



The Street Soccer Foundation IMPACT REPORT 2024

CHANGING LIVES THROUGH FOOTBALL

THE STREET SOCCER FOUNDATION

CHANGING LIVES THROUGH FOOTBALL



A nationally acclaimed 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 young people to create a socially-good global community of young lives who through their learning and development with us, can go on to build better futures for themselves.

Through partnerships and collaborations to achieve our mission, the Street Soccer Foundation is a family – of partners, sponsors, supporters – and most importantly, the young people that give us a chance to play an important role in their life.

Together, Changing Lives through Football.

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02 FOREWARD

Welcome to the 2024 Impact Report for the Street Soccer Foundation.

This year has been nothing short of transformative. Building on nearly a decade of empowering young people through the life-changing power of football, we've reached new heights with unprecedented growth, impact, and ambition.

Our Street Soccer National Academy programme has doubled in scale, bringing opportunities to more young people across the UK. For the first time, every Academy group was fully sponsored by employers, and we launched our first-ever female-only Academy groups. This milestone year also saw the continued success of our Summer and Winter Cups and a remarkable first year of The Big Goal campaign, which now looks to formally underpin the entire National Academy programme. Thanks to the collective commitment of our Founding Members, we've expanded partnerships and unlocked life-changing opportunities for those who need it most.

As we look ahead, our sights are now set on a bold vision: to inspire and engage at least 1,000,000 young people worldwide by 2030. Through our Football For Good initiative, we aim to expand internationally, leveraging the universal language of football to unite communities and create a lasting impact.

This year's achievements wouldn't have been possible without the incredible support of our club community organisation partners, our valued sponsors, and the amazing young people who give our Foundation its purpose. Together, we are proving that football is far more than a game - it's a catalyst for change and a beacon of hope.

As we approach our 10th anniversary in 2025, we're poised to make our mark on the global stage while continuing to expand our footprint across the UK. I'm deeply grateful to our dedicated team, Board of Trustees, and every partner, sponsor, and supporter who has joined us on this journey.

Together, Changing Lives through Football.

Keith

Keith Mabbutt
CEO and Founder, The Street Soccer Foundation
Creator of The Big Goal and Football For Good



03 2024 IN PICTURES



04 VISION, MISSION & VALUES

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

OUR VISION

To harness the power of football as a universal force for good.

Our vision is to help end youth homelessness and poverty by using football to inspire change, unite communities, and transform lives. Football is more than a game - it's a catalyst for connection, hope, and opportunity.

We strive to build a future where individuals, families, and nations come together through the beautiful game, creating meaningful impact and brighter futures. Together, Changing Lives through Football.

OUR MISSION

To educate, support and inspire vulnerable and homeless young people through football-led programmes.

Our mission is bold: to positively transform 1 billion young lives globally, empowering them to change their communities and their futures. As a leading football-led charity, we aim to foster health, well-being, and ambition in young people, inspiring them to achieve their potential while uplifting those around them.

Through partnerships and collaborations, we work tirelessly to deliver lasting social impact, proving that football has the power to change the world.



OUR VALUES

Our work is guided by four fundamental principles: Empowerment, Inclusion, Partnership, and Sustainability.

At the heart of our organisation and partnerships are 5 Core Values:

COMMUNITY
Building strong, supportive networks

HONESTY
Acting with integrity and transparency

PASSION
Bringing energy and commitment to everything we do

RESPECT
Valuing diversity and treating everyone with dignity

TEAMWORK
Collaborating to achieve shared goals



Together, these values inspire and drive our mission to create lasting change through the power of football.



OS THE PROJECTS

Street Soccer National Academy

The No.1 football-led project tackling youth homelessness in England.

The Street Soccer Academy is the Street Soccer Foundation's flagship programme, widely celebrated as the UK's top football-led initiative addressing youth homelessness. Our life-changing personal development course uses football as a catalyst to empower vulnerable and disadvantaged young people, offering them a pathway to rebuild their lives.

