



**COMMUNITY  
FOUNDATION**

AFC FYLDE COMMUNITY FOUNDATION

# IMPACT REPORT



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**The Borough of Fylde, and its subcommunities, have always been the heartbeat of the Foundation, and the focus of our efforts. Thanks to our people and our partners, it has been another busy yet successful year for the Foundation in relentlessly combatting the issues faced by the community. 2024 showed that our communities continue to be affected by a number of difficulties, barriers to the labour market, social isolation, accessibility to key services and a range of challenges in between. We were fortunate enough to work with and support more than 7,500 individuals, a service engagement record for us, with a variety of needs-driven programmes and services.**

We continued working closely with key partners such as Fylde Borough Council, BAE Systems, The National Lottery, Veterans' Foundation, National League Trust and Lancashire Violence Reduction Network. Whilst cultivating new relationships that enabled us to deliver sustainable and meaningful work across Fylde. Some of the new service developments saw us expand our Developmental Pathways, the delivery of our work readiness programme, 'Training Ground', engaged with a range of grassroots clubs through 'Fans of the Future', and combatted anti-social behaviour within the community through our 'Kicks' programme.

2024 was also a year for listening to our stakeholders, with them influencing what future service delivery looks and feels like. Those consultations and feedback played a key role in shaping our upcoming strategic plan.

However, none of our impact would have been possible without the continued dedication, passion and output from our Foundation team. They have been committed to providing the Fylde community with the very best opportunities and experiences, which proved to be a lifeline for so many. I would personally like to thank them for their work and efforts shown in 2024. It is also crucial we recognise the role that our dedicated Board of Trustees played in our success. Our Trustees help govern and direct the Foundation, offering invaluable support to me and my team. Their commitments and experience allow for the Foundation to serve the community and continue growing.

I hope you enjoy reading this Impact Report, and we look forward to serving the Fylde community over the next year.



**Chris Brannigan**  
Chief Executive Officer



## Our Mission

**To harness the power of sport and the influence of football, working in partnership with AFC Fylde and local organisations, to help people across Fylde realise their potential and thrive.**

## Our Values

Everything we do as a charitable foundation is guided by our six core values:

- We are Collaborative in all we do:**  
 We can achieve so much more for the Fylde population when we work together. We will work in partnership with other organisations, communities and individuals who share common objectives and values to ensure the best outcomes for the Fylde community.
- We are Inclusive and Diverse in our approach:**  
 Everyone in Fylde has the right to benefit from our work, regardless of age, gender, race, religion, sexual orientation, or where they live.
- We are Innovative in our actions:**  
 We need to think, work, and behave innovatively. We are committed to continuously learning from our previous experiences, our partners, and our communities to deliver programmes that really work and provide the best value for money.
- We are Supportive of our team:**  
 Our board, employees, and volunteers should take pride in their work. We value their input and are committed to investing in the continued professional development of the team within a safe and supporting work environment.
- We are Ethical and Transparent:**  
 We are ethical and transparent in all our actions, decisions and communications with the organisations who fund us, the people we work with and the communities we serve.
- We are Environmentally Sustainable:**  
 We have a responsibility to care for and protect the environment for future generations. We will strive to reduce our impact on the environment in all we do and support our communities to do the same.



***“The most rewarding aspect of my role at the Foundation is working with participants from the start of their journey and supporting them to the end. Ensuring that any support they receive from AFC Fylde Community Foundation is tailored to them and their needs as an individual.”***

- Daisy Sheridan



***“Having a positive impact on people’s lives is what I enjoy the most. There’s no better feeling than when I get surrounded at Fylde Sports and Education Centre or Mill Farm by a group of children knowing that I’ve made a difference in their life by coaching them.”***

- Matty Fenton



***“For me, the satisfaction of helping guide someone down their desired career pathway will always be an unbelievable feeling. Working with hundreds of people and having the excitement of individuals telling me they have succeeded due to the combined effort from our staff.”***

- Natasha Green



***“My highlight of 2024 was supporting a local school throughout the National League Trust Cup competition, which we eventually came out as winners of at Wembley Stadium. It was an unbelievable experience that the children and I will be proud of forever.”***

