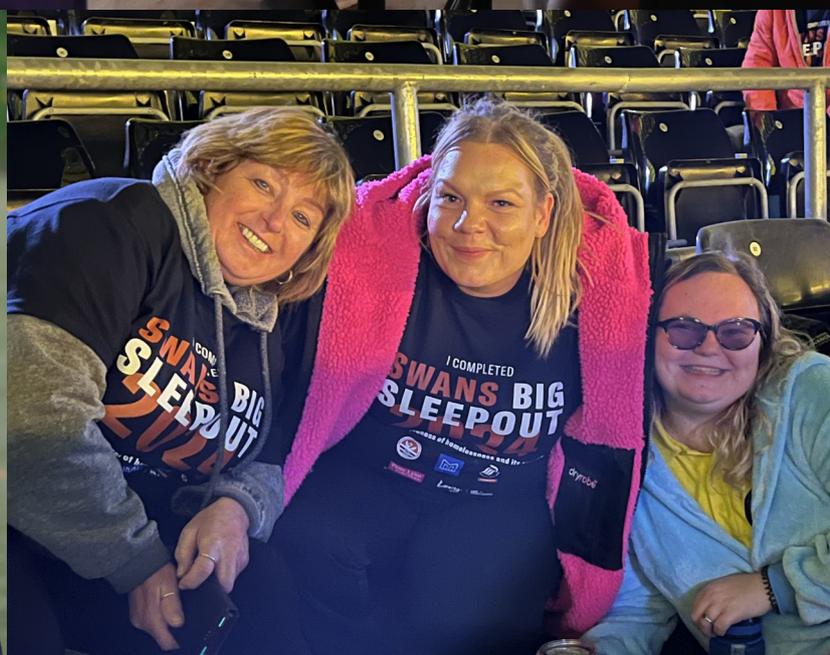


SWANSEA CITY FOUNDATION

IMPACT REPORT

2024/25



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



FOUNDATION

CONTENTS

WELCOME	4
ABOUT US	5
YEAR IN NUMBERS	6
WELL-BEING OF FUTURE GENERATIONS	7
PROJECT STATISTICS & IMPACT STORIES	8-23
SAFEGUARDING AND ED&I	24
FINANCES	25
PARTNERS	24



WELCOME

I am immensely proud to introduce Swansea City AFC's Impact Report for the 2024/25 season. In a year shaped by an ongoing cost-of-living crisis and increasing pressure on public services, Swansea City Foundation has continued to stand alongside our communities - offering opportunity, support, and hope. Through the power of Swansea City AFC, we remain committed to improving lives, delivering positive change and strengthening communities across South West Wales.

This season has seen the continuation and growth of many of our most impactful programmes, alongside the introduction of new initiatives designed to reach those who need us most. Our income increased by over 8%, enabling us to extend our reach and respond to emerging needs. We have introduced new projects including our Kellogg's Football Camps, which provide free places for children during the summer holidays, and our Fans Fund project, promoting community cohesion and greater access to provision for underrepresented groups.

Despite delivering a similar number of sessions to the previous year, we engaged with over 1,000 more individuals. This growth is a powerful reminder of the trust placed in us by our communities and partners, and of the growing awareness of our work. Increasing our reach remains a key priority, ensuring that as many people as possible can benefit from being part of the Swansea City family.

This year also saw deeper and more sustained engagement. Total attendance across our programmes increased by almost 15%, showing that participants are not only accessing our services but continuing their participation with us. This sustained involvement leads to meaningful, lasting change - reflected in our outcomes, with 96% of Fit Jacks participants reporting improved physical health and 90% of young people involved in our Inspires project reporting improved mental wellbeing.

While the data demonstrates our impact, it is the personal stories that truly define our work. In this report, you will read how Alan's involvement in our Fit Fans project led to a life-saving decision, how James found connection and belonging through our Fans Fund programme, and how Martin was supported following his Parkinson's diagnosis. These stories capture the heart of what we do and remind us that, at its core, our work is about people, possibility and the power of the community.

I hope this report provides an uplifting insight about the Foundation, our aims and the difference we are making in our communities. I would like to thank our dedicated staff team, my fellow trustees, Swansea City AFC and all our amazing partners for their continued support in making it another year to remember.

Thank you for being part of this journey with us.

Andrew Rhodes

Chair of Trustees



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, and 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, CYP Mental Health.

YOUTH ENGAGEMENT

Premier League Kicks, Mentoring.

HEALTH

Fit Jacks, Walking Football, Parkinson's, Cwtch Coffee, Jack to a Chef, Healthy Workplace, Kick the Habit.

INCLUSION

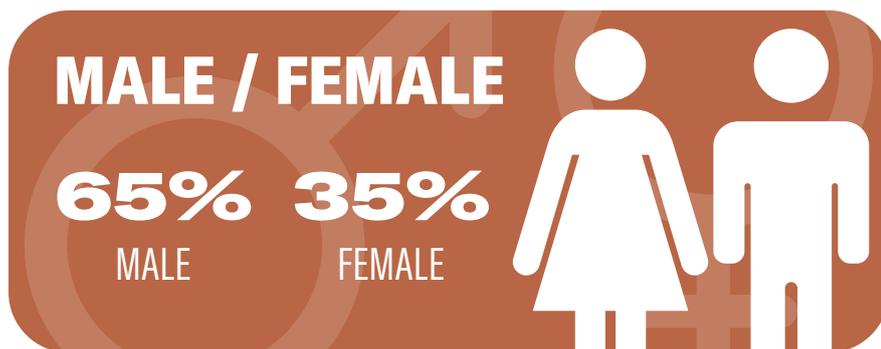
Fans Fund, Girls Football, Disability Football

SPORT PARTICIPATION

Soccer Camps, Kellogg's Football Camps.



YEAR IN NUMBERS



WELL-BEING OF FUTURE GENERATIONS

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. The graphic below illustrates where our projects and programmes align with the seven well-being goals.



