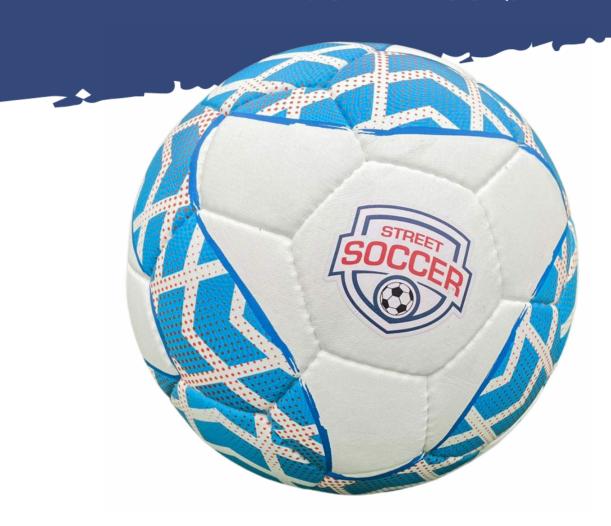


The Street Soccer Foundation IMPACT REPORT 2023/24

CHANGING LIVES THROUGH FOOTBALL

THE STREET SOCCER FOUNDATION

CHANGING LIVES THROUGH FOOTBALL



As an internationally recognised football-led charity, our mission is to bring the power of football into communities both nationally and internationally – to help inspire and empower vulnerable and disadvantaged children and young people to create a socially-good global community of young lives who can improve their health and well-being, learn, and develop, and become more active and aspirational to be able to turn their lives around for the better.

Put simply, the Street Soccer Foundation exists to help others through the power of football, and we will continue striving to achieve as greater positive impact as possible through partnerships and collaborations to achieve our mission.

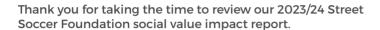
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O2 FOREWARD

Welcome to the 2023 social value impact report for the

Street Soccer Foundation



I am exceptionally proud of the fact that the Street Soccer Foundation has now become an internationally recognised sport-for-change charity, following the establishment during 2023 of our new global Football For Good initiative, in partnership with The Commonwealth.

By using the global number 1 sport, the Street Soccer Foundation is committed to making a difference and improving outcomes in the lives of vulnerable and disadvantaged young adults and children - now throughout the world.

2023 represented a genuine 'level up' for the Foundation, and I am humbled by the work our team and partners have achieved over the past 12 months.

Our flagship Street Soccer National Academy has continued to expand across England, with more club partnerships to help effect positive social change in a greater number of communities nationwide.

In the Summer, we had a thrilling National Academy tournament held at England's official training camp, St George's Park, with young participants from literally all over the world taking part in celebration of their completion of the Academy programme.

And in the Winter period we delivered our first ever 'Football For Good Day' – which took place at the iconic London Stadium bringing together over 100 young people to compete in a national 'Champions Trophy' tournament. It was an incredible event where genuine lifetime memories were realised.

It's been fantastic to also see our work expanding in Schools across London and the Southeast, following the revamp of our Street Soccer Community School, becoming a new Street Soccer Junior Academy programme.

And our Holiday Camps have also continued again throughout the year, seeing the Foundation support thousands of children and families across our home County of Kent.

Now as we've entered 2024, the Street Soccer Foundation is ready to continue making a difference where our work is set upon inspiring, empowering, and positively impacting as many young lives as we can to help improve individuals and communities locally, nationally - and internationally.

With the launch of another wonderful initiative, The Big Goal, alongside our Football For Good campaign, we are firmly committed to helping bring an end to youth homelessness through the power of the global no.1 sport.

I am hugely grateful to our team, the Board of Trustees, and our fantastic partners, sponsors, and supporters, who together help us to attract, engage, develop, and inspire all the young people, children and families who come through our programme provision.

Our people and partnerships are at the centre of our success and having achieved what we did during the 2023 'Year of Youth', I look forward with purpose and determination to overseeing our continued endeavours to positively impact as many young lives as we can through the power of the beautiful game.



