



ASTON VILLA

Foundation

STRATEGY 2024-2029

A COMMUNITY HERITAGE

Aston Villa Football Club is formed as a way for a local cricket club to remain fit and active in the winter months.

The club moved to their current Villa Park location, in the heart of the Aston community.

The first known example of Aston Villa's charitable and community efforts with a donation of an ambulance to transport those injured in WWI.

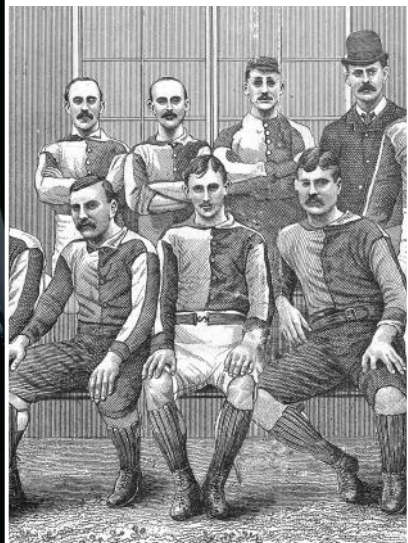
OVER 30 YEARS AS A COMMUNITY DEPARTMENT

Aston Villa community department formed, led by former player and coach, Ron Wylie.

Aston Villa become the first club to donate front of shirt sponsorship to a charity - Acorns Children's Hospice.

Aston Villa in the Community become a registered charity: The Aston Villa Foundation, which celebrated it's 10-year anniversary in 2023.

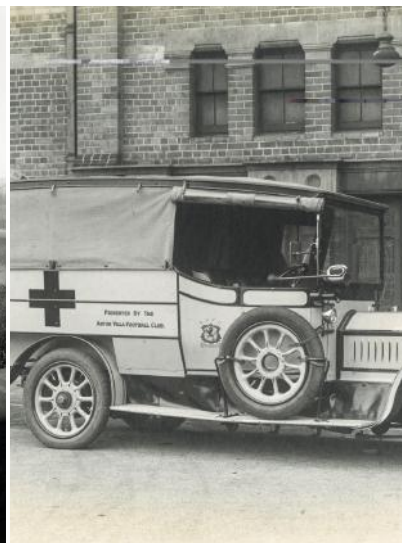
1874



1897



1918



1990



2008



2013-2023



OUR THREE STRATEGIC FUNCTIONS



DELIVERING

A vibrant, innovative and ambitious delivery organisation, focusing our efforts and resources on children, young people and young adults in underserved communities



CONNECTING

Fostering collaboration, communication and synergy amongst key stakeholders working towards common objectives and achieving collective outcomes



SUPPORTING

Empowering the voluntary and community sector with their own ambitions to achieve a greater collective impact in local communities

OUR PURPOSE

WORKING TOGETHER TO ENRICH LIVES

FOCUS ON

Children, young people and young adults offering a holistic landscape of opportunities to support them on a fulfilling life journey

PRIORITISING

A 'localism' approach in areas of social inequality, to promote equality of opportunity, diversity and inclusion

DRIVEN BY

Excellence and innovation, and the ambition to be seen as an outstanding and collaborative social impact charity

1. OUR DIVISIONS



ENGAGEMENT, SPORT & WELLBEING

Youth engagement, interventions and sporting opportunities, alongside physical and mental health programmes contributing to the improved health and wellbeing of young people



EDUCATION & EMPLOYMENT

Promoting education and personal development from an early age, offering a range of skills, training and qualifications to enhance people's long-term prospects and potential



COMMUNITY RELATIONS

Building and strengthening local relationships ensuring Aston Villa is positively contributing to society, being a good neighbour and viewed as a community asset

ENGAGEMENT, SPORT & WELLBEING

A group of young men are shown in profile, looking towards the right. They are wearing various clothing, including a black jacket with a white patterned collar, a black and green sports jersey, a grey hoodie, and a maroon shirt. The background is a blurred green field, suggesting an outdoor sports setting. The lighting is bright, creating strong highlights and shadows.