PL Primary Stars **1 2 3 4 5 6 7**

PL Inspires **1 2 3 4 5 6 7**

PL Kicks **1 2 3 4 5 6 7**

Home Education **3 4 5**

Soccer Camps **3 4 5 6**

Jack to a Chef **3 4 5**

Healthy Workplace **3 4 5**

Parkinson's Football **3 4 5**

Walking Football **3 4 5**

Fit Jacks **3 4 5**

Cwtch Coffee **3 4 5**

FIT JACKS

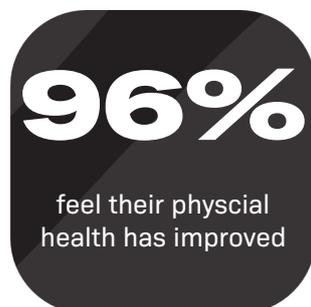
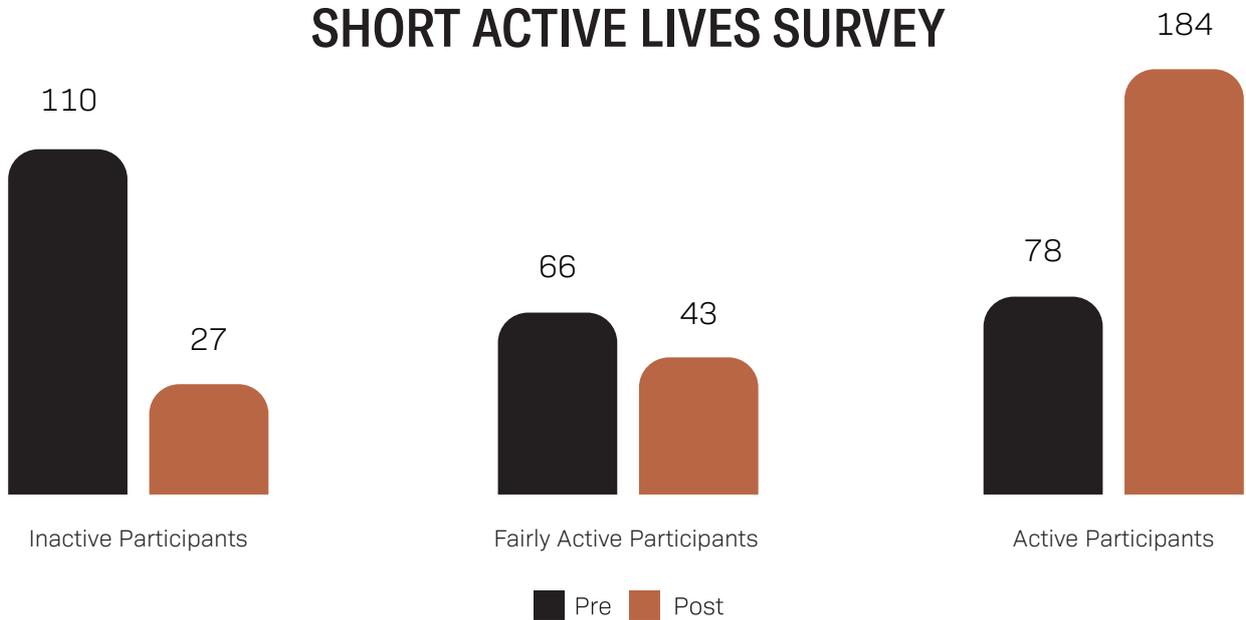
FIT Jacks is a free, 12-week health and wellbeing programme combining physical activity and classroom-based sessions which cater to participants' needs to improve their lifestyle. Swansea City AFC Foundation have supported over 250 people to lose weight, gain confidence, reverse certain medical conditions, meet new people and make healthier choices.



“The programme has had a really positive impact on me. It has boosted my confidence, improved my physical and mental wellbeing, and given me the chance to meet new people and build connections. Taking part has motivated me to be more active and to keep pushing myself, both during the sessions and in my daily life. It's also given me a real sense of belonging and achievement, which has been incredibly valuable.”

Participant, Swansea.com Stadium.

SHORT ACTIVE LIVES SURVEY



FIT JACKS HELPS LOUISE GRASP LIFE AFTER BEATING CANCER

There were times during Louise Horton's treatment for breast cancer when she felt she would not come through her illness. Months of chemotherapy, radiotherapy and undergoing a mastectomy were all part of a gruelling period following Louise's diagnosis with stage three breast cancer.

Now, just over two-and-a-half years after starting her chemotherapy, she has been giving the all-clear and recently completed the FIT Jacks programme. For Louise it feels like she has been given a new lease of life. She had already been on the lookout for such an initiative after getting the all-clear and FIT Jacks proved to be the ideal outlet after an incredibly challenging and difficult few years for Louise and her family.



“Doing the programme has just brought life into me, it's opened a load of avenues that I wouldn't have gone down without it. I've joined the gym now, I'm out walking nearly every day, it's given me a new lease of life and the team have been so supportive. I'm a single Mum with four children and two grandchildren, my granddaughter is two and my grandson is 15 months old, so to have a life and be fit enough and well enough to spend each day with them, you can't put money on it,” said Louise.

Shauna Thornhill leads the FIT Jacks sessions in Gorseinon, and is thrilled that the programme has had such an impact on Louise after her brave battle with cancer, Shauna commented “Louise's story is so inspiring, it's amazing to see her come so far and to be doing everything she can to live life to the fullest after everything she has been through. You can already see what an impact the programme has had on her, and to hear about the impact that it's having outside of the sessions on her family life is exactly what we look to do.”



MARTIN'S JOURNEY

PARKINSON'S WALKING FOOTBALL TO FIT JACKS

Martin Davies' life changed forever when he was diagnosed with Parkinson's disease three years ago. The 2022 diagnosis forced Martin, 66, to give up his job, and made it difficult for him to maintain a positive mindset. But since attending Parkinson's Walking Football sessions Martin found he benefited not only from the physical exercise, but the social element as he found a supportive group who could all directly understand the challenges they each face "It's nice to be with people with the same condition. We talk about medication and everything afterwards so it's good to learn from others," said Martin.

After attending the Walking Football sessions for a number of weeks, Robin O'Brien, health and wellbeing officer, signposted Davies to the FIT Jacks programme. "Martin is a relatively quiet guy but he gives absolutely 100 percent in every session. Martin seemed to really benefit from the social aspect of the Parkinson's walking football session. As the weeks progressed we got to know him a bit

more and his confidence improved, so from this he signed up to our FIT Jacks programme and again he's gone from strength to strength," said Robin.

Martin has also been supported by his brother Steve, who has attended the same FIT Jacks session with Martin, "When he was first diagnosed he was obviously a bit down, he was thinking about the possibility of it getting worse, but as it's happened these sessions have really helped. He actually looks forward to getting up and going out now, which is brilliant," said Steve.

"You've got to keep active because your body tightens up and tends to pull you forward, so we do exercises to combat that. The FIT Jacks programme has been really good as well, it's strenuous but that's what I've liked about it, that it challenges me," added Martin. Martin has embraced the challenge of physical activity and now goes to multiple sessions throughout the week to help his health and wellbeing.



