



**COMMUNITY
FOUNDATION**

2025-26

IMPACT REPORT



The 2025/26 season has been one of strong delivery, sustained partnerships and continued focus on the difference we want to make in the communities we serve.



Across South Wales, Cardiff City FC Community Foundation continues to deliver work that we know can change lives. Every day, our team is improving health and mental wellbeing, supporting young people through education, creating opportunities for families affected by disability, developing skills and employability, reducing isolation and bringing communities together.

But for the change we want to achieve to be lasting, our work must be sustained. That means building robust partnerships with organisations, funders, businesses and supporters who share our ambitions. We cannot achieve this alone. The challenges facing our communities are complex, and meaningful change takes time.

At the heart of our work is a belief that everyone should have the opportunity to belong, develop and look towards the future with hope. Through our Hat-Trick of Goals — improving health and wellbeing, supporting learning and skills, and building stronger communities — we work with people at different stages of their lives and respond to the barriers and challenges they may face.

During the last 12 months, we have continued to strengthen our relationships with schools, community organisations,

local authorities and delivery partners. This wide and valuable network allows us to connect our work more closely to local need and ensure that the support we provide is accessible, relevant and capable of making a lasting difference.

We have also continued to focus on strengthening our connection with Cardiff City FC supporters. The Community Foundation is proud to be the Club's official charity, and we want supporters to feel connected to the work taking place beyond the stadium. Whether through fundraising, volunteering, attending events, sharing our stories or developing new ideas together, there are growing opportunities for supporters to play a part in creating positive change across South Wales.

This year has also brought important partnership milestones. Our partnership with Lotus Cars has created new opportunities around environmental sustainability, while the opening of a full-time alternative provision has created a new pathway for young people. We have also strengthened our relationships with the Former Players Association and Professional Footballers' Association, using the power of football to create further opportunities across our communities.

As we look ahead, our focus is on building from these foundations. We want to sustain what works, strengthen the partnerships around us, reach more people and make an even greater impact.

Thank you to our staff, participants, trustees, partners, funders, volunteers, Cardiff City FC and its supporters for the part you have played throughout the year. Your support continues to make a meaningful difference to the people, families and communities at the heart of our work.

Z. Lyndon-Jones

Zac Lyndon-Jones
Chief Executive Officer



CONTENTS



04 About Us

05 Our Reach

06 Where We Work

08 Hat-Trick of Goals

09 Theory of Change

11 Improving Health
& Wellbeing

17 Supporting Learning
& Skills

21 Building Stronger
Communities

26 Social Media Reach

27 Finance

28 Fundraising

29 Future Plans
& Progression

30 Partners &
Supporters

31 Key Contacts

ABOUT US

Cardiff City FC Community Foundation is the official charity of Cardiff City Football Club.

Our vision is for people in our communities to achieve their full potential. Our mission is to use the inspiration of Cardiff City FC to change lives and transform communities.

We tackle inequalities and overcome barriers by helping people to lead healthier more active lifestyles, supporting learning & skills, and building stronger communities.

Together, we're changing the game.



OUR REACH

25/26 Participant Attendance

172,645

Total Attendances

24/25 156,926 **↑ 10%**

17,712

Unique Participants

24/25 14,549 **↑ 21.7%**

Participant Demographic

57.5%

Male

42.5%

Female

17.3%

Ethnically Diverse Communities

10.8%

Disability

WHERE WE WORK

In 2025/26, our delivery footprint maintained a strong presence across communities throughout South Wales, with activity delivered across 150 venues, totalling 18,977 hours of delivery.

Our reach extended across seven Local Authorities, anchored by our key hubs at Cardiff City House of Sport and Cardiff City Stadium, alongside online activity.

While Cardiff remains central to our delivery, our impact is increasingly felt in communities beyond the city.



REACHING COMMUNITIES WHERE WE ARE NEEDED MOST

Our geographical reach is only part of the story. Using the Welsh Index of Multiple Deprivation to understand the communities in which we work, our data shows that half of our delivery locations were based in the 30% most deprived areas of Wales, representing 70% of all delivery hours.

WIMD analysis is based on 149 physical delivery locations and excludes 482.5 hours of online delivery, which cannot be attributed to a specific geographical area.



HAT-TRICK OF GOALS



Our Hat-Trick of Goals drives everything we do, using the power of football and Cardiff City FC to score impact across communities. They guide every project, ensuring our work delivers meaningful and measurable change.