INCLUSIVE SPORT

FOOTBALL DEVELOPMENT

**MENTAL HEALTH AND
WELLBEING**

**COMMUNITY-BASED
YOUTH ENGAGEMENT**

**PROGRESSION AND
PATHWAYS**

EDUCATION & EMPLOYMENT

A group of young people, including a young man and several young women, are sitting on a wooden bench in front of a chain-link fence. They are all wearing light blue tracksuits with a red crest on the chest. They are looking towards the left of the frame with various expressions of interest and focus. The background is slightly blurred, showing the fence and some greenery.

**PRIMARY AND
SECONDARY SCHOOLS**

ALTERNATIVE EDUCATION

**FURTHER AND HIGHER
EDUCATION**

**SECTOR-BASED
TRAINING**

EMPLOYMENT PATHWAYS

COMMUNITY RELATIONS



PLACE-BASED APPROACH

CONSORTIUM PROGRAMMES

STRENGTHENING
NETWORKS

A POSITIVE IMPACT FOR
OUR NEIGHBOURS

THE GOLDEN THREAD

THE FOUNDATION'S LANDSCAPE APPROACH TO
YOUTH ENGAGEMENT AND PROGRESSION

ENGAGEMENT

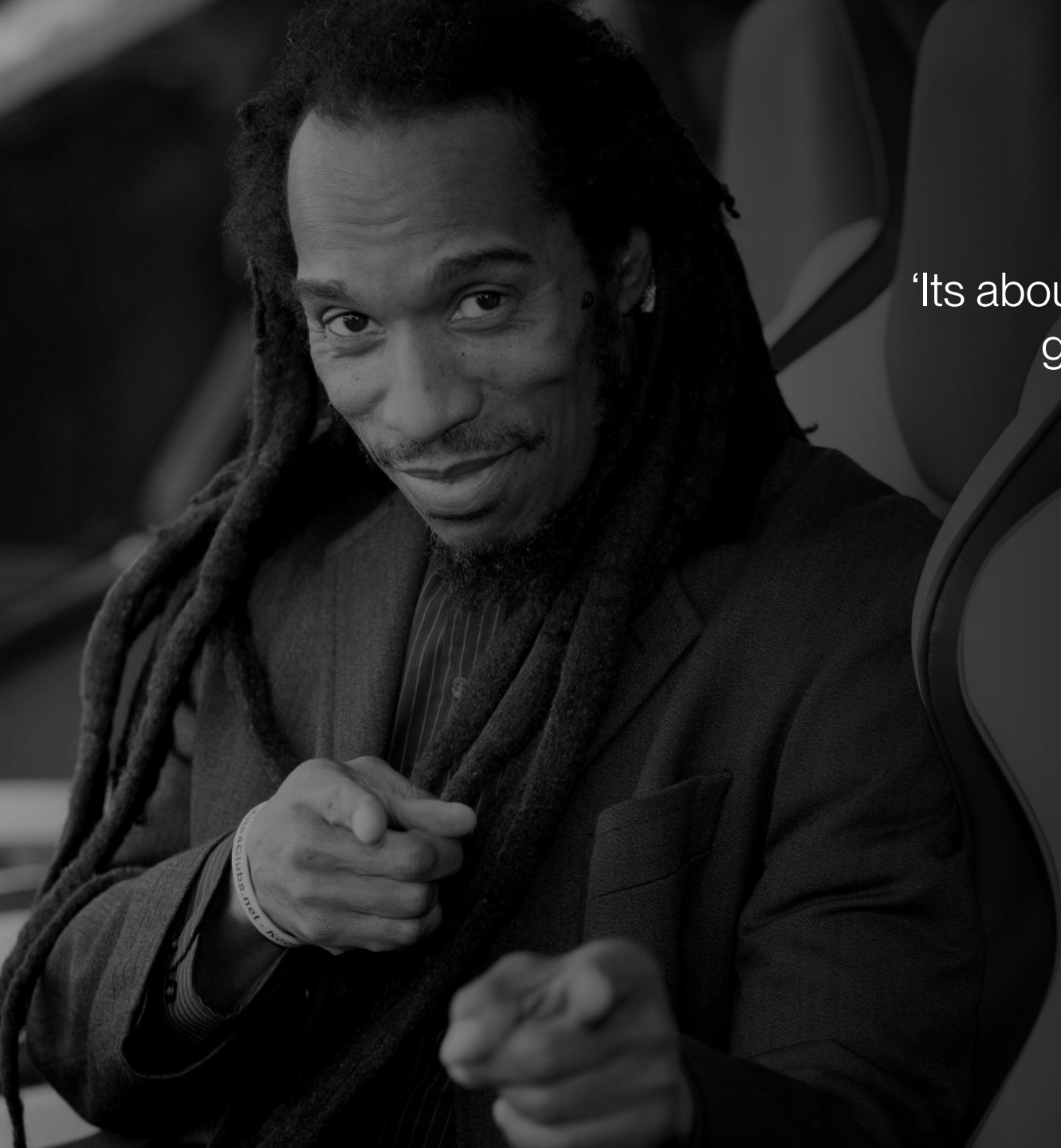
- Working in primary and secondary schools
- Community-based sessions
- Open access
- Focused and professional referrals