WALKING FOOTBALL HELPS STEVE EASE THE PAIN OF ARTHRITIS

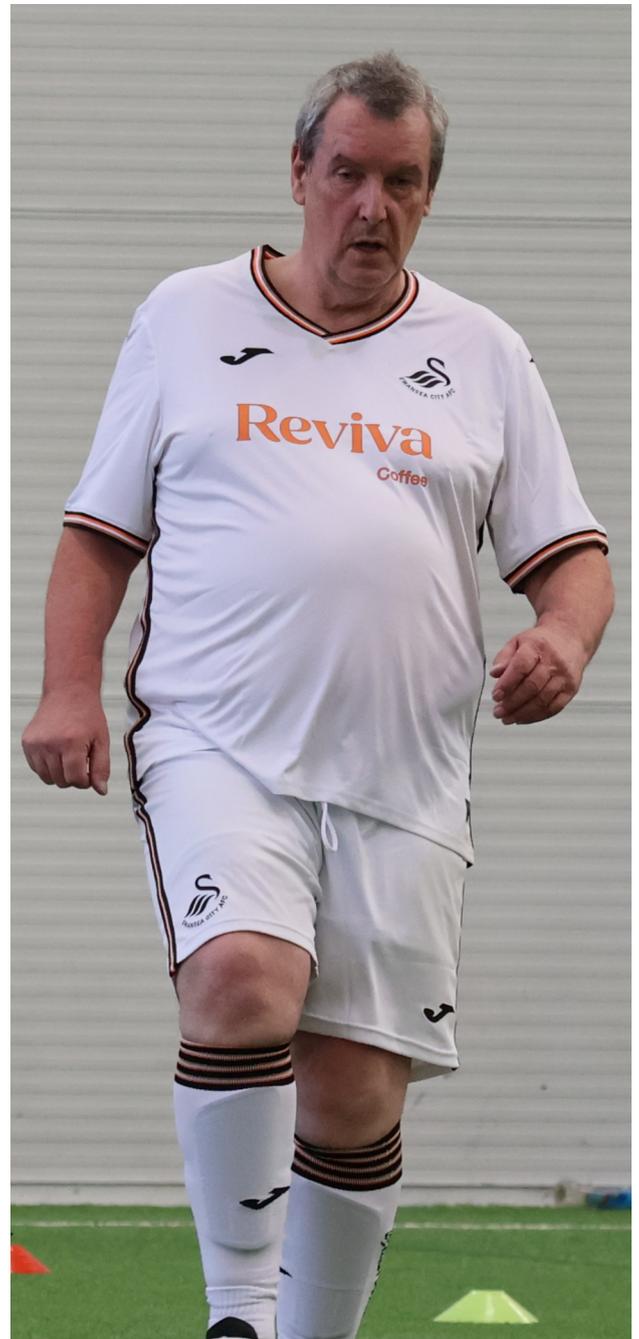
Steve Duggan has been attending walking football sessions for the best part of three years after being referred to the programme by health professionals, and believes it has been key in improving his physical and mental health.

The 67-year-old had been suffering from arthritis and back pain, but was advised by his doctor and physio that exercise would ease the pain. Having always loved football, Duggan signed up to the walking football sessions and has never looked back, continuing to enjoy playing a number of years on.

From joining the walking football programme, Duggan has relished even more opportunities to improve his overall health and wellbeing through the Swans Foundation, including completing the 12-week FIT Jacks programme at the end of 2023. Duggan was also involved in the Joma Cup - a collaboration between Swansea City, kit manufacturer Joma and Norwich City - where walking football participants got the opportunity to wear the shirt of their respective clubs.

A key aspect to all of the Foundation's programmes is the social benefit of participants meeting new people and joining a likeminded group within their community. And Duggan certainly believes he was benefited.

"I've always loved football and it's been a fantastic way, at 67 years of age, to continue my love of football. I'm fitter now, I get more exercise, I've met great people. The social aspects, mental health aspects

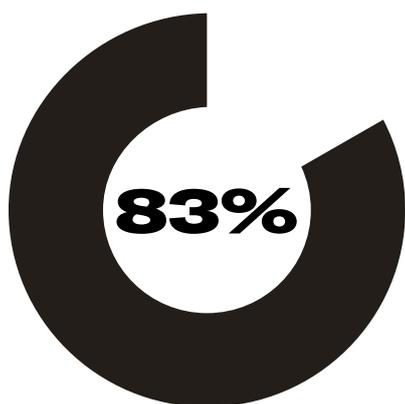


are all positive. My back pain has gone, all sorts of aches and pains are better. From a mental health point of view I look forward to playing, it's such a great experience. We have a cuppa and a chat after the session as well with like-minded friends so that's brilliant," said Steve.

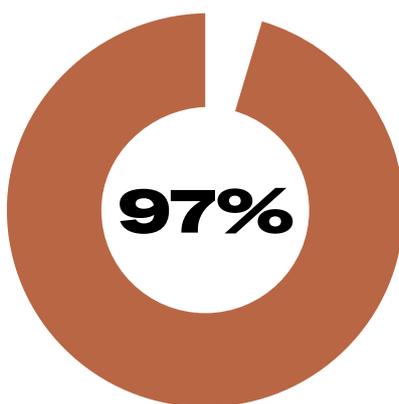


PREMIER LEAGUE KICKS

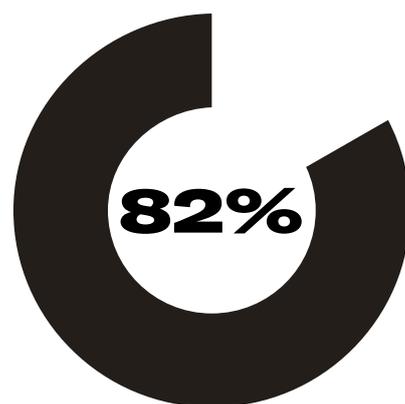
Premier League Kicks uses the power of football and sport to inspire young people to reach their potential. The programme creates opportunities for young people who are at risk of anti-social behaviour, youth violence and/or from high-need areas to regularly engage in football, sport, mentoring and personal development opportunities.