At Cardiff City FC Community Foundation, every programme hits at least one of these key areas:

#1 Improving Health & Wellbeing

#2 Supporting Learning & Skills

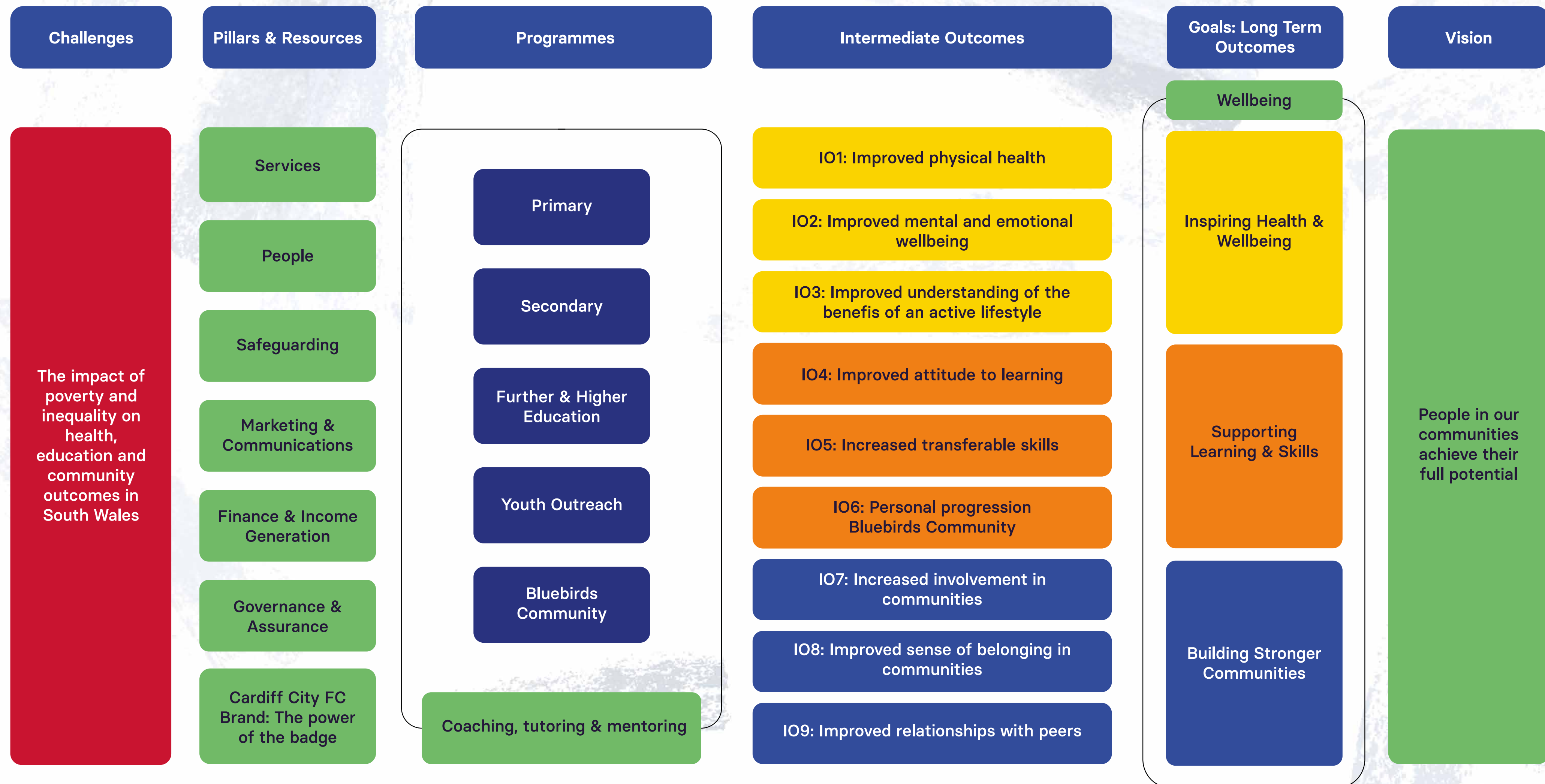
#3 Building Stronger Communities

THEORY OF CHANGE

Our Theory of Change maps how our work turns opportunities into lasting impact. It shows the steps needed to achieve our Hat-Trick of Goals and the outcomes that must be in place along the way.

By clearly linking our programmes to measurable outcomes, we can demonstrate how each session, initiative, and partnership contributes to stronger, healthier, and more connected communities. This approach ensures our work is purposeful, strategic, and accountable, turning ambitions into real change.