The National Academy programme provides essential life skills, training, and mentorship, focusing on confidence-building, employability, and social inclusion.

Delivered in partnership with professional football clubs and their club community organisations all over the country, the Academy programme ensures localised impact while creating a national network of support. It combines football training with workshops on personal and professional development, inspiring Academy participants to overcome challenges and achieve their potential.

Since its inception, the Street Soccer Academy has positively impacted thousands of young lives, turning the world's most popular sport into a powerful force for social change.

"I totally believe in the process of the Street Soccer Academy programme. I've seen how much of a difference it makes, with the progress being made I see week in, week out. This is what does it for me and that's why we deliver it."

Scott Southgate, Brentford FC Community Sports Trust



In 2024, we delivered 44 Academies nationwide, positively impacting 462 young people

"Change your mindset, change your life"

Keith Mabbutt, Street Soccer Foundation Founder

"It's been wonderful. I've met so many great people. They've helped me so much in my development"

- PHARRELL



"Seeing the transition, the full circle, seeing the young people changing their lives, this is what really matters to us. And it's amazing to see people who have been homeless, who are now working."

Cordell Lake-Benjamin, Palace for Life Foundation

"We've all grown as people, we've all noticed it. From the first week to now. It offers a once in a lifetime opportunity"

- ASH

Our Club Community Organisation Partnerships in 2024



Street Soccer National Academy Summer Cup 2024



The Street Soccer National Academy Summer Cup is an annual national 5-a-side football tournament bringing together young participants from Street Soccer Academies across the UK. The Academies focus on empowering individuals through football, particularly those who have experienced homelessness or face challenging circumstances.

The National Summer Cup provides these young people with the opportunity to showcase their skills, celebrate their progress made during the programme, and to be able to engage in a day of competitive yet inclusive sportsmanship. The event highlights the transformative power of football, fostering teamwork, confidence, and community while celebrating the successes of Street Soccer Academy participants nationwide.

This year's tournament was held at Leicester City Football Club's training ground, with around 200 participants competing to be crowned national champions.



OUR 2024 CHAMPIONS - EVERTON IN THE COMMUNITY!

#STREETSOCERCUP



"The Summer Cup was a day of triumph and unity. Seeing young people come together and shine on such a stage is a testament to the power of football."

Andrew Greenwood, Street Soccer Foundation



Street Soccer National Academy Winter Cup 2024



The Street Soccer National Academy Winter Cup is the pinnacle of the Street Soccer Academy programme, serving as the ultimate Champions Trophy event. Held as part of the UK Football For Good Day, this prestigious 5-a-side tournament brings together the top-performing teams from Street Soccer Academies nationwide, offering an extraordinary stage to celebrate their journey, achievements, and resilience.

This year's Winter Cup took place at the iconic London Stadium, in an event that was double the size of the same last year, uniting participants from diverse backgrounds, with several who had overcome significant life challenges. The event embodies the transformative power of football, fostering confidence, camaraderie, and community spirit. With intense competition and an electrifying atmosphere, the Winter Cup symbolises what can be achieved through determination, teamwork, and opportunity.

The Champions Trophy event not only crowns national champions but also shines a spotlight on the broader mission of using football as a force for good, inspiring more individuals and organisations to support the cause of positive change.

The event culminated in the finals on the iconic pitch under the floodlights, creating unforgettable memories and strengthening bonds across communities.



OUR 2024 FF6 CHAMPIONS PETERBOROUGH UTD'S POSH FOUNDATION!

#FF624

KEY EXAMPLE ACADEMY OUTCOMES

Self Reflection

How would you rate your self-esteem after completing the Academy compared to the beginning of the course?



Mental Health and Well-being

How would you rate your overall mental well-being now you've completed the Academy, compared to when you started the course?



Future Orientation

How hopeful do you feel about your future prospects (work / education / training) following your Academy graduation, compared to the beginning of the course?