Keith Mabbutt Founder & CEO The Street Soccer Foundation



O3 OUR TEAM



Andrew Greenwood Head of Personal Development



Bayo Igoh Coach & Education Tutor



Chris Newberry Head of Video Production



Chris Verbiest Head of IT



Dan Pritchard Head of Web & Design



Danielle Skelton Holiday Camps Manager



Faye Hackwell Head of PR & Social Media



Jen Francis Operations Manager



Katy Skelton Coach & Education Tutor



Kay Skelton COO/Head of Community



Keith Mabbutt CEO



Kevin Tewis-Allen CMO



Louise Green Safeguarding Advisor



Poppy Huggett Coach & Education Tutor



Sean Sinclair Coach & Education Tutor



Simon Rogers Head of Wellbeing

O4 VISION, MISSION & VALUES

The Street Soccer Foundation is a cause-based organisation existing to do good and make a difference.

OUR VISION

By using football as the catalyst, our vision is to help bring an end to youth homelessness and poverty. Through the power of football, to unite individuals, families, communities, regions, and countries, to come together in support of each other through the beautiful game.

Fundamentally, our vision is to deliver meaningful impact by changing lives, creating opportunities, and building better futures.

Changing Lives through Football.



OUR MISSION

The mission of the Street Soccer Foundation is to inspire, empower and positively impact 1 BILLION young lives worldwide to help change their life and their communities for the better.

As an internationally recognised football-led charity, we strive to create a socially good community of young people who can improve their health and well-being, learn, and develop, and become more active and aspirational to enhance their lives and empower others around them to do the same.

Put simply, the Street Soccer Foundation exists to help others through the power of football, and we will continue striving to achieve as greater positive impact as possible through partnerships and collaborations to achieve our mission.

OUR VALUES

WE HAVE 5 CORE VALUES that offer a foundation to our purpose and existence and are at the heart of our people and partners.

COMMUNITY HONESTY PASSION RESPECT TEAMWORK



OS THE PROJECTS

The Street Soccer Academy

"Change your mindset, change your life"

Keith Mabbutt, Street Soccer Foundation Founder

The **Street Soccer Academy** is our nationally acclaimed flagship programme and the **No.1 football-led project tackling youth homelessness in England**.

Delivered in partnership with several professional football clubs across the Premier League and English Football League in communities nationwide, the Street Soccer Academy is a personal development and mindset coaching course, providing a learning and development opportunity for 18–30-year-olds who are currently homeless or at risk of becoming homeless.

"The enthusiasm and commitment from the group has been fantastic to see. The course has given the participants a purpose and they have enjoyed coming together as part of a team. The skills learnt over the last month are transferable and they can take these forwards with them in their future lives."



Scott Southgate, Brentford FC Community Sports Trust

The Street Soccer Hat-Trick!

The specially crafted 'hat-trick' of football coaching, growth mindset training, and soft skills development workshops enable participants to fundamentally improve their mindset, identify employability areas of both capability and interest, and develop skills to equip them to be able to move into work, education, or further training on successfully completing the programme.

The aim of the National Academy programme is to motivate participants to improve their lifestyles and to enhance communities nationwide by empowering others to believe in themselves, to help build confidence & self-belief, to improve mental and physical health and well-being, and to have programme participants learn not just for knowledge, but for positive action, so young people can reach their goals both on and off the pitch; and inspire others to do the same.

The Delivery of the National Street Soccer Academy

Using the appeal of the Premier League and professional football generally, the Street Soccer Foundation provides a grant funding opportunity to Club Community Organisations (CCOs) in the Premier League and English Football League each year. Through these partnerships, the CCOs will then lead on the delivery of the Street Soccer Academy programme in their local community – with the support of the Street Soccer Foundation throughout.