THEORY OF CHANGE



IMPROVING HEALTH & WELLBEING



IMPROVING HEALTH & WELLBEING

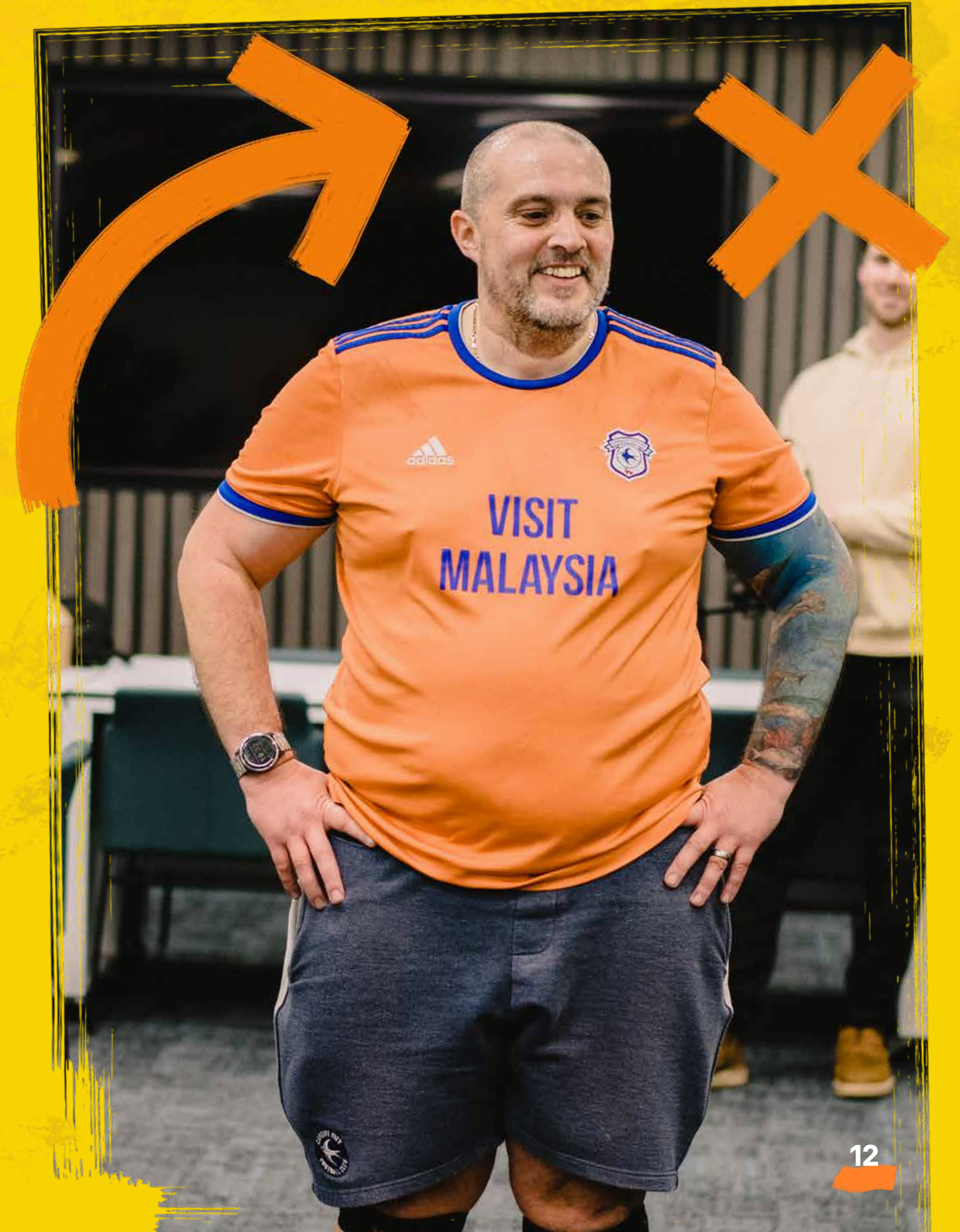
We believe everyone deserves the chance to live a healthier, happier life. That belief drives our work and underpins our commitment to creating real opportunities for people across our communities to thrive.

Health inequalities remain a significant challenge. While progress is being made, issues such as mental health and wellbeing continue to affect both adults and children, and we are determined to play our part in addressing them.

Football has a unique ability to bring people together. Whether it's adults taking their first steps back into physical activity or children discovering the joy of movement in the playground, we're helping people feel better in body and mind.

Across our community programmes, we're reducing social isolation and continuing to create inclusive spaces where people genuinely belong.

We are committed to working with partners to create meaningful, lasting impact, responding to the needs of our communities in real time. By promoting positive health messages and providing opportunities to develop skills that support physical, mental, and social wellbeing, we help build a stronger culture of health across our communities and ensure more people have access to the support they need.



IMPROVING HEALTH & WELLBEING

During 2025/26, across our programmes where
3,815 participants were surveyed:

84%

reported improvements in
their physical health

82%

experienced positive changes
in their mental and emotional
wellbeing

87%

said they now have a better
understanding of the benefits
of an active lifestyle

“ Our ambition is not only to grow our services, but to extend their reach and impact across South Wales. From supporting people on their weight management journey to helping those living with long-term and degenerative conditions lead more connected lives, we are committed to creating positive change where it is needed most. Together with our partners, we will continue using the power of football to give everyone a chance to belong.

Adele Taylor, Health and Wellbeing Manager

Case Study

GEAN & HOWARD'S STORY

Mother and son, Gean, aged 82, and Howard, aged 60, attend the 1927 Club together at Cardiff City Stadium. Before finding the group online, the loss of Gean's husband after 56 years of marriage, coupled with the impact of Covid-19 and ongoing health issues, had made it increasingly difficult for her to stay socially connected.