of participants feel inspired and engaged

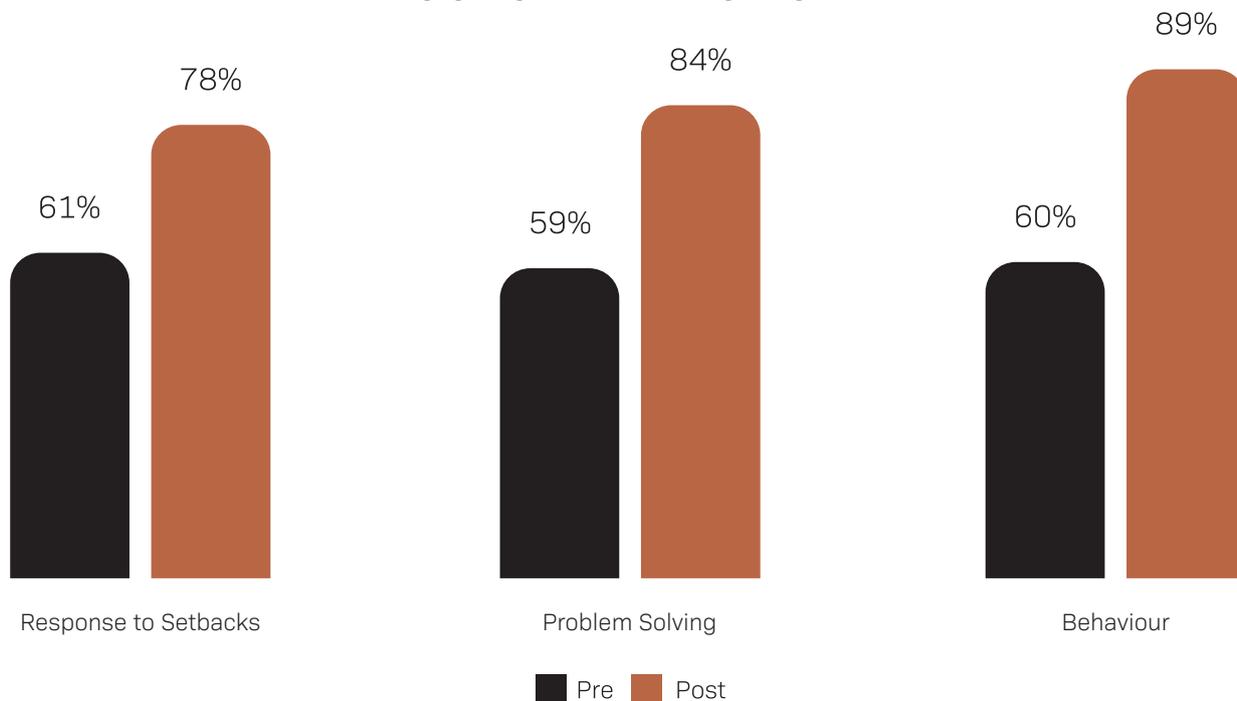


of participants improve physical wellbeing



of participants improved interpersonal relationships

COACH REFLECTION



“Feels like the emphasis is on making new friends, inclusivity and having some fun. It’s a great programme which allowed my child to gain confidence by communicating with people from different backgrounds and school areas, plus time to just enjoy kicking a ball around in pressure free environment whilst getting some fresh air and exercise.”

Parent, Morriston & Penyrhoel Sessions.

PARENT RATING



4.7/5

PREMIER LEAGUE KICKS

KIERA BECOMES YOUTH AMBASSADOR

Kiera was one of the first participants to attend the Premier League Kicks sessions in Blaenymaes four years ago, and has since become a regular attendee and has evolved into a youth ambassador. At the beginning of her journey, Kiera was apprehensive about joining in with the football activities but would enjoy going to the sessions on a Thursday evening to talk to the coaches.

After being recognised as someone who could benefit from one-to-one mentoring, Kiera's confidence grew and is now a positive role model to her peers as a youth ambassador for Swansea City AFC Foundation.

“At the beginning Kiera wasn't really engaging with the football but she consistently turned up and spoke to the coaches, which was testament to the safe environment we'd created for her. After some time, we recognised that Kiera could benefit from extra one-to-one support. She was referred to us through South Wales Police, who we work closely with, and we focused a lot on emotional wellbeing, building her resilience, confidence and self-esteem.

“Kiera became a youth ambassador following the positive engagement she had with the Foundation, and the commitment she showed, not just to Premier League Kicks but also the one-to-one mentoring. For us a youth ambassador is a really important role in terms of the Foundation creating positive role models. I

think we've seen a massive difference in Kiera since she first joined the programme. She's really gone on a journey within the Foundation and I think it'll continue for a really long time,” said Targeted Interventions Manager Beth Robinson.

Swans Foundation work closely with South Wales Police to improve the support for young people in Blaenymaes through the Premier League Kicks programme. “What I get to see is the benefit of what the Foundation and Premier League Kicks does, which is developing young people into more well-rounded individuals who understand it is so much easier to be productive and helpful than it is being part of the problem,” said Police Community Support Officer, Stephen Evans.



When Alun Griffiths, 71, signed up to Swansea City Foundation and Prostate Cymru's cancer testing event in April 2024, he had no idea just how important a decision that would prove to be. Griffiths had no symptoms of prostate cancer, and openly admits that he would not have sought a test had it not been for the event being held in a place of meaning to him as a lifelong Swans fan.

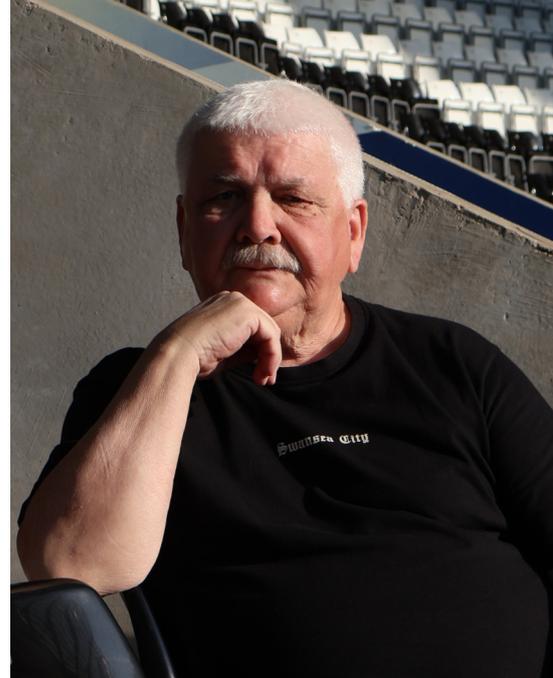
"I've been a Swans supporter for a number of years. But until quite recently I didn't realise what the Foundation was really about, remarkably it ended up that they probably saved my life. I attended the prostate cancer testing event at the Swansea.com Stadium in April 2024. I don't know what made me decide to put my name down for that event. I had no symptoms and I wouldn't have sought testing or treatment otherwise, I didn't believe that I had a problem.

"Three days after the testing event, I received my results through the post in the form of a red letter. I thought 'this doesn't seem very good'. On reading the letter, I realised that I had quite a raised level of PSA. From there on, things moved rather quickly and I ended up being

diagnosed with aggressive, advanced prostate cancer," said Alun.

After initial tests at Neath Port Talbot Hospital, doctors decided upon radiotherapy treatment as the most suitable course of action for Griffiths, who would then have to visit the radiotherapy unit at Singleton Hospital every day for a month across October and November 2024. Griffiths' treatment continues, and he is currently progressing through a two-year course of hormone therapy, which comprises a series of injections along with daily tablets.

"At the moment everything seems fine. I've had several, not all clears, but thumbs up from the doctor which means that now they can no longer detect PSA in my body, which is fantastic news, but they will continue with my treatment so that it kills off the cancer, hopefully forever. Each month that goes by I feel I'm getting better. In fact, I dread to think where I'd be now if the Swans Foundation hadn't put that event on. I wouldn't have gone out to seek this test, it was just put on a plate for me and I took it," continued Alun.



Griffiths' fight is not over, but he has recently felt strong enough to begin a new journey to help continue building his overall health and wellbeing by completing the Foundation's FIT Jacks programme.

"Abdul (Mithwani) and Robin (O'Brien), health and wellbeing officers at the Foundation, persuaded me from the get go to join FIT Jacks, and I'm so glad that I took up the cudgels and my wife Yvonne came along with me," continued Griffiths. We've enjoyed, although maybe not every minute as it's pretty tough on an older fellow like me who has done nothing but surf the couch since retirement 10 years ago, but it's not just about fitness. You learn about the foods, food groups, what you should avoid or cut down on. This programme has made me sit up and realise what I've been missing. Certainly I've benefited from it in many ways, it was fantastic," added Alun.