- Dan Monckton



385



YOUNG PEOPLE  
ATTENDED OUR  
DEVELOPMENT  
CENTRE

77



PEOPLE  
MENTORED AWAY  
FROM ANTI-SOCIAL  
BEHAVIOUR

148



FUNDED  
HOLIDAY CAMPS  
PLACES

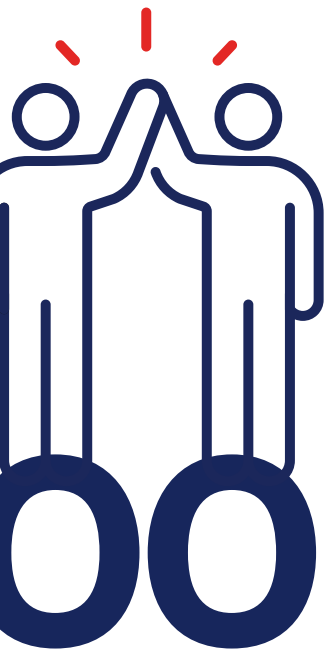
SUPPORTED  
OVER

7,500

PEOPLE

OVER  
11,500





  
**HOURS  
DELIVERED  
BY STAFF**

**280**



**PEOPLE PROGRESSED  
INTO EMPLOYMENT,  
EDUCATION, TRAINING  
OR APPRENTICESHIPS**



**OVER  
1,000  
UNDER 18S  
ENGAGED WITH  
THE FOUNDATION'S  
PROGRAMMES**



**OVER  
500,000  
IMPRESSIONS  
ACROSS ALL SOCIAL  
MEDIA PLATFORMS**



**OVER  
500  
CHRISTMAS  
PRESENTS  
DELIVERED  
TO CHILDREN  
ACROSS FYLDE**





## JANUARY

### FITNESS THROUGH FOOTBALL

To kickstart the New Year our Community Engagement team created a new Health and Wellbeing session called 'Fitness Through Football' with the aim of improving physical and mental wellbeing.



## APRIL

### FYLDE FOCUS 16-18

We further developed our 'Fylde Focus' programme and tailored it to support 16-18 year-olds who are not in employment, education or training. Providing Fylde residents and businesses with increased opportunities.



## FEBRUARY

### KIRKHAM KICKS

Our new 'Kicks' programme which uses football to divert young people away from anti-social behaviour. These sessions took place throughout the year in both Kirkham and St. Anne's.



## MAY

### WEMBLEY

Representing AFC Fylde Community Foundation, Heyhouses Endowed Church of England Primary School Under 11s were crowned Champions of The National League Trust Cup at Wembley.



## MARCH

### NATIONAL LOTTERY PROJECT

The National Lottery Community Fund provided us with a generous grant to continue our 'Football Welcomes' project – home to our 'Community Captain' – running for a further two years.



## JUNE

### TRAINING GROUND

We designed a work readiness programme called 'Training Ground'. Being delivered in multiple four-day cohorts, our staff help participants prepare for life in employment, education or training.





## JULY

### EXTRA TIME / KIRKHAM COMPANIONS

Our Loneliness Prevention Project's group session, Extra Time, took a trip to Lytham Hall for a delicious lunch and a lovely walk around the gardens.



## OCTOBER

### STAFF DEVELOPMENT

Our team underwent safeguarding training by welcoming Dave Lean, who spoke about his 'Truth', experiences and how they can be used to protect others in the future.



## AUGUST

### FANS OF THE FUTURE

The start of the new football season saw a revamped 'Fans of the Future' programme which provides young fans with a unique matchday experience, funded by AFC Fylde.



## NOVEMBER

### REMEMBRANCE DAY

During AFC Fylde's Remembrance Day fixture, multiple participants from our Armed Forces and Veteran's programmes were greeted to a standing ovation during their lap of honour.



## SEPTEMBER

### YOUNG LEADER OF THE YEAR

One of our dedicated volunteers, Harry McNally was awarded 'Highly Commended Volunteer of the Year' at a Fylde Council awards ceremony for his contributions within the Foundation.



## DECEMBER

### CHRISTMAS PRESENT APPEAL

In partnership with Fylde Council, thanks to your generous donations, we delivered over 500 Christmas presents to children of various ages, across Fylde.



Local schools and families place their trust in our coaches to deliver high quality sessions. These result in children developing key skills allowing them to maintain physically active lifestyles.