Howard and their family were struggling to find ways to help rebuild her independence and confidence. The 1927 Club provided Gean and Howard with a safe and welcoming space outside the home that they could enjoy together, and they haven't looked back since.

Recently, Gean has faced a combination of emotional and physical barriers. Breathing difficulties and reduced mobility mean that

walking far can be difficult, and hearing loss in one ear can make busy social environments more challenging.

However, the 1927 Club has provided a positive and welcoming space where Gean can socialise and get involved in practical activities at her own pace, while allowing Bluebirds superfan Howard to enjoy the opportunity to visit the home of the Bluebirds, every week.

The 1927 Club has provided structure for Gean and Howard. Each week brings the chance to see familiar faces, meet new ones, and try new activities that are accessible and enjoyable for them as a family.

The programme delivers inclusive activities that focus on participants' health and wellbeing, offering sessions such as seated hockey, powerchair football, chair yoga and seated ten-pin bowling.

Having this safe space to try new things has helped Gean grow in confidence and truly be herself.

For Howard, the project offers a community of people to lean on. While the 1927 Club was designed as a dementia-friendly social hub, it often attracts families facing similar health challenges that disrupt their home lives and family dynamics in different ways. This means Howard can relate to others in the room, while also having access to the right support, advice and services should he need them.

Gean now values opportunities to learn again and is rediscovering elements of her former self every day.



A man and a woman are standing in front of a large stadium with blue seating. The man is on the left, wearing a blue and white plaid shirt and glasses. The woman is on the right, wearing a red patterned dress and a light pink jacket. They are both smiling. The background is slightly blurred, showing the stadium's structure and seating.

“

**SINCE JOINING THE 1927 CLUB,
THE PROGRAMME HAS OFFERED US
AS A FAMILY A SUPPORTIVE SOCIAL
SPACE AND HAS MADE US FEEL
WELCOMED SINCE DAY ONE. FOR
MY MOTHER, THE CLUB HAS HELPED
CREATE POSITIVE MOMENTS
DURING THE WEEK AND HAS
SUPPORTED HER TO STAY INVOLVED
IN COMMUNITY LIFE. SHE'S NOW
STARTED TO ENJOY LIFE AGAIN.**

Howard, The 1927 Club Participant

SUPPORTING LEARNING & SKILLS



SUPPORTING LEARNING & SKILLS

We're committed to making education and skills development accessible to every young person.

Many face barriers such as low confidence, poor attendance or difficulty engaging in traditional classroom settings, which can have a lasting impact on their futures. With demand for tailored support increasing and capacity already stretched, too many children are missing opportunities to reach their full potential.

By using football as a tool for engagement, we help young people reconnect with learning. Working with established partners, we support children and young people at every stage of their learning journey. From primary and secondary education to alternative provision and degree-level study, we create opportunities shaped around individual needs.

Through the power of football and targeted support, we help learners build confidence, develop essential skills and move forward with clarity and purpose.



We believe everyone deserves the chance to learn at their own pace. That's why we're constantly finding ways to evolve our pathways and programmes, offering meaningful learning experiences for every young person. We want to help everyone reach their full potential and provide the safe, supportive spaces they need to do so.

Ross Branson, School Programmes Manager



SUPPORTING LEARNING & SKILLS

During 2025/26, across our programmes
where 3,815 participants were surveyed:

85%

reported an increase in transferable
skills such as confidence, problem
solving, and teamwork

85%

experienced a more positive
attitude towards learning

86%

said they had a greater interest in their
personal progression, including education,
careers, and skills development

Case Study

LILY'S STORY

Lily, now aged 16, had always struggled to settle in mainstream school settings throughout her time in secondary education. This gradually affected her attendance and had a knock-on effect on her relationships with both peers and staff.

As a current FAW U16s player and already a holder of two Welsh caps, Lily needed support in balancing her schoolwork with the demands of training. Her lateness began to cause her anxiety, which led to emerging behaviour concerns.

Cardiff City FC Community Foundation's Alternative Sport Pathway arrived at exactly the right moment. With a reduced timetable, a strong focus on sport, and sessions delivered on the doorstep of a professional football club, enrolling onto the provision quickly became the obvious choice for Lily and her family.

This unique pathway offers the perfect balance between classroom-based learning and practical activities, designed for students in Years 7-11 with a passion for sport, fitness, and hands-on learning. Tutors work closely with each learner to understand their individual needs, ideal for those who thrive in an engaging, inclusive setting.

Following an injury early in the season and a short spell on the sidelines, resulting in a knock in confidence, Lily was supported straight away through regular communication between Community Foundation and FAW staff. Despite finding change overwhelming, clearer targets, one-to-one guidance, and schoolwork adapted to her level and interests, helped Lily start to feel optimistic about her education.