SAVED MY LIFE
SWANSEA CITY
FOUNDATION

SWANS BIG SLEEP OUT

RAISES OVER £36,000 FOR SWANS FOUNDATION & MATTHEW'S HOUSE

Over 80 participants joined the Foundation for a night sleeping inside the Swansea.com Stadium in an aim to raise vital funds and awareness of homelessness. This year's sleep out was the second hosted by the Foundation, raising over £8,000 more than the year prior.

Head of Foundation Paul France was overwhelmed with the support for the campaign and praised the support from the club. "To get 84 people here sleeping at the Swansea.com Stadium is incredible. The total we've raised is absolutely amazing, it's really humbling that people choose to donate to this campaign and it will make a massive difference to people around Swansea. The atmosphere all through the night has been great, the weather was so much kinder than last year and being inside the stadium has made a massive difference. Having the opportunity to sleep inside the stadium, it

really connects you with the club and it's been a wonderful experience," said Paul.

Thom Lynch, Project Manager at Matthew's House, was delighted to be able to raise funds that will support the organisation to continue tackling homelessness in Swansea and raise awareness of the work they are doing. "It's amazing to be inside the stadium and to be partnering again with the Foundation. Nights like these don't just raise amazing funds, but they help to raise awareness and raise the issues and make us all think about it and get involved to see how we can help. Every penny helps, it all goes towards the wonderful things that we are doing at Matthew's House and the wonderful things that the Foundation are doing in the community." said Thom.

The event was hosted by singer Mal Pope, with club ambassador Lee Trundle also taking part in the sleep out, as well as academy Zac Jeanes and Sebastian Dabrowski taking part in a Q&A before helping serve food to participants. Jeanes was impressed by the funds raised to tackle homelessness in the local area and glad to see his club come together for the cause.

"It's a really great cause, it's good to see everyone sleeping here. It's not a nice thing to be outside sleeping, it's cold but it's for a great cause and there are people out on the streets doing it for real. We've got people here in the stadium, it's a great cause, so to raise the money they have is amazing," said Jeanes.



PREMIER LEAGUE PRIMARY STARS

Premier League Primary Stars uses the appeal of professional football clubs to inspire children to learn, be active and develop important life skills through the power of sport. The programme aims to develop the whole child by looking to improve their physical literacy, classroom engagement and develop a healthier and more positive lifestyle.

96%

of pupils enjoyed the sessions

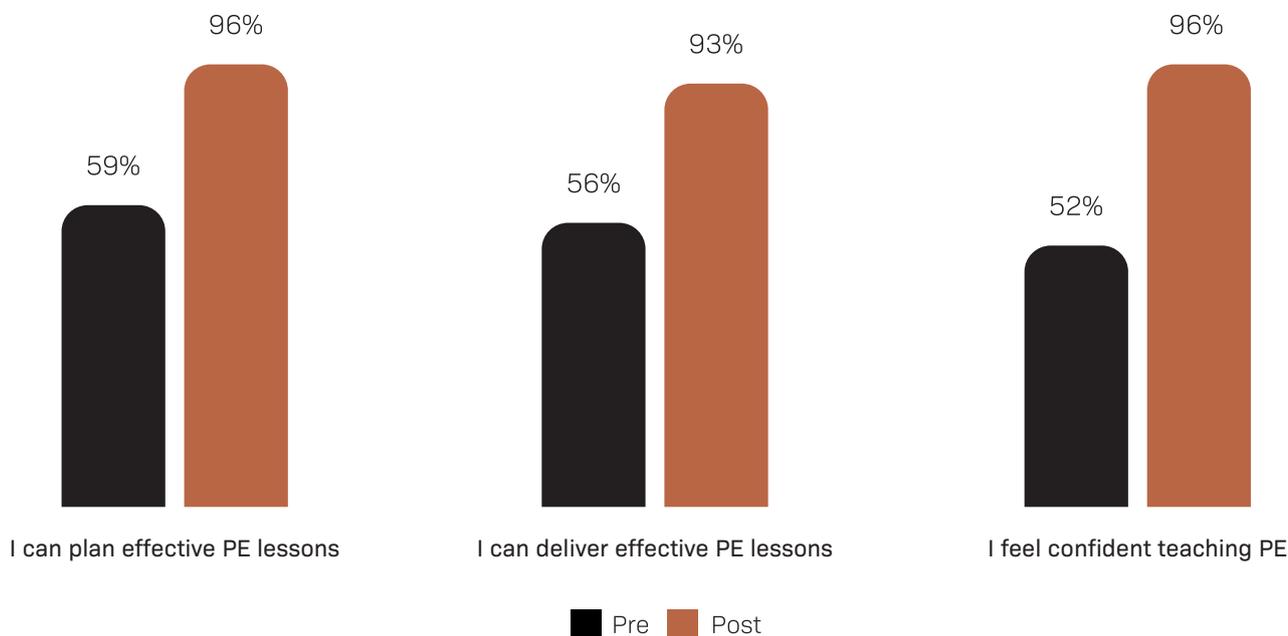
98%

of pupils liked the staff that delivered the sessions

97%

of pupils felt welcome at the sessions

TEACHER QUESTIONNAIRE RESPONSES (PE SUPPORT)



“The provision has been fantastic and provides excellent value for money. The pupils look forward to their sessions with Matthew whether it be classroom based or PE lessons. The programme has been excellent and had a positive impact upon the pupils. Pupils have further developed their engagement in PE lessons and have a greater awareness of physical and mental health”

Senior Leadership Team, St Florence VC School

SCHOOL RATING



4.7/5

JOHN HOPKINS DEVELOPS KEY STRATEGIES TO IMPROVE HIS PE LESSONS

While being supported by the Foundation's Sports and Education Area Coordinator Jack Giles, John has worked on methods which can make his PE lessons more engaging and increase the motivation of his pupils to take part in physical activity.

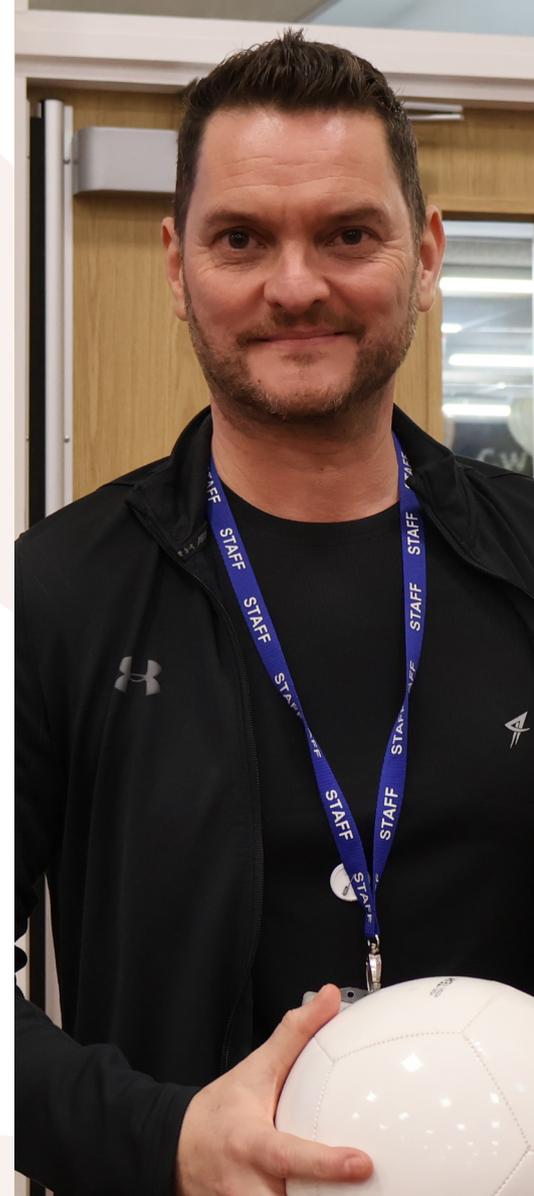
Admittedly an assured teacher when delivering PE lessons prior to working with the Foundation, Hopkins has benefited from more than just a confidence boost as Giles has introduced him to new techniques such as effective questioning, which Hopkins highlights as his crucial takeaway from the programme.