"The Street Soccer Academy has built up my confidence and given me better mental health. Also, because of the programme, I have quit smoking, which has had a huge benefit in my life." - STEPHEN



Each CCO normally delivers two Street Soccer Academy programmes per season; one in the Autumn/Winter period; then again in the Spring/Summer period - effectively complimenting the football season.

Throughout the year the Street Soccer Foundation will monitor, evaluate, and report on the overall impact of all delivery activities nationwide across all club partnerships to demonstrate the value of the National Street Soccer Academy programme and our investment into tackling youth homelessness and unemployment across the country, for the purpose of our stakeholders, partners, and sponsors.



"When I heard about the Street Soccer Academy and joined, I was hardly going out and not really talking to people. Now I have more motivation, I'm going out a lot more and becoming more confident within myself." - ME6

A Selection of our Club Community Organisation Partnerships in 2023



























The Street Soccer National Cup



The Street Soccer Academy National Cup is our prestigious Summer annual 5-a-side football tournament held at the Home of England Football: St George's Park. It presents the opportunity for young people who have successfully graduated the Street Soccer Academy programme to represent the club which led on the delivery of their Academy course – providing an amazing chance to play on the very same pitches used by the England squad.

The National Academy Cup sits alongside the nationwide delivery of the Street Soccer Academy programme as a fantastic incentive for young people to commit and complete the course.

In a true celebration of achievement and a coming together of global and multicultural diversity, the National Cup Summer event welcomes young people from all over the world, providing a platform to inspire against the backdrop of a unique and exciting annual competition.





"Every programme we have different personalities and different stories coming together to share their experiences, challenges and highlights and we hope that they are able to learn how to overcome those challenges in order to become a better version of themselves. Having the national competitions run by the Street Soccer Foundation is a great way to promote engagement and reward their effort."

Paulo Borges-Garcez, West Ham United Foundation



The Football for 600d National Cup



The Football For Good National Cup piloted in its inaugural year in 2023 and was staged at the iconic London Stadium.

Going forward, this will become our Winter annual 5-a-side football tournament and will look to be hosted at club-owned facilities of the winning team each year.

In celebration of the global initiative, the International Football For Good Day will be held on 19 November each year - and this tournament event will take place on the weekend around such a date.

The unique opportunity will see all young people who have completed the Street Soccer Academy programme during the year, given the chance to play in a once-in-a-lifetime football tournament that will link a viewing audience across 56 nations representing the Commonwealth.



EXAMPLE ACADEMY OUTCOMES



98% of participants felt their physical and mental health had improved after completing the Academy programme.



98% of participants felt more positive and hopeful about their immediate future.



96% of participants felt more motivated to make a positive change in their life.



100% of participants would recommend the Academy programme to others.



100% of club partners would recommend the Street Soccer Academy programme to other Football Club Foundations / Community Trusts.

ATTENDEE QUOTES



Football for 600d

The global initiative



In early 2023, the Street Soccer Foundation was formally recognised by The Commonwealth Secretariat and secured a new global partnership – being appointed as the UK representative organisation to lead on a 'Football For Good' initiative in support of 'The Year of Youth'.

The official landmark launch of the 2023 'Year of Youth' took place at The Commonwealth HQ in London and represented a seminal 12 months devoted to the celebration and empowerment of under-30s living in and across the Commonwealth.

THE YEAR OF YOUTH 2023 Celebrating 50 years of the

Commonwealth Youth Programme



GLOBAL



The Global Agenda

The Commonwealth comprises 56 independent countries from across Africa, Asia, the Americas, Europe, and the Pacific. 2.5 billion citizens live in Commonwealth countries, with more than 60% aged under 29, representing more than 1.5 billion young people.

The Street Soccer Foundation is proud to be partnered with The Commonwealth and following the inaugural Football For Good Day event, the intention is to drive a global movement with a worldwide agenda aimed at showcasing how the power of football brings people together. How football can champion peace, equality, diversity, and inclusion. How it can unite communities all over the world. And how it can inspire, educate, and empower others to make a positive change – both for themselves and their communities.