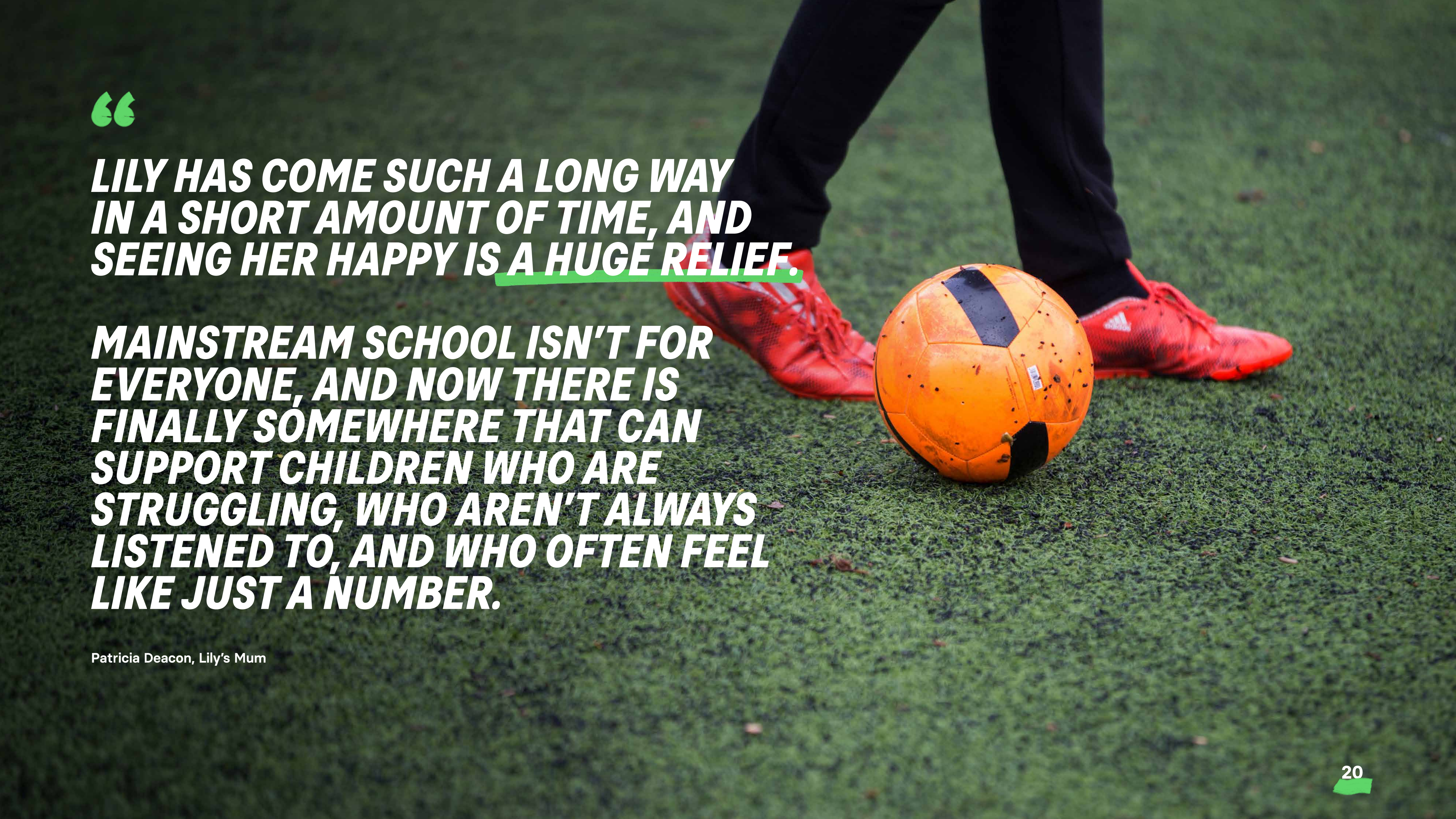
Throughout the academic year, Lily's mental wellbeing improved significantly both in and outside the classroom.

Her attendance became the best it had been in years, and there were clear signs of improved socialising and spending quality time with new friends.

Previously, Lily was withdrawn and lacked the self-esteem to open up about her difficulties with schoolwork. Now, attending school each morning is no longer a battle. Lily successfully achieved her **BTEC Level 1 in Sport** qualification and is looking forward to embracing a new challenge at college.

The Community Foundation have shown young people like Lily that change is not something to fear and that there is a place for every child to reach their full potential.





“

**LILY HAS COME SUCH A LONG WAY
IN A SHORT AMOUNT OF TIME, AND
SEEING HER HAPPY IS A HUGE RELIEF.**

**MAINSTREAM SCHOOL ISN'T FOR
EVERYONE, AND NOW THERE IS
FINALLY SOMEWHERE THAT CAN
SUPPORT CHILDREN WHO ARE
STRUGGLING, WHO AREN'T ALWAYS
LISTENED TO, AND WHO OFTEN FEEL
LIKE JUST A NUMBER.**

Patricia Deacon, Lily's Mum

BUILDING STRONGER COMMUNITIES



BUILDING STRONGER COMMUNITIES

Football clubs are at the heart of communities, serving as vital hubs where the benefit extends well beyond the pitch. We believe in the power of connection and are committed to creating opportunities for everyone to come together and belong.