Over time, our coaches have become positive role models for the young people they interact with, recognising them as constant and reliable figures. For many, this can be life changing.

We are grateful to have strong partnerships with our schools and nurseries making our responsibilities of supporting each other, that much easier.

- **2,116 participants engaged with (1,077 boys, 1,027 girls).**
- **9,488 hours delivered by school staff.**
- **19 schools & 15 nurseries total number of partnerships.**
- **54 young people supported through our domestic violence programme 'Our Time'**



**Our School Services team built a partnership with Weeton Primary, an army camp based school, shortly after we formed, and it has continued to develop ever since.**

Our School Services programme attend the school every day of term to deliver extra-curricular sessions, such as lunch and after school clubs, or P.E curriculum. Our Armed Forces Co-ordinator hosts a weekly youth club every Wednesday afternoon.

Head Teacher, Anthony Goth, said: “Weeton Primary School and AFC Fylde Community Foundation have worked together for over 10 years. I’m in my 13th year as Head Teacher so I’ve been here since the start. We liked what was on offer at the time and we’ve stuck with it ever since.

“Obviously, the Foundation has grown and changed, we’ve seen lots of different coaches and how everything has developed, but we’ve continued to work together because the Foundation are really good at accommodating our needs as we have also changed ourselves over the years.

“We get a lot from the partnership with the Foundation as we receive high quality coaches coming in and teaching P.E lessons or extra-curricular sessions tailored to our personal needs, which is produced due to professional conversations to make both sides happy.”

Mr. Goth believes that the partnership is beneficial to both sides, as not only do they receive a high standard of coaching, but it also opens connections to other Foundation projects.

“It’s really useful for children to see coaches coming into school because they are able to gain more from an external organisation than they would from one of their teachers.

“Our links with the Foundation provide pathways to the Development Centre delivered at Fylde Sports and Education Centre.”



*“As a result of the partnership with the Foundation, every child in our school has the opportunity to experience high quality P.E provision, delivered by skilled coaches instead of teachers who may not be as skilled in that specific field.”*



**Our Employability, Education and Skills department experienced significant growth throughout 2024.**

Fylde Focus, delivered in partnership with Fylde Council, nearly tripled their target of people progressed back into employment, and or education or training. 'Multiply', a free vocational course supported by our staff, providing people a second chance at receiving a mathematics qualification.

Our AQA accredited work readiness programme, 'Training Ground', provided people with the capabilities to advance into employment, education or training.

We've supported local businesses with our 'Apprenticeship Programme' and our University Degree courses welcomed an extra four students.



- **220** participants engaged with Fylde Focus
- **159** people progressed into employment
- **104** participants progressed into education or training
- **7** students on our University Degree courses
- **10** apprentices placed within Fylde businesses
- **36** people improved their numeracy skills through our 'Multiply' project
- **146** participants attended 'Training Ground'

**Our Employability, Education and Skills team produced a combined effort across two of our programmes to find Adam Hartshore, employment.**

Adam was referred to our 'Fylde Focus' programme via St. Anne's Job Centre. During his first meeting with the Foundation staff, he stated that he wanted a career in administration.

We supported Adam by attending Blackpool and Fylde College open days – deciding that an apprenticeship might be the best outcome for him.

Up next on Adam's to-do-list was to complete the online courses that our team set up, to help the 26-year-old gain extra qualifications.

Our staff were delighted that they managed to find an apprenticeship as part of a High School admin team based within Fylde, unfortunately, the offer was rescinded due to circumstances out of our and Adam's control.

Despite this knockback, Adam didn't stagnate or let it get him down; he continued to work alongside our staff on our 'Training Ground' programme.

Adam made sure he was suitably prepared for interviews and any potential scenarios that may have been presented to him. He also amended his CV and covering letter with the help of our staff.

He then attended an interview by himself at Atos and was extremely proud to inform us that he had been offered an admin role within the company.

Jim Marshall, our Employability and Skills Co-ordinator, said: "Two programmes being able to come together and make a combined effort to help someone find their way back into employment is amazing.

"I really enjoy running 'Training Ground', so being able to see the rewards of your efforts so shortly afterwards is a brilliant feeling.

"We all work really hard at the Foundation to ensure that everyone who requires our services benefits from them as much as they possibly can."

Adam stated how grateful he was for all the support he received from the Foundation – he started his new position in December 2024.