Street Soccer Stars Division



Our Street Soccer Stars Division is our children division of the Foundation and provides a range of programmes and project interventions for 5–17-year-olds throughout the year, both during term time and school holidays.

The Street Soccer Stars Division comprises the following programmes:



STREET SOCCER YOUTH ACADEMY



STREET SOCCER JUNIOR ACADEMY



STREET SOCCER HOLIDAY CAMPS

Street Soccer youth Academy

Working in partnership with Schools and Colleges as well as Public Services, the Street Soccer Youth Academy is for referred young people aged 14-17 (Years 9-13). The Youth Academy is a mirror of the National Street Soccer Academy programme but provides a more subtle grounding in the development of personal and soft skills coaching and is further supported by the provision of 1-to-1 mentoring for each young person joining the course.

Each session is delivered over a half-day once a week for ten consecutive weeks and offers selected young people the chance to improve their communication skills, confidence, and self-belief, as well as their mental and physical health and well-being.



"I have really enjoyed the street soccer youth Academy, it street soccer youth Academy, it has taught me new things, made has taught me new things, made me more confident, and helped with me more confident, and helped with my English, I liked the football and learning about how I can be a learning about how I can be a footballer or a coach." - XD

Street Soccer Junior Academy

Designed as an Alternative Education Provision (AEP), the Street Soccer Junior Academy is an Education, Sports and Mentoring service offering a structured combination of FA-qualified community football coaching, interactive and educational workshops inclusive of Cognitive Behavioural Therapy (CBT), and 1-to-1 and group mentoring sessions, utilising 12 key themes delivered during and throughout the academic school year at partnering Schools and Academy Trusts, designed to address the holistic development of students.



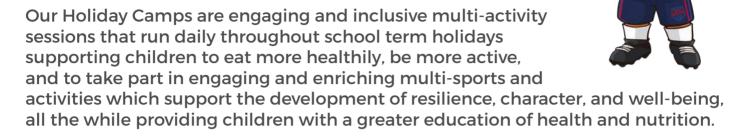
Football as the Anchor

Each 90-minute session is delivered once a week throughout the academic year, typically replacing lessons on a rotational basis. The target audience of the Junior Academy is school children in Years 7-11 (ages 11-15), with up to 20 places per class made available for each Junior Academy delivered.

The programme uses football as the anchor sport to engage and inspire students to adopt happier and healthier lifestyles. The Football Coaching element (45 mins) supports children with their physical and mental health and wellbeing, then provides facilitated workshops (45 mins) to help develop soft skills, added with mindset coaching and tailored mentoring support.

Ultimately, all sessions seek to enable young participants to improve their self-belief, confidence, and resilience, as well as enhance their behaviour and engagement in and outside of School.

Street Soccer Holiday Camps



Funded by local Government, our Holiday Camps are free to attend and exclusively for school children in receipt of benefits-related free school meals, and seek to support emotional wellbeing, physical and mental health, all the while allowing children and young people to express themselves in a fun and safe environment.

Operating innovative and exciting programmes that are designed to capture every child's interest and imagination, our Camps feature activities including messy play, outdoor learning, and sports games. From football to rounders, dance to tennis, Nerf to dodgeball and cricket to arts and crafts, there is something for every child to enjoy every day.

Working in conjunction with the 'Holiday, Activities and Food' (HAF) Programme, a Government funded scheme, it means as a part of this provision we provide nutritional meals to children from disadvantaged families during the school holidays throughout the year at every daily session. This includes breakfast, healthy snacks, and refreshments, as well as a nutritious cooked lunch for all children.