Our programmes use the unique appeal of Cardiff City FC to bring people together, creating shared spaces where everyone - of all ages, abilities, faiths and backgrounds - is welcome.

Through stadium events, community partnerships and targeted community outreach, we facilitate meaningful interactions that strengthen community cohesion and make people feel valued.

We are proud to be a positive, unifying force in our communities, using the power of sport to celebrate diversity and create places where everyone feels they belong.



Football has a unique power to bring people together. We're committed to creating environments that spark important conversations, educate, and inspire. By combining trusted relationships with mentoring and early intervention, we help people feel supported, connected, and genuinely able to belong in their communities.

Jamie Thomas,
Community Outreach Coordinator



BUILDING STRONGER COMMUNITIES

During 2025/26, across our programmes
where 3,815 participants were surveyed:

A thick dark blue circular ring with a gap, representing 87% completion.

87%

reported an improved
sense of belonging in their
community

A thick dark blue circular ring with a gap, representing 92% completion.

92%

experienced stronger
relationships with peers

A thick dark blue circular ring with a gap, representing 88% completion.

88%

said they were more actively
involved in their communities

Case Study

ZARA'S STORY

Zara, aged 15, had a challenging start to life. Born at 32 weeks, she immediately faced medical complications that resulted in cerebral palsy. The condition affects her mobility and speech, meaning Zara requires daily intensive verbal physiotherapy sessions.

Zara sometimes struggles to build relationships with people her own age, with communication being a major barrier. However, with her supportive home life and her love of football, Zara has become a determined and resilient young lady through the Premier League Inclusive Kicks programme.

Zara, a frame user, has developed significantly through our sessions in Cardiff, where she has attended for four years.

Initially starting with one-to-one support from Community Foundation coaches, Zara has, over time, become more confident and independent. Through her passion for the beautiful game, she has grown into a fearless goalkeeper, unfazed by anything that comes her way.

Zara is well known within the group and has developed a strong bond with the coaches, who look forward to seeing her walk through the door every week. She brings a cheeky, lively energy and makes her mark on every activity in her own unique way.

Inclusive Kicks complements Zara's intensive physiotherapy programme, supporting both her physical and mental wellbeing. The sessions provide a fun and engaging environment where she can develop her football skills while improving her mobility.

To support Zara's participation, we focused on making thoughtful considerations rather than adaptations. Inclusive Kicks is all about active participation, teamwork, and the development of important life skills through fun and engaging football-based activities.

By working in smaller groups, Zara is able to communicate in ways that are comfortable for her, using short verbal responses or gestures. This helps her actively contribute to the game while developing communication and teamwork skills, a crucial skill for any goalkeeper!

Over the last four years, we have had the privilege of watching Zara grow in confidence, resilience and self-belief. Her dedication has been recognised through opportunities to represent Cardiff City as a mascot at both Cardiff City FC and Cymru fixtures, achievements that reflect the determination she brings to life.



“

**INCLUSIVE KICKS
SESSIONS HAVE REALLY
HELPED ZARA BUILD
CONFIDENCE. EVERY
COACH HAS MADE A
TRUE EFFORT AT MAKING
SURE THAT ZARA AND
CHILDREN AT THE
SESSIONS FEEL INVOLVED
AND A PART OF A FAMILY**

Dev Patel, Zara's Dad



SOCIAL MEDIA REACH

At Cardiff City FC Community Foundation, we're committed to sharing the stories that showcase the impact of our work across South Wales. Through social media, we aim to reach more people, raise awareness of our programmes and services, inspire communities, and help individuals find the support they need.

Our digital platforms help us reach communities far and wide. Every view, click and share represents an opportunity for people to connect, relate and engage with others.



2,906,961

Impressions

The number of times our content was seen across digital platforms.