DEVELOPMENT

- Personal and community safety
- Promoting responsible and active citizenship
- Encouraging leadership and ambition

PROGRESSION

- Re-integration
- Training, skills and qualifications
- Further and higher education
- Sector skills academies
- Pathways to employment



LOCALISM

‘Its about localism. To me it’s not just a club that plays games, it’s about being part of the community.’

PROFESSOR BENJAMIN ZEPHANIAH, 1958–2023

(ASTON VILLA FOUNDATION AMBASSADOR)

LOCAL AND GLOBAL

The ‘localism’ principles applied to this strategic framework can be replicated across countries and international geographies of interest, as success on the pitch increases the club’s profile across the globe.

In recent years, the Foundation has worked in and supported community efforts in the United States, India, China, Kenya, Ghana and Australia.

Our approach is to consider local priorities and apply our delivering, connecting and supporting principles according to local insight and needs on the global stage.



ASTON VILLA
FOOTBALL CLUB



ASTON VILLA
Foundation

PARTNERS

FANS

LOCAL COMMUNITY

AUTHORITIES

TALENT

2. CONNECTING

PARTNERS



PARTNER CSR

We form part of the value proposition for Club partners, supporting sponsors in achieving their own Corporate Social Responsibility objectives



CREATIVE AND INNOVATIVE

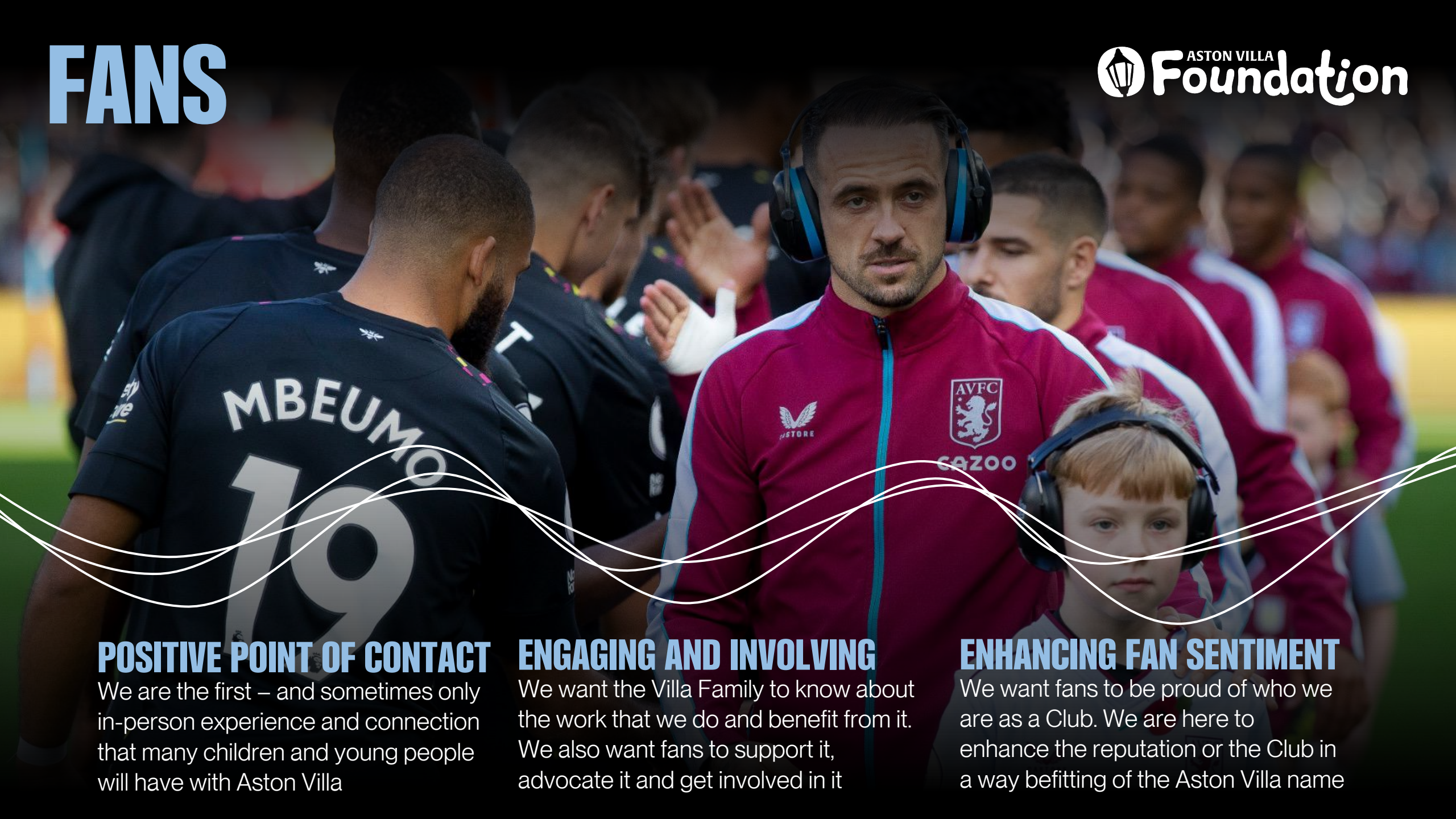
We are brave, creating exciting and innovative programmes and events that make our relationships with partners different