Camp Activities

We have 4 main activities in a Camp day, 2 taking place in the morning and 2 in the afternoon, which can include the following:

- · Ball games such as football, basketball, and dodgeball
- · Striking and fielding games such as hockey, cricket, rounders, and tennis
- Target & Themed games such as NERF Games, Water Games, and bowls
- Individual and Team games such as Athletics, Dance, Arts & Crafts, Outdoor learning, and kids' choice games



"The children are so excited to be coming to camp, to see them happy again is just the best. What a wonderful organisation and friendly kind staff, our family will always be grateful for you helping us at our time of need" - PARENT





"The Street Soccer Summer Holiday Camp has in one day given so much to our family and I cannot thank you enough for being so gracious" - GRANDPARENT

Our Holiday Camps currently run exclusively in and across Kent and Medway. To find out more about this provision, visit our website at:

OG OUR IMPACT IN 2023

The Stats and Facts

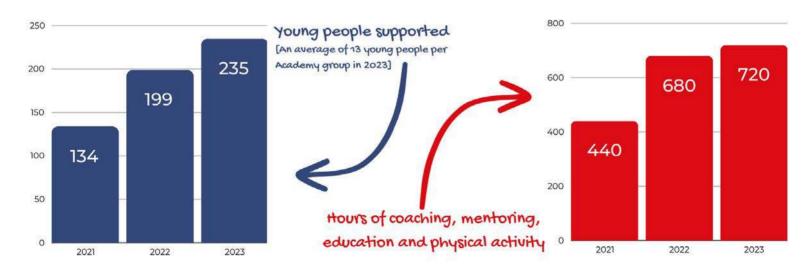
THE STREET SOCCER ACADEMY

A total of 18 National Academies were delivered over the year, supporting 235 young people through the programme. 55% of which were BAME.

In the Spring/Summer of 2023, we worked with: West Ham United Foundation, Sheffield United Community Foundation, Foundation of Light, Chelsea FC Foundation, Foundation 92, Tottenham Hotspur Foundation, AFC Bournemouth Community Sports Trust, and Palace for Life Foundation, supporting a total of 105 young people nationwide.

In the Autumn/Winter of 2023, we partnered with West Ham United Foundation, Sheffield United Community Foundation, Foundation of Light, Chelsea FC Foundation, Foundation 92, Liverpool FC Foundation, Leicester City in the Community, Brentford Community Sports Trust, Tigers Trust, and Everton in the Community, supporting 130 young people nationwide.

Compared to the previous couple of years, this marked a continued increase in our Academy provision:



A total sum of £105,930 invested in communities nationwide across England.

(an increase from £94,160 in 2022, and £75,658 invested during 2021)



Youth Academy

Through our Youth Academy we were commissioned by Kent County Council to support a group of 9 young people over the course duration, in the Medway town of Chatham.

Community School

Sponsored by three separate organisations, Clarion, Golding Homes and United Living; a total of 40 children were supported over 12 weeks at two different Schools in Kent

Junior Academy

Commissioned by the DfE, our Junior Academy programme was introduced into six Schools across the London Borough of Southwark. A total of 300 students were supported during the period, from the following Schools:

St Michael's Catholic College



Ark 6lobe Academy



City of London Academy



The Charter School North Dulwich



thaberdashers' Borough Academy



Harris Boys' Academy



STREET SOCCER STARS

The Stats and Facts

HOLIDAY CAMPS

Our Holiday Camps remained our largest provision within the Stars Division during 2023. In Kent, the Street Soccer Foundation is the biggest delivery partner on the Holiday, Activities and Food (HAF) programme and is immensely proud to be so.

Over the term breaks during February, Easter, Summer and Christmas, a total of 20 Holiday Camps were delivered over the year, delivering the following statistics:



In total, the Street Soccer Foundation supported 6,070 children and their families in 2023, investing a total sum of £117,185 for the benefit of the local community.

SOCIAL VALUE ROI

Purpose and impact have always been at the heart of everything we do, which is why it is important to the Street Soccer Foundation that we effectively measure the impact of our projects and programmes.

The Street Soccer Foundation is committed to making a difference and improving outcomes in the lives of vulnerable and disadvantaged young people, families, and children. Over the past year our support has been pivotal in building the resilience of young participants across our programmes, as well as reducing the burden on public services such as health and welfare.