Club Feedback

Would you recommend the Street Soccer Academy programme to other clubs and coaches?

YES!

100%

The Big Goal: Campaign Overview

www.thebiggoal.co.uk

THE BIG GOAL.

Headline Sponsor:

GIACOM.

The Big Goal was our newest nationwide initiative created by our Founder, focused on using football as a means to support and empower young people impacted by homelessness. The campaign partners with businesses all over the country to sponsor Street Soccer Academies and young people through the programme, providing at-risk youth with football training, life skills, and mentorship, offering a pathway out of homelessness. These Academies serve as safe spaces for vulnerable individuals, with the overarching goal of helping participants rebuild their lives and reintegrate into society.

Companies taking part play a pivotal role in this campaign. By sponsoring an Academy, they provide essential funding that enables the Street Soccer Foundation to offer training, support, and opportunities for young people.

This collaborative approach not only fosters social responsibility within corporate settings but also raises awareness about youth homelessness, turning businesses into advocates for positive change.





“The Big Goal could be something incredible. And I think it will be. It’s galvanised an industry together to get behind an initiative and the fact it brings so many organisations together to make a difference is what really stands it apart.”

Terry O'Brien, CEO of Giacom

THE BIG GOAL.



The Big Goal National Football Tournament 2024

THE BIG GOAL.



Supported by:



The Big Goal National Football Tournament is a cornerstone event of the campaign, bringing together teams from companies that have been involved in the initiative. In 2024, the National Finals were held at St George's Park, the Home of England Football.

The tournament event was played out during the year, featuring a series of competitive 5-a-side Regional tournaments, where corporate teams all battled it out to progress to the National Finals.

The teams were composed of employees from participating companies who represented their organisations while also engaging in meaningful corporate social responsibility.

The tournament fostered wonderful team spirit and competition, with the National Finals featuring the best teams from the regional events, showcasing not just sporting prowess but also a shared commitment to addressing homelessness.

The Finals included an exciting series of matches, culminating in a thrilling conclusion that crowned the champions. The event was covered by Sky Sports and filmed by the Street Soccer Foundation, ensuring widespread visibility and media coverage for both the tournament and the cause.



THE BIG GOAL 2024 NATIONAL CHAMPIONS VIRGIN MEDIA BUSINESS!

#THEBIGGOAL

The outcomes of the tournament were multifaceted. It raised significant funds for the Street Soccer National Academy programme, enabling further investment into the lives of young people tackling homelessness. The event also acted as a platform for engagement, with potential new sponsors and partners being introduced to The Big Goal's mission.

Interviews and media coverage further spread the message, creating more awareness of the issue of youth homelessness and the critical role that football and corporate partnerships play in making a tangible difference.

Ultimately, the National Football Tournament 2024 not only achieved its goals of raising funds and promoting social impact but also strengthened the ties between the Street Soccer Foundation, its sponsors, and the wider corporate community, setting the stage for even greater involvement in future campaigns and events.

"To get involved in doing something for social good, whilst also motivating and exciting our staff, has been just the perfect combination."

Ellie (Inform Billing)

"It's fun. You can get your team behind it and bring people together, whilst also supporting a really great cause."

Ryan (ANS Group)

"It's a fantastic organisation and anything to help people that are from disadvantaged backgrounds, and using football as a vessel to do that, is just brilliant."

Craig (Firstcom Europe)

The Big Goal campaign is now to become the backbone of our Street Soccer National Academy provision, ensuring its sustainability and expansion going into 2025.

In 2024, a total of 34 Founding Members sponsored 44 Academies nationwide, generating £110,000 to support our mission. Through The Big Goal, we aim to expand the network to 100 companies by the end of 2025, enabling us to reach even more vulnerable youth.

Football for Good



The Football For Good initiative is a global social impact movement created by Keith Mabbutt, Founder of the Street Soccer Foundation, endorsed by The Commonwealth to support vulnerable and disadvantaged young people worldwide.

