needs were addressed and partner agencies referred to. We have linked with the West Glamorgan safeguarding board this season to ensure we are using the power of the badge to provide a voice back into local authorities and the board to ensure what safeguarding needs that matter to our community are being met.

FINANCES

INCOME	2022/2023	2023/2024
PL Grants	£563,791.00	£556,288.92
Education	£47,033.82	£95,304.87
Youth Engagement	£156,543.18	£111,546.99
Sports Participation	£105,720.30	£119,224.39
Health	£262,207.10	£470,282.14
Inclusion	£33,032.09	£59,766.78
TOTAL	£1,168,327.49	£1,412,414.09

EXPENDITURE	2022/2023	2023/2024
Delivery Costs	£692,371.79	£867,411.09
Project Support Costs	£126,533.95	£190,778.10
Core Infrastructure	£241,740.90	£195,115.23
TOTAL	£1,060,646.64	£1,253,304.42



PARTNERS