"For me as a teacher it's the questioning. Stopping the lesson, not just waiting until the end, questioning them, challenging them, engaging them throughout. I think my questioning and assessment for learning has changed in a positive way but I can see the children are reflecting too. Before working with Jack I felt I'd always been a

confident PE teacher but I would run out of fresh ideas. It could be difficult to motivate and engage the children using the old syllabus, but the new skills I've developed with Jack have really brought my teaching on. Knowing that I can plan and deliver effective lessons, I feel every child is more involved now. They're more capable learners, more keen to take part," said John.

Giles has been working in Tonnau Primary School for a number of years having previously supported then Deputy Head Teacher Nicola Richards through the Premier League Primary Stars teacher support programme, demonstrating the school's commitment to providing high quality PE to improve the health and wellbeing of their pupils.

"John has been really enthusiastic to engage in the supporting teachers programme and has fully embraced the opportunity to develop his delivery. He has made significant progress, particularly



when planning his lessons to make sure they challenge and engage all pupils. His commitment overall to improving his PE lessons has been really clear and he's focused on making sure all the children remain motivated and challenged in the lessons. The support provided has been designed to build his confidence and competence, ultimately helping him to continue to deliver outstanding PE lessons independently in the future," added Giles.





KELLOGG'S FOOTBALL CAMPS

SUPPORTS KIAN'S DEVELOPMENT

One of the participants to benefit from the Kellogg's Football Camps was Kian Spiller, 10, who has been an avid participant on Swansea City Foundation's Football Camps for a number of years.

"Kian has been a great participant throughout the summer and previous Kellogg's Football Camps. He's really enthusiastic to learn new skills, he's developed his confidence a lot in camp, meeting new friends. All the coaches know Kian as he's a regular participant. They all think highly of him and love the opportunity to coach him," said Sports and Education Coordinator, Jack Giles.

James Spiller, Kian's father, is grateful for the impact the camps have had on Kian: "Love is an understatement, he's absolutely obsessed with football. He tries to play every opportunity he gets so if he can come to one of these camps, he's the

first to sign up. With the school holidays, the Kellogg's codes are amazing. To use one of those to help us bring him to one of these camps is helping with his enjoyment of football, his confidence. There's no end to the benefits."

Kian himself has noticed the development of his skills both on and off the pitch from what he has learned at Kellogg's Football Camps. "I've learned different football skills, meeting new people and how to stay positive. I like that you get to meet new people, play fun activities in the morning and matches in the afternoon. I think that really helps my ability to play football. My favourite part is definitely the element of the drills where you get to learn new skills and practice the ones we've been taught before," said Kian.



JACK TO A CHEF

LOCAL STUDENTS SERVE UP A LOCAL FEAST



Students from Dylan Thomas Comprehensive School joined Swans Foundation at the Swansea.com Stadium to cook and serve a three-course meal as part of the 'Jack to a Chef' programme. 'Jack to a Chef' is a healthy-eating programme delivered by the Foundation in primary and comprehensive schools to educate students on nutrition, as well as showing them fresh meals they can make at home.

Students completed the five-week programme before joining the Swansea.com Stadium's head chef Martyn Guest for three weeks of training and preparation. That helped get them ready for a final event where pupils, their parents and club representatives were invited for an evening at the home of the Swans.

Rhys Davies, health and wellbeing officer, felt the opportunity to take part in the programme will have had a great impact on the participants. "The dinner was a huge success, everyone was really complimentary of the food and I'm confident the participants will have taken a lot away from it.

It allowed them to work on their communication and social skills, working with the chefs and each other, they stood up

in front of everyone to speak - which takes a lot of courage - and did some amazing work," said Rhys.

Martyn was delighted with the application and commitment the young participants showed, and proud of the final products they produced. "They've come and done a three-course meal from scratch, it's a massive achievement for them. The attitude from the participants has been amazing, you would think that they were qualified chefs, and the delivery was absolutely fantastic," commented Martyn.

Allison Beck is the parent of one of the participants, and she was filled with pride to see the work her daughter Ffion had done. "All three courses were amazing. I've had to take photos to share later because the presentation of it was amazing, I've really enjoyed it and it's been nice to mingle with the other parents. Ffion is very shy, so when they said she would stand up and speak we were a little worried, but she did really well and I'm really proud of her," said Allison.