It promotes football as a force for good, encouraging communities to use the sport for peace, equality, and empowerment. With over 2.5 billion citizens in 56 Commonwealth countries, the project invites global partnerships to highlight football's power in addressing social issues.

The International Football For Good Day, to be held annually in June each year from 2025, seeks to amplify global football-led programmes that foster unity and positive change.

The Football For Good initiative has continued to gain momentum during 2024. The second UK Football For Good Day exemplified our vision of football as a global force for social change, connecting almost 200 young people from diverse backgrounds in a celebration of unity and progress.





"It's been amazing. It's like a family." - EBENEZER



"It's really benefitted me. It's helped with my self-confidence, resilience, and helped in my every day life" - JESSIE

06 OUR IMPACT IN 2024

The Stats and Facts

Making a positive social impact is at the heart of the work of the Street Soccer Foundation, and calculating the social value of our activities in monetary terms helps to tell the story of the charity's work in each year, providing a solid insight into the service provision delivery purpose and the achievements being made nationwide across the country.

The metrics also help to inform future and continued investment as we continually seek to scale our operations.

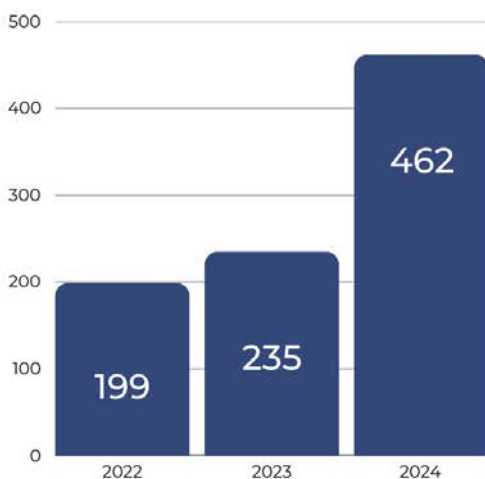
THE STREET SOCCER NATIONAL ACADEMY 2024

44 National Academies Delivered

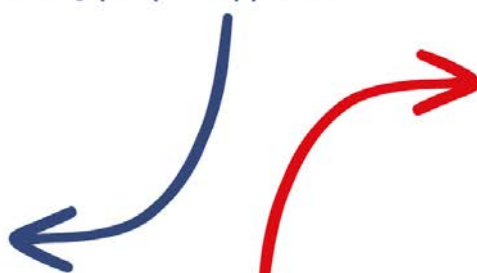
Supporting 462 young people, a 96% increase from 2023's 18 Academies and 235 participants.

National Summer and Winter Cups

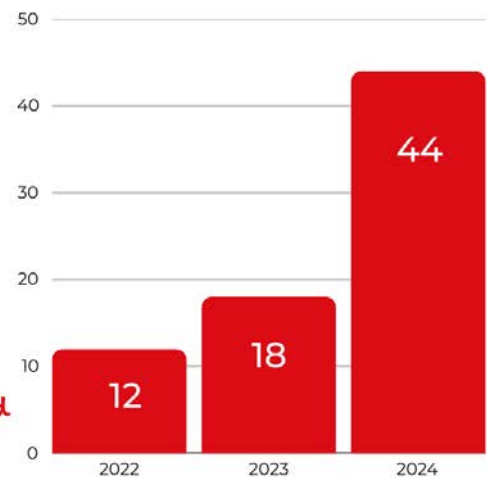
Engaging almost 400 young people across both events.



Young people supported



Number of Academies Delivered



A total sum of £258,940 invested in communities nationwide across England.

(Representing 144% increase in investment from £105,930 in 2023)

SOCIAL VALUE RETURN ON INVESTMENT (SROI)

Generating a positive SROI is crucial to the Street Soccer Foundation, underpinning the purpose of our nationwide service endeavour. The charity is committed to making a difference and improving outcomes in the lives of vulnerable and disadvantaged young people and over the past year, once again 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.