We are focused on creating a community the people of Fylde are proud to be a part of. We are a diverse and inclusive community that transcends sports. Our badge provides us with opportunities that we are grateful for, but we want people to be aware that we are more than just football and we cater to their personal needs.

Our programmes range from Football Welcomes - aiming to support refugees, Loneliness Prevention, Armed Forces support for Veterans, NCS, Special Educational Needs and Disability sessions and Champions, which helps mentor young people away from anti-social behaviour.



Number of participants:

- **130** Armed Forces and Veterans
- **538** Youth Services
- **83** Loneliness Prevention
- **44** Football Welcomes and, Rehabilitation

Age range of participants:

- **577** Under 18s
- **112** 18-65
- **106** Over 65s

Amount of 1-2-1 sessions:

- **204** Armed Forces
- **482** Champions
- **188** Loneliness
- **38** Disability

# CONNECTION



**In partnership with Fylde Council and several other organisations, we hosted a Christmas Present Appeal for primary school students across Fylde.**

The project aims to provide those children who are less fortunate, with a smile at Christmas. Providing as many children as possible, who require our help, with that joy of unwrapping a Christmas present - many of which may not usually receive presents.

Thanks to the extreme generosity of the local community donating gifts, whether it be dropping them off at one of our various drop off locations around Fylde or ordering off the council's Amazon wishlist, the Christmas Present Appeal thrived.

We partnered up with 14 schools that helped us put a smile on so many children's faces across St. Anne's, Lytham, Weeton, Warton, Freckleton, Wrea Green, Kirkham and Wesham.

Members from the AFC Fylde squad and coaching staff dropped off the presents at a selection of the local schools registered with the programme whilst interacting and posing for photos with the children the schools had arranged to be present at the drop off.

AFC Fylde Manager, Kevin Phillips, said: "We know as footballers and staff, the difference we can make to children and Christmas is the perfect time to spread a bit of joy and give them a day to remember.

"Hopefully they enjoyed meeting all of the lads and it would be great to see a few of them down at Mill Farm in the near future!"

The local community, the club and the Foundation combining together for such a great cause is what Christmas is all about.

*Phillips said: "It's a privilege to do. Football clubs are the heart of every community and AFC Fylde is no different."*





## Heyhouses Endowed Church of England Primary School Under 11s were crowned Champions of The National League Trust (NLT) Cup at Wembley.

Heyhouses U11s girls, after winning their three previous tournaments, were presented with the chance to travel to Wembley and compete in The NLT Cup Final representing AFC Fylde Community Foundation

The girls travelled down early on the Saturday and spent the weekend in London ahead of their big kick off on Sunday.

Both the girls and their families soaked up every moment of it as Heyhouses started their journey by getting off the tube and walking down Wembley Way - eager to get onto the pitch.

After preparing for kick off in Wembley's changing rooms it was time to walk out onto the hallowed turf to face Slough Town's representatives.

The girls composed themselves before walking up those famous steps to lift the trophy in the Royal box after emerging as 1-0 victors.

It really was a once in a lifetime experience for the girls, even if they're already talking about retaining their title next year.

Our Schools Services Manager, Dan Monckton, was one of the coaches on the touchline and he said: "The girls did themselves, all of their families and everyone at AFC Fylde proud."

Dan was with Heyhouses at every tournament and had nothing but the highest of praise for the team: "The way they conducted themselves on and off the pitch, not just at Wembley, but at AKS, Oldham and Chesterfield was exemplary and a credit to both their parents and Heyhouses.

"We see this as a great advert not just for girls' football but for all the brilliant work the Community Foundation does for our schools in Fylde."

Caroline Doran, one of the parents who witnessed it all unfold, said: "What a wonderful experience the girls had. Amelia never thought school would have a girl's football team and then to make it all the way to Wembley is an amazing achievement."

*Caroline said: "None of it would have been possible without the support of the school, AFC Fylde Community Foundation and all the parents involved. Truly amazing memories have been made. Thank you to everyone"*



# 385

## PARTICIPANTS

**Dainton Roberts has attended AFC Fylde Community Foundation's Development Centre for over two years and developed the confidence to move into a grassroots team.**

The Foundation's Development Centre accommodates children aged from as young as two all the way to 14 whilst also offering a unique Goalkeeper Development Centre for children aged 6-16.