60,119

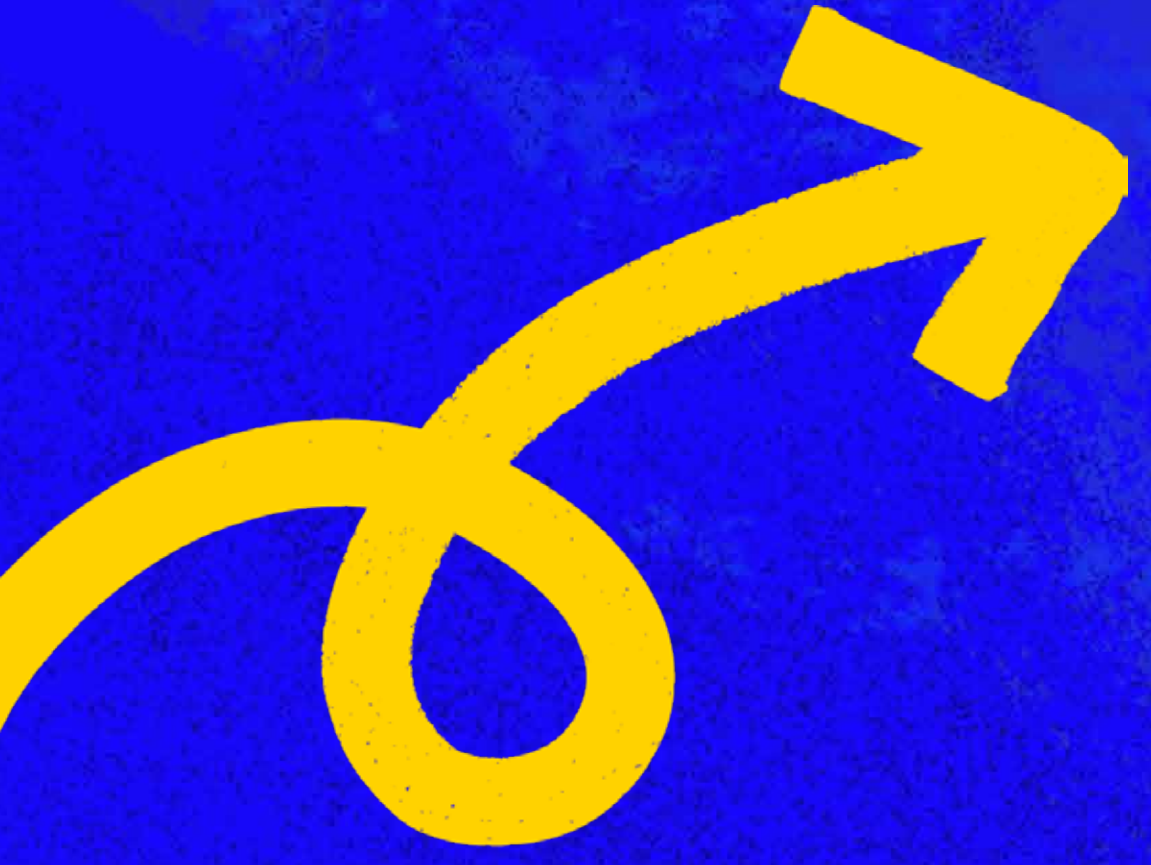
Engagements

The number of interactions people had with our content.

16,416

Total Audience Size

The total number of people who follow, subscribe to or receive content from our digital channels.



283,046

Video Views

11,235

Link Clicks



FINANCE

Total Income/Expenditure

2025/26

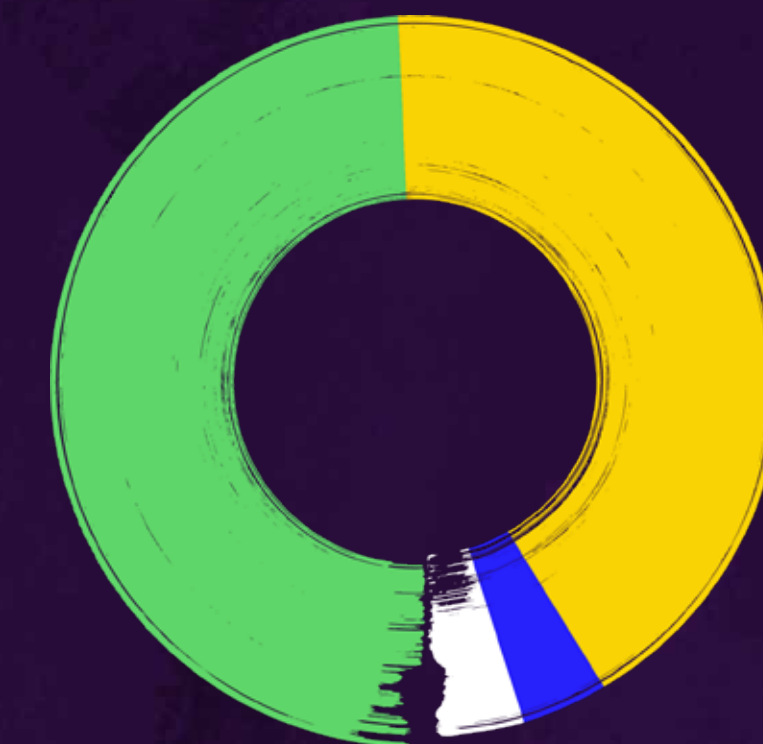


2024/25



Where does our money come from?