Following the annual audit of the provision of the national Street Soccer Academy programme monetary values to key outcomes achieved through the programme have been generated. These include Healthcare Savings (including Physical Health and Mental Health Improvements), Savings from Reduced Youth Homelessness, Savings from Reduced Criminal Activity, and the Economic Contribution via Employment/Education.



£1,395,240 Healthcare savings



£7,572,019 Reduced homelessness



£1,334,000 Reduced criminal activity



£1,845,000 Increased economic contribution

With an average investment of £500 per participant on the National Academy programme, the total cost in 2024 was £231,000.

By preventing homelessness and reducing reliance on public services, through the provision of the National Street Soccer Academy,

The Street Soccer Foundation and its partners helped to generate a total social value of £12,146,259, delivering an ROI of over £36 for every £1 invested!

- underscoring the significant economic impact of the Street Soccer National Academy, beyond its transformative effects on the lives of young people.

By providing preventative interventions, the Foundation not only empowers individuals but also delivers substantial savings to public services.

SROI & ROI

The Stats and Facts

SOCIAL VALUE RETURN ON INVESTMENT (SROI)

The Social Value Return on Investment (SROI) figure of £36 for every £1 invested in 2024 was calculated by comparing the total programme cost of the Street Soccer Academy with the cost savings to public services that result from preventing youth homelessness:

1. Public Service Costs of Youth Homelessness:

The estimated annual cost to public services per homeless young person is £27,347.

2. Participants Supported:

In 2024, the programme directly supported 462 young people, equipping them with the tools and support needed to avoid homelessness and dependence on public services.

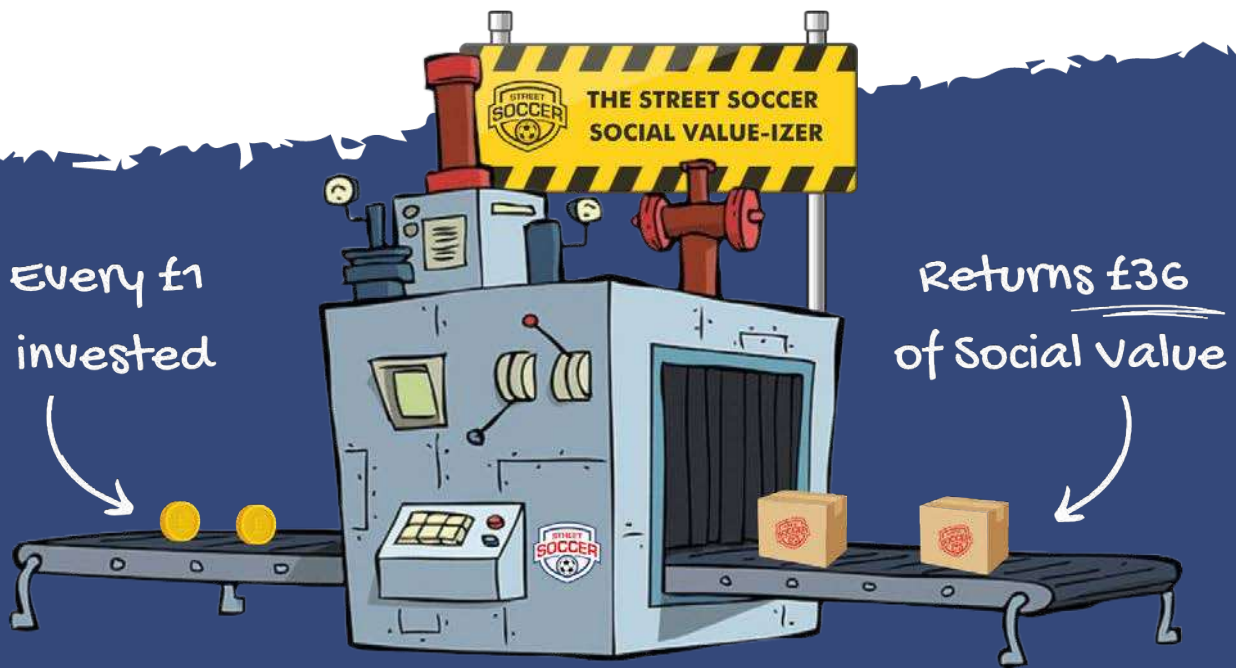
3. Cost Savings Generated:

The investment per participant was £500, leading to a total annual programme cost of £231,000.