Dainton has attended on Monday nights for the previous 24 months. Emma Roberts, Dainton's Mum, said her son has: "Significantly progressed since attending the Development Centre, both with his skills and confidence, which have grown massively and without this he wouldn't have joined a grassroots team."

Emma was also full of praise for the coaches and other projects the Foundation run: "I would 100% recommend the Development Centre to others. The entire process across the two years has been really easy. The coaches have been brilliant, they've always been really good."

Dainton himself said: "The thing I most enjoyed about the Development Centre was just playing football." This is a result of the freedom our coaches encourage and the priority on Development that the Centre promotes.

When asked what specific attribute he believes has come along the most, Dainton replied with: "I think I've improved at everything to be honest."

# 484

## HOURS DELIVERED

# 13

## PROGRESSED INTO ACADEMIES

Dainton recently made his debut for Kirkham Juniors, scoring with his first touch of the game and then proceeded to double his tally later in the match - what a way to make an impression in your first game.

The Development Centre has experienced record-breaking growth for consecutive years. Growing by an extraordinary 108% since summer 2022.

Our Football and Education Co-ordinator, Connor Williams, oversees the running of the Development Centre and he said: "This is exactly what our sessions are all about, Dainton is a perfect example of what we are trying to achieve here at the Foundation.

"We aim to progress as many children - boys or girls - as possible into grassroot teams or academies and it's brilliant that Dainton and his Mum have provided us the opportunity to highlight his success.

"The coaching team and I can only do our job if children like Dainton are willing to engage so I'd like to take this chance to thank Dainton and all the other children who have attended our Development Centre over the last couple of years.



**The Foundation is delighted to be able to say our Employability and Skills team, through our Fylde Focus programme, have successfully gained a participant into employment within the Navy as a weapons engineer.**

Alex Tudor, 26, was referred to the Foundation's Fylde Focus programme via YMCA Harbour House. Alex, from St. Anne's, stated how grateful he was to receive our help and was very willing to work hard to begin his desired path.

He met up with the Foundation every week at Harbour House, during these meetings the 26-year-old disclosed that he was an addicted gambler in recovery.

As a consequence of his addiction, Alex found himself in some serious financial difficulties, resulting in him being homeless. Foundation staff recommended support groups available to provide him with help regarding his addiction and mental health issues.

The Foundation's Employability team helped Alex look for different job vacancies, apprenticeships and other options such as courses that were available.

Our staff established that Alex had a passion for the Navy and was keen to have a career in the Armed Forces. With the support of our staff, he completed the online application forms.

Whilst we waited to hear back regarding his application, we continued to look for different options, just to cover all angles.

When his application was successful, our Foundation staff prepped Alex for his interview by providing mock interviews, to help build up his confidence and, make him feel comfortable attending the interview.

The Foundation were incredibly pleased to learn the news that Alex was successful at the first try. Due to Armed Forces protocol, the St. Anne's man needed to have National Security vetting checks alongside a medical check – both of which was passed.

Alex was successful in gaining employment and was provided a place on the physical element of the training programme up in Edinburgh, before being posted for the first time after completing his weapon engineering programme.

Natasha Green, our Employability and Skills Co-ordinator, said: "Working alongside Alex has been my personal highlight at the Foundation so far.

"Being able to help him and be apart of him turning his life around is something I'm extremely proud of. I couldn't be happier for Alex, I hope this is just the beginning of a fantastic new adventure for him."

"Fylde Focus is all about helping people who are NEET (Not in Employment, Education or Training) into a career path they will enjoy and take pride in. It's all well and good getting them into one of those options, but if it's not truly what they want to do, then we aren't helping them long term.

*"No matter how niche or difficult it may be, we will always try our best to cater to the individual's desires."*



**AFC Fylde Community Foundation are one of nine Football Club Community Organisations (CCOs) across Lancashire who deliver the Champions programme - in partnership with Lancashire Violence Reduction Network.**

Champions is an innovative intervention programme supporting young people aged 10-25 with experience or at risk of offending behaviours. The programme is non-judgemental and confidential. Participation is voluntary.

Remell was referred to our Champions programme via a Family Support Worker from the Children and Family Wellbeing Service at Lancashire County Council.