2025/26



Contracts

42%

Consumer

4%

Donations

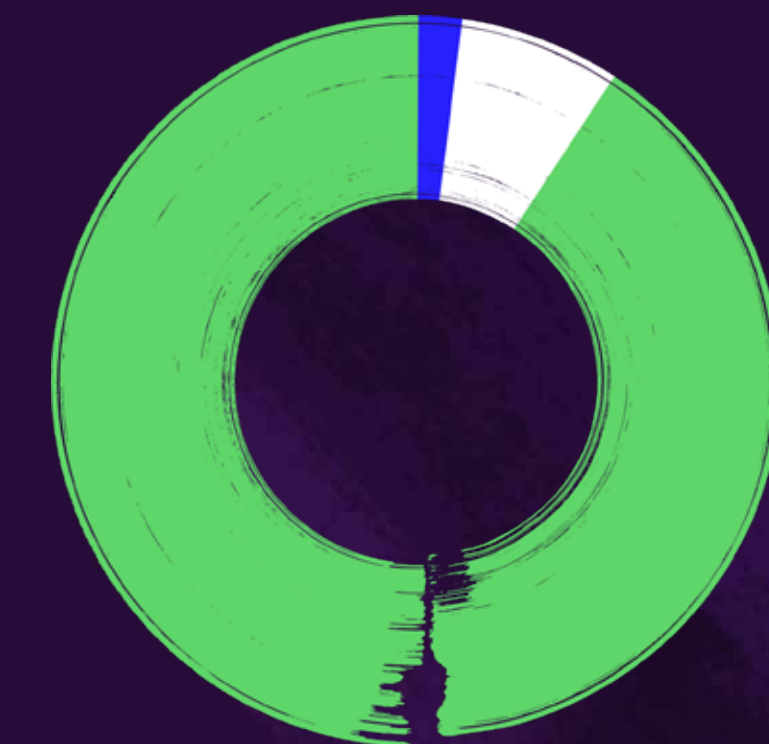
4%

Grants

50%

Where does our money go?

2025/26



Charitable
Activities

91%

Fundraising

2%

Support Costs

7%

The 2025/26 figures are based on forecasted data, as final participation numbers were not available at the time of publication.

*Unaudited accounts. Like many other third sector organisations, the charity experienced rising demand for services during a period of increased costs and reducing income. The charity used some of its reserves to address short term reductions in funding and explore opportunities for service development.



THANKS FOR YOUR SUPPORT

Over the last year, we've continued to make a real impact in our local communities, thanks to the incredible generosity and commitment of our partners and supporters. Your efforts have enabled us to continue delivering our vital programmes across South East Wales.

The continued rise in cost of living is having a huge impact on many people, creating significant challenges for individuals, families and entire communities. Despite these pressures, your support has made it possible for us to continue and expand our work and reach those who rely on our services the most.

We've had incredible support for our fundraising events and challenges over the last 12 months. Whether it was assembling a team for our Christmas Charity Quiz to help raise a fantastic £6,800, making a donation at our Community Foundation Day, or taking on one of our summer challenges like the Ninian 99 Challenge – with participants covering over 7,500 miles in total – we're so grateful for every bit of support.

We were also delighted to welcome our first Club 500 members – celebrating outstanding supporters of Cardiff City FC Community Foundation who have each raised £500 or more over the course of a year.

We're excited about the future and the potential to grow our impact further across South East Wales – but none of this would be possible without your continued support.

Refer to us

Do you know somebody that could benefit from our services? Let them know about our programmes.

Support our goals

Would you like to make a donation? Or fundraise for us? Our team would love to hear from you - fundraising@cardiffcityfc.org.uk.

Partner with us

Could your business join us as a Charity Partner to make an impact, showcase your commitment to social responsibility and help support more people in our communities? Get in touch.

Share our story

Can you share our story with your network?
www.cardiffcityfcfoundation.org.uk

FUTURE PLANS & PROGRESSION

#1

Creating pathways to employment and education

Our ambition is to create meaningful and lasting change in the communities we serve. A key priority will be supporting young people who are not in employment, education or training. Through our new Youth Employability Hub, supported by a DWP contract and based at Cardiff City Stadium, we will help young people access employment, education, training and positive pathways.

#2

Bringing supporters closer to our impact

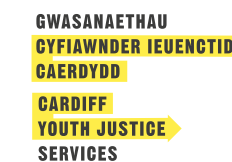
As Cardiff City FC's official charity, we want supporters to feel connected to the difference their Club is making beyond the pitch. During 2026/27, we will create more opportunities for the Cardiff City fanbase to engage with the Community Foundation through fundraising, volunteering, events, campaigns and the stories behind our work.

#3

Connecting environmental and social impact

We will make environmental sustainability a greater part of everything we do. Through education, community activity and strategic partnerships, we will help people understand environmental issues, explore opportunities to offset carbon and show how environmental thinking can contribute to stronger, healthier communities.

PARTNERS AND SUPPORTERS



KEY CONTACTS

Board of Trustees

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Hywel Dafydd

Steve Borley
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Ross McDiarmid
Treasurer

Catrin Stark

Ali Abdi

Luke Takeuchi

James Askey

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**COMMUNITY
FOUNDATION**

**CHANGING LIVES,
TRANSFORMING
COMMUNITIES**