MEANINGFUL PARTNERSHIPS

We aren't box-tickers. Our partnerships have depth and meaning, helping us to create authentic stories and impact

FANS



POSITIVE POINT OF CONTACT

We are the first – and sometimes only in-person experience and connection that many children and young people will have with Aston Villa

ENGAGING AND INVOLVING

We want the Villa Family to know about the work that we do and benefit from it. We also want fans to support it, advocate it and get involved in it

ENHANCING FAN SENTIMENT

We want fans to be proud of who we are as a Club. We are here to enhance the reputation or the Club in a way befitting of the Aston Villa name

LOCAL COMMUNITY



INSPIRATIONAL FACILITIES

Our work is best supported with facilities that offer inspiration and raise aspirations. We aim to create and provide access and open doors to these spaces



SENSE OF BELONGING

We want local people to feel like they belong in our facilities, whether its visiting, watching or working here



A GOOD NEIGHBOUR

We are aware of the impact of games and events, and will work with the community to offset this by providing benefits to having a world-class facility on the doorstep

AUTHORITIES

PLAYING OUR PART

We contribute to statutory agency priorities for young people including BCC, WMP and WMCA, playing a positive role in society

BEING PROACTIVE

We will use our networks and outreach to understand our communities and identify how we can contribute to addressing local needs

MAKING CONNECTIONS

Connecting to neighbourhoods and communities that others may struggle to engage



TALENT



BOYS FOOTBALL

Our range of football activities in formal and informal settings offers a huge reach for the club, helping us to identify and progress local talent within our Academy structure



GIRLS FOOTBALL

We promote and drive women and girl's participation in football whilst supporting the female football infrastructure, with pathways into the Aston Villa talent ID pathway



FUTURE WORKFORCE

We are passionate about 'growing our own' and progressing our people. Our golden thread highlights how we identify and nurture our staff of the future

3. SUPPORTING



ADVOCACY

We hugely value the work of local community groups and charitable organisations, so we advocate, champion and celebrate their work using our platforms



COLLABORATION

We strongly believe in partnership working and expanding our networks to co-design and deliver, and pool resources and expertise for maximum reach and impact



CAPACITY BUILDING

The third sector is our passion, and we support groups to meet their own ambitions with guidance and support on governance, infrastructure and funding

FINANCE

We aren't led by funding or finance and don't measure our success by the size of the organisation. Growth has always been organic and that principle remains the same.

We have no targets for financial growth, but we will manage our resources carefully and responsibly to continue being a sustainable and resilient charity.

We are committed to supporting other local charities, through small levels of financial support, our resources and capabilities and through a circular economy of donations.

Five-Year Financial Performance