4. Cost Savings Generated:

By supporting 462 young people and helping them avoid future homelessness, the potential savings to public services amounted to £12,146,259.

RETURN ON INVESTMENT



£12,146,259

OVER £12.1 MILLION!!!

£12,146,259 in social value in 2024,
demonstrating the social and
environmental value the National
Academy achieves.

Global UN SDGs

The Monetary Value of the Street Soccer Foundation's Contribution to the UN SDGs

Based on the alignment of our national flagship programme, the Street Soccer Academy, to the United Nations Sustainable Development Goals (UNSDGs), it has also been possible to identify and estimate the individual social value contributions of the Academy programme made to 7 of the 17 UN Sustainable Development Goals.

We have been able to allocate the total social value of approximately **£12.1 million** proportionally, based on how the programme aligns with each SDG as follows:



1. SDG 1: No Poverty



The Academy helps tackle social exclusion and offers support to young people who may be at risk of homelessness or marginalisation, offering a path out of poverty. This can also include education, job readiness, and life skills development, helping young people to improve their socio-economic status.

Estimated Contribution: 20% of total social value = £2.4 million

2. SDG 3: Good Health and Well-being



Promoting physical activity, mental well-being, and healthy lifestyles through football is a central feature of the Academy programme. Physical and mental health benefits from sports can contribute to long-term mental health and well-being.

Estimated Contribution: 15% of total social value = £1.8 million

3. SDG 4: Quality Education



The Academy provides education, skills development, and mentoring support alongside football training, which are all core elements of the programme offer, providing young people the opportunities to improve and develop their skills and personal growth that can further help enhance their life chances.

Estimated Contribution: 15% of total social value = £1.8 million

4. SDG 5: Gender Equality



The Academy programme supports gender equality by offering equal opportunities for young women to participate and thrive, especially in a traditionally male-dominated sport.

Estimated Contribution: 10% of total social value = £1.2 million

5. SDG 10: Reduced Inequality



Through its focus on disadvantaged groups, the Academy programme helps reduce inequalities related to social and economic status by creating opportunities for young people from marginalised backgrounds to participate in sports, education, and community development.

Estimated Contribution: 20% of total social value = £2.4 million

6. SDG 16: Peace, Justice, & Strong Institutions



The Academy promotes social cohesion, peace, and inclusion through community engagement and sportsmanship. It helps build trust within local communities affected by inequality and marginalisation and provides a space for personal growth and positive social impact.

Estimated Contribution: 10% of total social value = £1.2 million

7. SDG 17: Partnerships for the Goals



Partnerships and collaboration are at the very heart of the Foundation and its nationwide operation. Fostering collaboration with various partners, including corporate sponsors, local authorities, NGOs, and other community-based organisations, is a key strength of the Academy. The support from these partnerships helps to sustain and expand the programme's impact to achieve its goals.

Estimated Contribution: 10% of total social value = £1.2 million

FUTURE PLANS FOR 2025

SCALING THE BIG GOAL

**THE BIG
GOAL.** 

Having officially and formally launched The Big Goal campaign in January 2024, with the headline sponsorship support of Industry-leading organisation, Giacom; The Big Goal in its first year has made a wonderful start.

With its clear positive impact on the provision of the National Academy programme this year, we intend on expanding The Big Goal, aiming to achieve at least 100 company partnerships in 2025.

