



**The Street Soccer Foundation**

*CHANGING LIVES THROUGH FOOTBALL*

# THE STREET SOCCER FOUNDATION



## Our Story

Formed in 2015 by ex-footballer Keith Mabbutt (left), the Street Soccer Foundation is an award-winning charity operating nationwide throughout England using football as both an effective engagement tool and as a catalyst to improve the lives of vulnerable and homeless young people. Those aged below 25 with experiences of homelessness are one of the most vulnerable groups in our society and it is an extremely isolating and destructive experience. This is why the Street Soccer Foundation exists - to help see an end to youth homelessness across England - through partnerships and collaborations using the number 1 sport in the world.

## Our Vision

To help bring an end to homelessness in and across the UK for disadvantaged youths and empower the young people we support through our inspirational nationwide football-themed development programmes to help change their lives for the better. Our vision is to help young people to move towards possible job prospects, further training or volunteering, providing a progressive approach to building self-esteem and belief, together with practical skills and valuable hands-on experience. To deliver meaningful impact by changing lives, creating opportunities and building better futures.

## Our Mission

Our mission is to be the leading football-led charity by creating a socially-good network of young people who significantly benefit from our development programmes. We are committed to delivering high quality, accessible opportunities that improve the health and well-being, education and aspirations of the communities we serve to support; and to ensure that young people we help can find a home to live in, become employable, engage in new communities, become more active and provide our Foundation with real-life case studies that celebrate positive social change.



Our Values

Diversity

Commitment

Respect

Teamwork

Honesty

Community

Partnership

Making a Difference



# THE STREET SOCCER ACADEMY

Our nationally acclaimed flagship programme, the Street Soccer Academy, is viewed as the No.1 football-led project tackling youth homelessness in England. Providing a learning and development opportunity for 18-25 year olds (male and female), it offers selected young participants a fusion of professional football coaching, growth mindset training, and employability-driven 'Skills to Succeed' workshops over a series of ten consecutive weeks.

This specially crafted 'hat-trick' enables participants to fundamentally improve their mindset, identify employability areas of both capability and interest, and develop key essential soft skills to be ready and able to move into Work, Education or Further Training after successfully completing the programme.

The flagship Academy revolves around delivering best informed interventions developed around local needs. Each programme is tailored to meet the unique needs of each young person, so we define and establish a starting point that is customized to support the journey of everyone.

Since inception, we have achieved significant milestones in our quest to achieve our goal, with hundreds of young people at the receiving end of our developmental work.

The Academy programme is specifically tailored for vulnerable young people who are currently experiencing homelessness – and those who are at risk of homelessness such as ex-young offenders and NEETS (Not in Education, Employment or Training).



The Academy programme uses the power of football to help young people want - and be able - to make a change in their lives for the better. The proven impact instils greater confidence and self-belief in young people; improves their health and well-being; and empowers participants to take positive action; encouraging individuals throughout to reach their goals, both on and off the pitch, and to inspire others to do the same.

Football is the national sport and is an incredible engagement tool. From the moment one of our coaches walks out onto the pitch with a bag of footballs, it can immediately trigger positive emotions in young people. And football as our core sporting practice ensures that from the very first session, everyone together is helping others. Fundamentally the Street Soccer Academy is a positive mindset coaching programme,

helping vulnerable young adults to build and improve their confidence, self-belief, health and well-being, aspirations and emotional intelligence.

The Academy programme will educate, inspire and motivate this specific target group of young people by achieving high levels of engagement, which then sets a precedent for the interaction, learning and commitment from all involved.

Our Street Soccer Academy is a vital and proven intervention programme that complements education and learning through its delivery on key and essential soft skills, all the while helping to identify employability prospects in those we support to then be able to effectively prepare our young people for the workplace. It is the crucial first step towards engaging a hard-to-reach target group and helps participants to turn their lives around for the better.





## STREET SOCCER COMMUNITY SCHOOL

The Street Soccer Community School project is a School-based coaching and mentoring programme. Offered as preventative based provision, the programme focuses on supporting vulnerable and disadvantaged Primary school children across KS1 and KS2, for Years 1 & 2, 3 & 4, and 5 & 6 (ages 5-11). The Street Soccer Community School provides a combination of Football Coaching to support and improve children's physical and mental health and wellbeing, along with facilitated fun and educational workshops which focus on activities, mindset coaching and mentoring support, targeting social, emotional, behaviour and resilience training. As an integral part of this programme delivery, our mental well-being mentors offer one-to-one and group support as well as facilitating group lessons focused on building resilience and emotional intelligence.



## OUR IMPACT

The Street Soccer Foundation is committed to making a difference and improving outcomes in the lives of homeless and vulnerable young adults and children. Over the last few years, our support has been pivotal in building the resilience of young participants across both our Academy and School programmes, as well as reducing the burden on public services such as health and welfare. Independent evaluation of the impact of the Street Soccer Foundation on its participants and the wider communities has provided insight into the key areas of impact being achieved: education and employment, crime, and health. All essential to improving the community and social wellbeing, across the regions we support. Overall, for every £1 invested, the Street Soccer Foundation is currently returning £12 of social value which is delivered through increased confidence, securing employment and gaining work-related skills for those we support.

### SOCIAL VALUE RETURN ON INVESTMENT



**£1 → £12**



*"Your past doesn't have to define your future. Anyone at any time can make a choice to become healthier and happier."*

**Kay Skelton,  
Head of Community**

*"I rate it 100/100!"*

**Lyndon  
School pupil**

*"It's been life changing. It's helped me to get on the right path. I feel much fitter and feel more motivated and confident."*

**Brooklyn,  
Academy Participant**

*"I loved the course. Everyone, including the coaches, were so supportive. My confidence has improved massively and completing the course was a big thing for me"*

**Melissa, Participant**

*"It's been life changing. It's helped me to get on the right path. I feel much fitter and feel more motivated and confident."*

**Brooklyn,  
Academy Participant**

*"It's been awesome. I've learned as much as what the young people have. Every session I've left with something. It's been really inspirational"*

**Daniel Kika, Coach  
Tottenham Hotspur  
Foundation**

*"It has been brilliant, and I enjoy coming here."*

**Rowan, School Pupil**

*"I feel more confident and able to progress forward. It has been very supportive and helpful towards my mental health"*

**Taylor,  
Academy Participant**

*"I now have a lot of self-belief after doing street soccer"*

**Kaci, School Pupil**

*"I've gained more confidence and now have a positive mindset. It's been very educational and fun. I really want to become a mentor now and help change people's lives"*

**Eda, Academy Participant**

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**Changing Lives through Football**