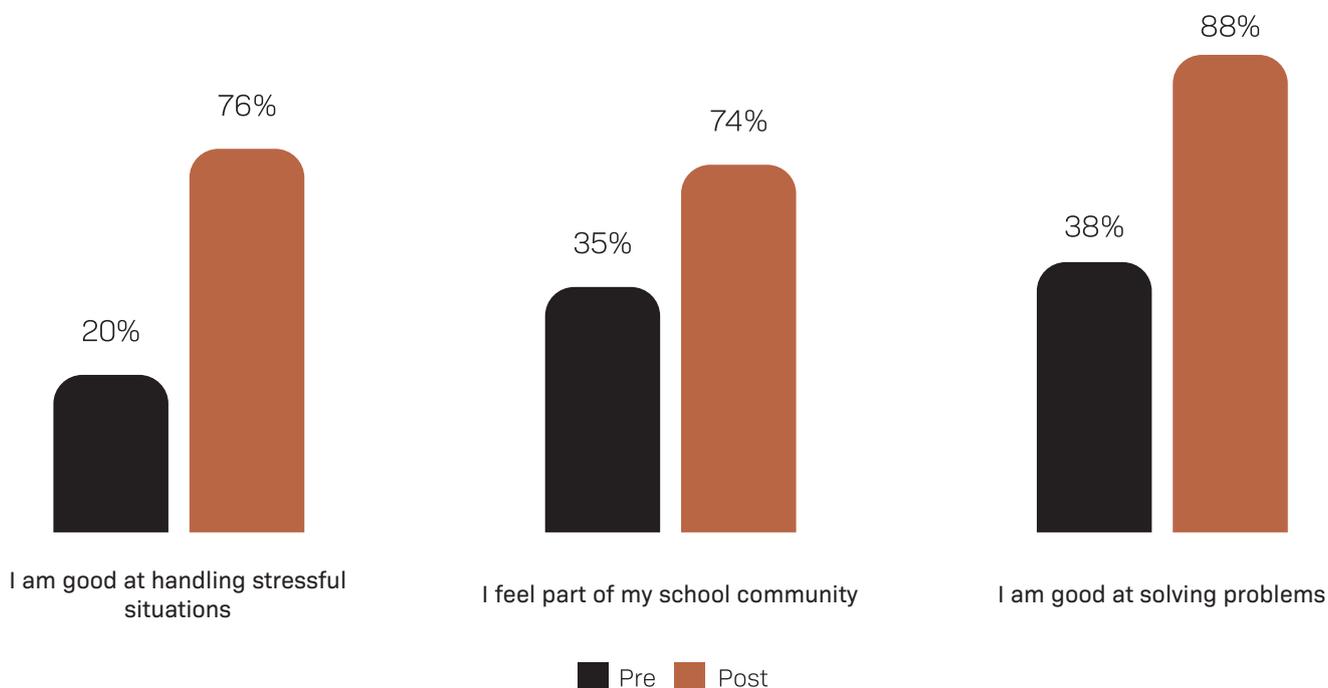


PREMIER LEAGUE INSPIRES

Premier League Inspires uses the power of football to inspire young people aged 11-18 at risk of not reaching their potential, to develop the personal skills and positive attitudes needed to succeed in life. The programme empowers participants to develop personal, social, employability and life skills, through a series of regular face-to-face group sessions, mentoring, workshops and social-action projects, providing pupils with the help they need now and supporting them to plan for their future.



PUPIL QUESTIONNAIRE RESPONSES



"The staff were outstanding, Beth and Nick build a great relationship with both pupils and staff. The classroom lessons have taught them different life skills including the impact crime would have on their future. Beth and Nick worked closely with a number of pupils from Maes Derw who have trust and relationship issues. Seeing some of the children respond to them the way they have is heartwarming."

Teaching Assistant, Maes Derw PRU

Premier League Inspires programme has encouraged Reggie to use physical activity to improve his confidence and mental health. Ross Draisey, Premier League Inspires Coordinator, has seen a significant change in Reggie's confidence since the beginning of the programme which, by extension, has had a positive impact on Reggie's mental health.

We have a cohort of boys here at Ysgol y Strade and they're quite rowdy. Reggie was quiet, but over the last 10 weeks his confidence has soared. I think this project has especially helped his communication skills, teamwork; he always offers to help his peers in the lesson. It's been really nice to see him grow and mature into the lovely young person that he is.

"He's mentioned that his physical health has improved. He's now happier and wants to go out and play sport every day, whereas I think he had a bit of a lull before. A lot of kids drop out of football at this age, which is sad because living in a physically active life is something that we all need and Reggie knows

the importance of being active now, rather than leading a sedentary lifestyle," commented Ross.

Ella Griffiths, Teaching Assistant at Ysgol y Strade, also praised the programme's effectiveness. "Reggie was quite a shy kid, not quite sure of himself, but these sessions have really helped bring his confidence out and helped him be a better person overall. It's the fact that they've been doing life skills, applying everything that's important to them in life and learning how to apply that through football and in general life, it's been amazing for all of the pupils," added Griffiths.

Now thriving and particularly enjoying playing football, Reggie is aware of the impact Premier League Inspires has had on him. "I feel like I've improved on the pitch playing football and off the pitch in the classroom. In class I raise my hand up now to ask questions, I've gone back to my local football club and I've rejoined the Premier League Kicks session on a Monday. I've really enjoyed it," said Reggie.

PREMIER LEAGUE INSPIRES

BOOSTS REGGIES MENTAL HEALTH THROUGH FOOTBALL



James began his journey through the Premier League Fan's Fund project, via a partnership between the Foundation and the Chinese in Wales Association. The Swans Foundation delivered free football sessions at the Vetch Field over the course of a six-week block, to help support members of the Chinese in Wales Association community and give young people the opportunity to experience football within a familiar environment.

Having thoroughly enjoyed those sessions, James continued his engagement in community activities by joining the Premier League Kicks session in Townhill. Inclusion Manager at Swansea City AFC Foundation, Lloyd Thomas, believes James' journey highlights the pathway participants can follow the Foundation, and how this can positively impact their development.

"Prior to those sessions, James would just play in school or in the yard, he'd never been part of a team before. I think coming here

gives him the feel of being part of a team and part of a strong community, which is really important for his development going forward. At the start he was extremely quiet, kept himself to himself but would turn up every week. He's extremely polite, also does his best and through coming here we can see him engaging with other people, making new friends, communicating better and he always has a smile on his face," said Lloyd.

As part of the Foundation's partnership with the Chinese in Wales Association, participants were also given the opportunity to attend their first Swansea City fixture at the Swansea.com Stadium. "Earlier in the season we invited the Chinese in Wales Association to come to a Swans game at the Swansea.com Stadium. It was fantastic to offer them this opportunity as many of them had never had the opportunity to come before, so it was a great moment to see them engaging with all the matchday activities and walking up the stairs, seeing the pitch for the first time," added Lloyd.

PREMIER LEAGUE FAN'S FUND

*HELPS JAMES FEEL PART OF STRONG,
SUPPORTIVE COMMUNITY*



SWANS FOUNDATION GIFT

OVER £4,500 BACK TO GRASSROOTS CLUBS

Seventeen clubs took part in the Foundation's summer soccer camps including Brecon Town, Briton Ferry Llansawel, Clabeston Road AFC, Morrision Town, Baglan Dragons, Llechryd and Pontarddulais Town. Over 900 young players enjoyed the football-filled days with their teammates, while the local grassroots clubs also benefitted from partnering with the Swans Foundation.

To support grassroots football in South-West Wales, the Foundation donated £4,670 - raised through soccer camp bookings - back to the 17 clubs involved in the scheme. All clubs who took part in the summer soccer camps will also be offered the opportunity for their team to welcome Swansea City onto the pitch by forming the guard of honour at a Championship fixture this season.

Morrision Town AFC have already taken up that opportunity, and made up the guard of honour at Swansea City's fixture with Watford last month. "Our under-nine team were delighted to be the guard of honour at the stadium. They enjoyed the matchday experience from the very first moment they walked into the stadium right through to the

final whistle. They could not stop smiling; being on the pitch and welcoming their heroes is a memory that will stay with them forever! Hosting the soccer camp at Morrision Town Football Club was a great experience for all the children who took part and attended. The kids loved having Swans coaches take the session for the day and made them really feel a part of Swansea City," said Adam Scott, Morrision Town AFC Junior Chairman.

Youth Engagement Manager at Swansea City AFC Foundation, Craig Richards, also expressed his gratitude to the grassroots clubs for their enthusiasm for the initiative. "We really look forward to running our club soccer camps throughout the summer. This year we increased our provision so more clubs and more players across South-West Wales could join in and feel the benefits from the camps. It's always amazing to see the enjoyment from the participants but we have also recieved some great feedback from coaches and parents, which makes me proud of the service we can offer."