This growth will ensure the sustainability and scalability of our Academy programme nationwide.

We are very proud to have secured commitments from 34 Founding Members, each sponsoring at least one Academy, but the ambition is to now extend this corporate partnership model to even more organisations.

The more organisations signed up to The Big Goal means more young people sponsored through the Street Soccer National Academy programme – and alongside this endeavour, the Street Soccer Foundation aims to make The Big Goal National Football Tournament the biggest corporate 5-a-side tournament in the country.

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





GLOBAL EXPANSION OF FOOTBALL FOR GOOD

The intention is for the Street Soccer Foundation to become the first official beneficiary of the newly established Football For Good Global Inc company – that aims to build a worldwide network of organisations leveraging football for positive change.

Partnerships across the world intend to be spotlighted, fostering collaboration and amplifying impact globally, and the work of the Street Soccer Foundation, as the founding partner and beneficiary of the Football For Good Global Inc organisation, will be one such example of how the power of football is being used to help others.

Under the banner of the Football For Good movement, the Street Soccer National Academy will also be presented to the US, with the intention of creating an 'International Academy' - available to other football-led organisations based in the US, to partner with the charity.

The Football For Good Global Inc company will be a social-impact organisation established as a result of its support of The Commonwealth and other partnering organisations.



08 OUR THANKS



Our achievements in 2024 would not have been possible without the dedication of our partners, sponsors, and supporters. Your belief in our mission empowers us to make a difference every day. Together, we are genuinely and positively changing lives through football.

A special thank you to all the participants who shared their stories and gave our National Academy programme a chance; and to our valued Founding Members of The Big Goal and all Academy sponsors - as it is you and your organisations that are the driving force behind the nationwide provision of the Academy programme - where together, our collective goal is to help end youth homelessness in the UK.

Your commitment ensures the future of our Academy programme and amplifies our impact.

Thank you for being part of our journey.

IN THE COMMUNITY
CHANGING LIVES
THROUGH FOOTBALL

#FOOTBALLFORGOOD

Our immense gratitude and thanks in particular go to the following for their support this year:

ACADEMY DELIVERY PARTNERS



THE BIG GOAL SPONSORS



PARTNER BRANDS

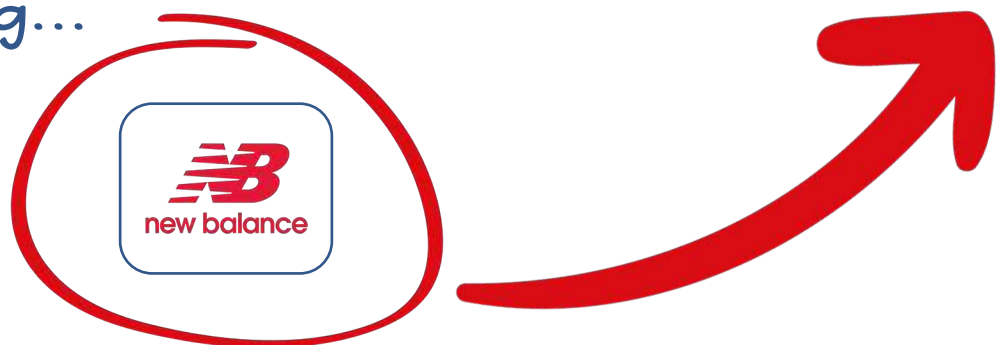


ACADEMY SPONSORS & THE BIG GOAL MEMBERS

and more...



and not forgetting...



BUKAYO SAKA & NEW BALANCE



In 2024 Bukayo Saka and New Balance stepped forward to show their support of the Foundation with Saka donating more than 150 pairs of New Balance boots to the participants of the Street Soccer Academy programme. This amazing gesture from one of the Premier League's biggest stars went down a storm among the young people and as you can see from the pictures below, the boots put plenty of smiles on faces.





CHANGING LIVES THROUGH FOOTBALL



**THE BIG
GOAL.**

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