Scott Harries, our Community Engagement Co-ordinator, worked on a one-to-one basis with Remell for a few months, starting with 'walk and talks' which the participant responded well to and began to come more out of his shell.

Remell made it clear he had a keen interest in football, so Scott decided to move their weekly meetings to Fylde Sports and Education Centre with the intention of teaching him new skills, keeping him physically active and improving his mental health.

In their meetings they discussed positive choices and healthy relationships. As a result of their meetings, Remell cut out the negative influences in his life and he saw the huge difference it makes.

All of this led him to making the leap into joining a six-a-side team in which he knew none of the other players as he represented the Foundation at a football tournament in Accrington.

Remell did brilliantly, as he helped guide his team to the final of the competition, scoring a hat trick along the way and made new friends throughout the day.

Scott, who helped oversee our Champions project, said: "It's been an absolute pleasure working with Remell over these last six months.

"There is a noticeable transformation in his behaviour and that is all down to Remell himself. He had the willingness to get involved, which isn't compulsory by any means, it is always a voluntary exercise.

"Remell is a brilliant example of what we are trying to achieve with our Champions project, and I hope he continues to be the best version of himself."



**634**  
**CHILDREN**  
**ATTENDED**

**148 CHILDREN SUPPORTED**  
**THROUGH HOLIDAY ACTIVITY**  
**AND FOOD (HAF) PROGRAMME**

**Our Holiday Camps welcomed 782 children across 2024. We take pride in delivering a high-quality service that all children and parents are happy with.**

Throughout 2024 we offered Holiday Camps across every day of all school holidays (excluding bank holidays) at three different venues.

Fylde Sports and Education Centre hosts our Fylde Football Camp, offering a stadium tour at Mill Farm helping produce the next generation of Coasters. Alternatively, if football isn't of interest, we provided activity / multi-sports camps at both Kirkham St Michael's Primary School and Bactive in Warton.

We are proud to be able to offer every day of school holidays to be as reliable for families as possible. With drop offs starting from as early as 08:00 and pick ups as late as 17:00, we believe we remain flexible and understanding that day-to-day life for parents or carers still continues.

Our continued focus is to develop both children, and their families. We supported 148 HAF places to ensure that we were available to those most in need.

Our School Services Manager, Daniel Monckton, oversees the delivery of the camps and he said "We understand that school holidays are a challenging period for parents and care givers, and finding a trusted provider for your children may not always seem easy. It remains our priority to provide a safe and welcoming environment that children and young people can be signed up to in confidence.

"We pride ourselves on the quality of our camps, something which is supported by child, parent and care giver feedback. Our aim is to continue delivering a safe, enjoyable and friendly experience within our holiday camps."









FOLLOWERS  
**3,032**  
IMPRESSIONS  
**178,100**  
REACH  
**150,289**



FOLLOWERS  
**928**  
IMPRESSIONS  
**25,900**  
REACH  
**4,616**



FOLLOWERS  
**1,923**  
IMPRESSIONS  
**255,021**



FOLLOWERS  
**591**  
IMPRESSIONS  
**42,457**  
REACH  
**24,603**

**501,478**

**OVERALL  
IMPRESSIONS**

COMBINED  
FOLLOWING: 6,474

**24%**

**INCREASE IN  
FOLLOWERS**



**179,508**

**OVERALL SOCIAL  
MEDIA REACH**  
(DOESN'T INCLUDE X)

**REACH**



**All three AFC Fylde teams – Men, Women and Academy all regularly contribute to the work of the Foundation.”**

Most notably, the entire Fylde first team and backroom staff gave up their own time during a hectic winter schedule to go and hand-deliver presents to hundreds of children in schools across Fylde.

We host sports camps during school holidays which see players attend regularly, our Fans of the Future programme which runs every home matchday promises a player appearance as part of the experience. Nathan Delfouneso, Academy Coach, made a special guest appearance at a local care home as part of their Christmas light switch on.

Club Captain, Harry Davis, supported the coaching delivery at one of our Development Centre sessions whilst Owen Evans helped with the running of our Easter Bingo.

As a Foundation, we wanted to recognise the amazing efforts from the team, but unfortunately our Community Player of the Year award can only be received by one person, and the winner for the 23/24 campaign was Theo Richardson.