Through The UK Social Value Bank, an audit in 2023 has shown that overall, for every £1 invested into our nationally acclaimed Street Soccer National Academy – our flagship programme, the Street Soccer Foundation is returning £17 of social value delivered through increased confidence, improved physical and mental health and wellbeing, and interaction with positive role models. This alongside a reduction in substance abuse, smoking, and criminal activity – with the addition of seeing programme participants gaining tangible work-related skills in communities nationwide.



The Street Soccer Foundation — through its National Street Soccer Academy — has therefore generated an incredible...

£1.8 MILLION!!!

social value in 2023, demonstrating the social and environmental value the National Academy achieves.

THE PLANS FOR 2024



FOOTBALL FOR GOOD LEAGUES

As part of a legacy-intended approach following the inaugural International Football For Good Day, and in association with the global Football For Good campaign supported by The Commonwealth, the Street Soccer Foundation will look to launch new 'Football For Good Leagues' in 2024 as the first national 5-a-side 'social impact' football leagues to use the power of football to enable anyone and everyone taking part to play a crucial and active role in helping to create positive social change throughout the UK.

Putting the local community at the centre of each of the Leagues to be established, the Football For Good Leagues will bring whole communities together, providing a fun, friendly and competitive sporting focus for everyone, all the while enabling League participants to help change the lives of others in their local community.

A unique paying it forward model will be deployed seeing 100% of weekly match fees reinvested into local communities via charity partners.

To unite communities nationwide enabling participating players to become true 6ame Changers: supporting themselves and others through the power of football.

The Football For Good Leagues will become the UK's 1st adult 5-a-side football leagues with a social heartbeat - and we cannot wait to get started.

"We want to help people get active, meet new people, make new friends, support people's health and wellbeing — and with our unique model of ensuring 100% of weekly match fees are used to fund service provision to help support vulnerable and homeless young people, the social impact we aim to achieve will be a true collective delivery from the heart of each community served."

Keith Mabbutt. CEO

THE BIG GOAL

THE BIG GOAL

Officially launched in October 2023 at The Home of England Football, St George's Park, and with the support of Industry-leading organisation, Giacom, as headline sponsor, The Big Goal is a new national campaign that will use the Global No.1 Sport and fuse it together with one of the largest Industry sectors in the UK to help tackle one of the largest social issues in the country: Youth Homelessness.

Tied to our National Street Soccer Academy programme, companies from across the ICT sector will have the chance to enter 5-a-side teams into a national football tournament where at the same time, each participating team will be sponsoring groups of homeless and vulnerable young people through our Academy, in their local community.

The best bit about taking part in The Big Goal is knowing when your team steps out onto the pitch, your team is PLAYING FOR CHANGE - knowing your team entry fee serves as a direct sponsorship of an Academy group of young people in your community. Helping disadvantaged local young people to transform their lives for the better.

We are hugely excited by The Big Goal and in 2024 we will deliver the inaugural national football tournament for initial 'Founding Member' organisations from across the sector.



To find out more visit the official website: www.thebiggoal.co.uk.

08 our thanks



Our continued endeavour is to bring the power of football into communities nationwide - and now to inspire other nations and territories too across the world to use football as a true force for good.

To inspire and encourage vulnerable and disadvantaged children and young people to turn their lives around for the better.

The work our charity carries out and oversees through our valued partnerships sees us collectively help in areas across Sport, Education, Health, and Employment. All essential to improving the community and social wellbeing, across the regions we support nationwide.

We are committed to making a difference and improving the lives of those who come through our programmes – and we only achieve what we do through the valued funding we receive from our official sponsors, supporters, and donors, and the fantastic support and engagement we receive from our delivery partners. Our immense gratitude and thanks in particular go to the following for their support this year:



HOLIDAY CAMP FUNDING PARTNERS









ACADEMY DELIVERY PARTNERS



























ACADEMY SPONSORS







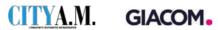




















CHANGING LIVES THROUGH FOOTBALL







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