SAFEGUARDING

During the current season, the Foundation was selected by the Premier League and Dialogue to undergo a safeguarding review, designed to evaluate and strengthen our safeguarding practices. The review produced highly positive feedback, with the recognition given to the effectiveness of our safeguarding measures for both staff participants. The process also underscored the central role of safeguarding within the Foundation giving us an exemplary rating. As a result of this outcome, our Head of Safeguarding, Kate Evans, has been appointed as a peer reviewer to support other clubs in their forthcoming safeguarding assessments next season with the Premier League.

The Foundation recorded over 110,000 attendances this season, representing our

highest figure to date and reflecting our continued growth. We remain firmly committed to ensuring a safe, inclusive and supportive environment across all activities. This season also marked a significant milestone with the organisation of our first international trip to Belgium in December. Planning is now underway for our participation in the Street Child United tournament in Mexico in May 2026.

The positive evaluations received in relation to our safeguarding practices have provided valuable affirmation of our approach and will serve as a strong foundation as we enter the new season. We remain committed to further strengthening our safeguarding framework while continuing to expand opportunities for participants across all programmes.

EQUALITY, DIVERSITY & INCLUSION

The 2024/25 season saw the Foundation make significant progress in strengthening relationships with local organisations that champion inclusion. We continued to support our in-house team through ED&I training delivered via the iHasco network, remaining fully committed to eradicating discrimination within our communities and tackling racism, homophobia and other forms of inequality.

This year, we have focused on building a stronger network with community groups and organisations to further diversify our provision. To achieve this, we delivered tailored taster sessions designed to support the full integration of participants into our mainstream programmes.

Our priority has been to make Swansea City a club for everyone, creating a safe and welcoming environment where all members of the community can feel at home.

Through the Premier League Fans Fund project, we ran workshops and stadium tours with harder to reach groups, working in partnership with organisations such as YMCA Good Vibes, Swansea and Sketty Mosque, BMHS, SCVS and Hands Up for Downs, among others. We also collaborated with Menter Iaith to create and deliver Welsh-language football sessions. Last winter, we relaunched the Give A Jack A Jacket campaign, raising awareness of homelessness across our communities. Together with the club, we

encouraged supporters to donate unwanted jackets, which were then distributed to charities throughout Swansea and the surrounding areas.

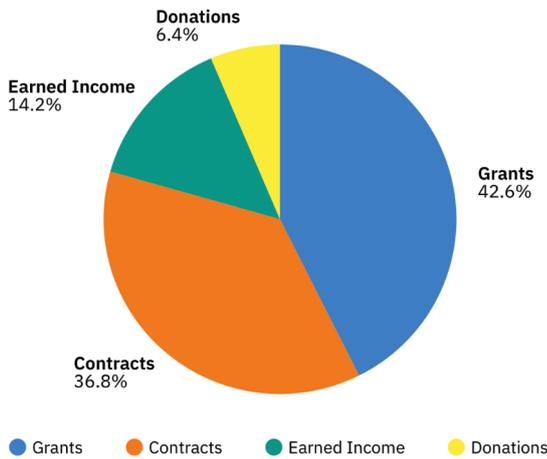
This year also marked an important step in the development of our ED&I strategy. We worked closely with the award-winning Swansea-based company Delsion, who support major organisations globally and were instrumental in Swansea becoming the first Disability Confident City in the UK. Partnering with Delsion has been invaluable in ensuring that our approach to inclusion extends beyond the football pitch and is embedded in our strategic planning and policies.

FINANCES

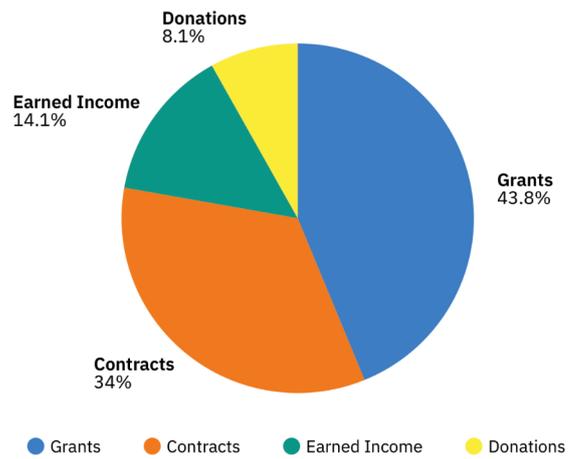
INCOME	2023/2024	2024/2025
PL Grants	£556,288.92	£523,695.00
Education	£95,304.87	£87,130.50
Youth Engagement	£111,546.99	£245,616.29
Sport Participation	£119,224.39	£57,345.44
Health	£470,282.14	£579,119.41
Inclusion	£59,766.78	£41,196.72
	£1,412,414.09	£1,534,103.36

EXPENDITURE	2023/2024	2024/2025
Delivery Costs	£867,411.09	£1,004,113.69
Project Support Costs	£190,778.10	£280,615.34
Core Infrastructure	£195,115.23	£181,998.22
	£1,253,304.42	£1,466,727.25

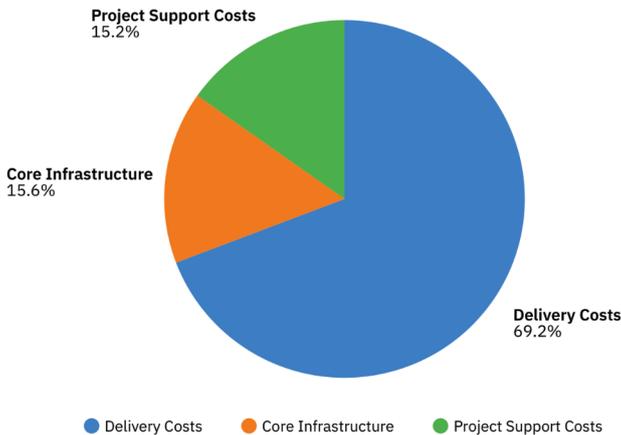
INCOME
2023/2024



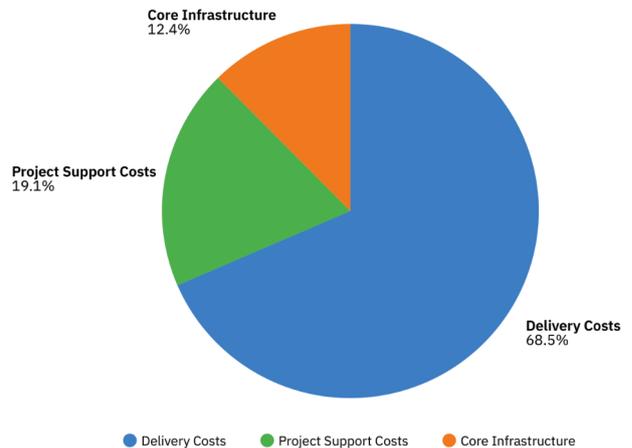
INCOME
2024/2025



EXPENDITURE
2023/2024



EXPENDITURE
2024/2025



PARTNERS