Richardson was an ever-present figure whether it be attending a number of our programmes or just simply coming pitch side to make young Coasters' days and sign their shirts.

The 23/24 award winner said: “When I was a kid, I always looked up to players playing in First Teams and I always used to try asking for gloves and stuff like that, so now that I’m in a position to have that influence, I try my best to make the fans happy.”



**Supporters are the foundation of any football club, without them there would be no AFC Fylde or Local Community Foundation. So, we believe it's only fair to try and give back as much as we can, as often as we can.**

In collaboration with the club, we have been able to provide 630 free tickets for members of the Fylde community, whether they are children or adults. Weather permitting, we have our inflatable goal out by the corner of the North Stand and Bradleys Sports Bar, free to all those who wish to have a quick kickabout ahead of entering the stadium.

Initially sponsored by Norbreck Self Storage and then taken over by Henry's Smokehouse, our Fans of the Future project has helped create a unique experience for 337 children. All free of charge, they receive an exclusive matchday stadium tour where they get to go behind the scenes and head into the changing rooms, experiencing what it's really like on a matchday.

Fans of the Future allows each child to receive an AFC Fylde shirt and a goody bag presented by First Team players, before having their picture taken with Syd the Seagull. They then receive an hour of training delivered by our highly qualified coaches.

Afterwards, they receive their free ticket to the game and present the players with a guard of honour, welcoming them out onto the pitch at Mill Farm, before taking a penalty in front of the North Stand at half-time.

The Foundation has partnered with the AFC Fylde Supporters Group on several occasions throughout 2024 to raise money for match going fans, helping to provide them with cheaper travel to away games. These events include Easter and Christmas bingo.

**337**   
**FANS OF  
THE FUTURE**

**630**   
**FREE MATCH  
TICKETS  
HANDED OUT**

 **OVER  
120**  
**PEOPLE ATTEND OUR  
HOLIDAY THEMED  
BINGO EVENTS**

We are fortunate that we can draw on the vast experience and knowledge of an excellent Board of Trustees. Our Foundation team are supported by eight Trustees who are made up of industry leaders, who each have an understanding of our community's needs. This brings a diverse range of professional experience e.g. business finance, education and governance.

#### TRUSTEES:

Dave Edmundson	Chair of Trustees
Michael Threlfall	Vice Chair/Finance Lead
Richard Lancaster	Health & Safety/Marketing Lead
Lesley Calland	Strategy & Impact Lead
Mike Fitzpatrick	Safeguarding/Equality
	Diversity & Inclusion Lead
Chris Brammall	Education & Delivery Lead
Gerrie Byrne	Media & Communications Lead
Kate Jackson	Health & Wellbeing Lead

For more information about the Foundation's financial information and history, please visit the Charities Commission website: [www.gov.uk/government/organisations/charity-commission](http://www.gov.uk/government/organisations/charity-commission)

AFC Fylde Community Foundation enjoyed a positive financial year between 1st June 2023 and 31st May 2024 securing an income of £690,670, while expenditure for the period was £678,916, generating a small surplus of £11,684 (not including bank interest).

#### INCOME

Development Centre and Holiday Camps:	£99,096
Grants, Sponsorships and Funding:	£591,574
<b>Total:</b>	<b>£690,670</b>

#### EXPENDITURE

Staff Costs:	£513,704
Overheads:	£57,000
Facilities and Activities:	£42,244
Kit and Equipment:	£6,559
Share of governance costs:	£7,398
Other:	£52,081
<b>Total:</b>	<b>£678,916</b>



Without the generosity of all our partners, the Foundation would not be able to serve our community. As a result, we have an increasing number of valued and successful partnerships with key stakeholders both locally and nationally. We wish to say a huge 'thank you' to each and every one of our partners for committing to us in 2024 and we look forward to impacting even more lives in 2025.

For more information on how you could partner with AFC Fylde Community Foundation in supporting our local community, please contact: [community@afcfylde.co.uk](mailto:community@afcfylde.co.uk).

## OUR PARTNERS INCLUDE:





AFC FYLDE

COMMUNITY FOUNDATION





**COMMUNITY  
FOUNDATION**

Fylde Sports and Education Centre  
Coronation Way, Wesham, PR4 3JZ.  
Telephone 01772 598856



AFC Fylde Community Foundation



@afcfyldefoundation



@AFCFyldeFDN



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