



**COMMUNITY  
FOUNDATION**

**2022-23**

# **IMPACT REPORT**



**Thank you for taking the time to read our 2022/23 Impact Report which gives an overview of the positive difference the charity has made in Cardiff City FC communities over the past 12 months.**



At the heart of our mission is the belief that football clubs can inspire hope, passion, and a sense of belonging. From the establishment of Riverside FC in 1899 to the opening of Ninian Park in 1910, the club's beating heart has always been the communities that support the Bluebirds. Working together, the club, the Community Foundation, and our communities can achieve great things.

In recent years, our communities have been affected by a series of external events, including the impact of a global pandemic, an energy crisis and the cost-of-living crisis.

These realities have added up to what can be termed a 'polycrisis' – multiple simultaneous crises that are strongly interdependent. Like many other charities we have had to respond changing demand for services against a challenging external environment.

We continued to provide services which contributed to our three long-term outcomes: improving health and wellbeing, supporting learning and skills, and building stronger communities. From primary education to community outreach, youth-focussed programmes to initiatives supporting higher education, our hat-trick of goals served as our compass, guiding us towards making a lasting and meaningful impact.

Service engagement reached a 5-year high with total annual attendances exceeding 120,000. Service developments included refreshing and expanding the reach of our Secondary Education and Training programme to meet changing demand and the introduction of a new weight management service, FIT Bluebirds.

We remain committed to supporting our communities through these challenging times and adapting our approach to maximise our social impact.

Now, more than ever, people need our support. If you know somebody that could benefit from our services, let them know about us. If your organisation could partner with us to deliver a programme that changes lives, get in touch. If you're inspired by what you read in this report, please share our story with your network.

With your support, we can work towards building a better future for our communities.

**Gavin Hawkey,  
Foundation Director**

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# 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 build stronger communities.

Together, we're changing the game.



# OUR REACH

## Participant Attendance

**120,129**

Total Attendances

**11,544**

Unique Participants

## Participant Demographic

**62%**

Male

**38%**

Female

**9%**

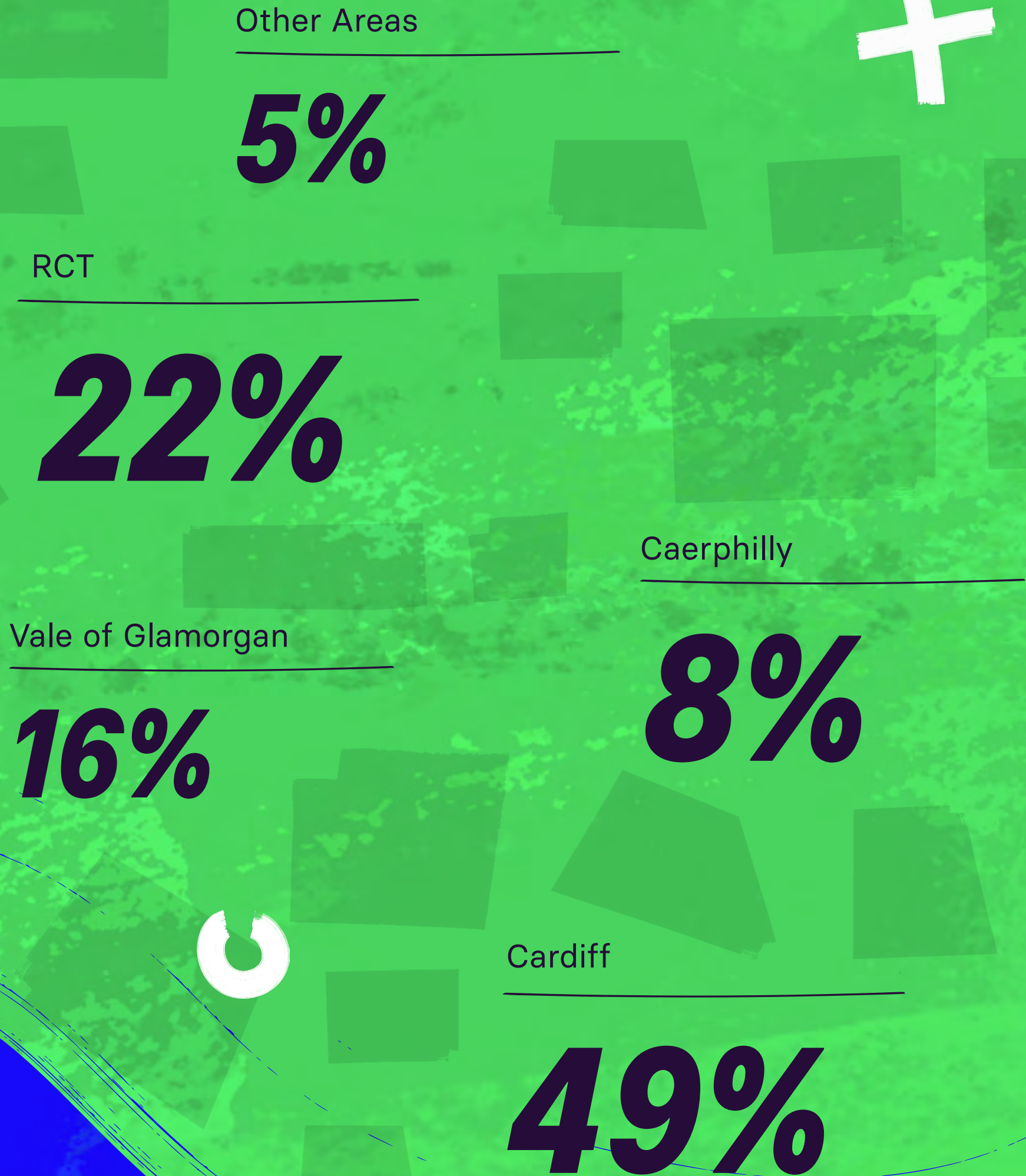
Ethnically Diverse Communities

**7%**

Disability

# WHERE WE WORK

77% of our sessions occurred in the top 50% most deprived areas in Wales, with 60% specifically held in the top 30% most deprived areas.



# **HAT-TRICK OF GOALS**



Our Hat-trick of Goals form the foundation of our work, driving everything we do. They are embedded into all our work and at every stage of development.

At Cardiff City FC Community Foundation, we harness the power of football and Cardiff City FC to achieve three goals:

**#1** Improving Health & Wellbeing

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**#2** Supporting Learning & Skills

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**#3** Building Stronger Communities

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# OUR SERVICES

**From primary education to community outreach, youth-focused programmes to initiatives supporting higher education, our Hat-Trick of Goals serve as our compass, guiding us towards making a lasting and meaningful impact well beyond the realm of football.**

In Primary Education, we use the power of football to support children in learning, staying healthy, and developing crucial life skills. Moving into Secondary Education, our programmes equip young people with the tools they need to succeed as they progress through the education system and into early adulthood.

Our Further and Higher Education programmes are dedicated to nurturing the wellbeing of young people by providing them with educational studies, training, and employment opportunities in a supportive environment.

Meanwhile, our youth outreach project, creates safer and more inclusive communities by offering free football sessions and personal development pathways for young people.

Beyond the field, our Bluebirds Community projects extend support to the wider Cardiff City communities, promoting wellbeing and fostering a sense of belonging through initiatives like Fit Bluebirds, 1927 Club, and our Veterans Hub.

Through all of these programmes, we don't just talk about our Hat Trick of Goals; we actively work to achieve them, leaving a lasting and positive impact on the lives of those we serve.

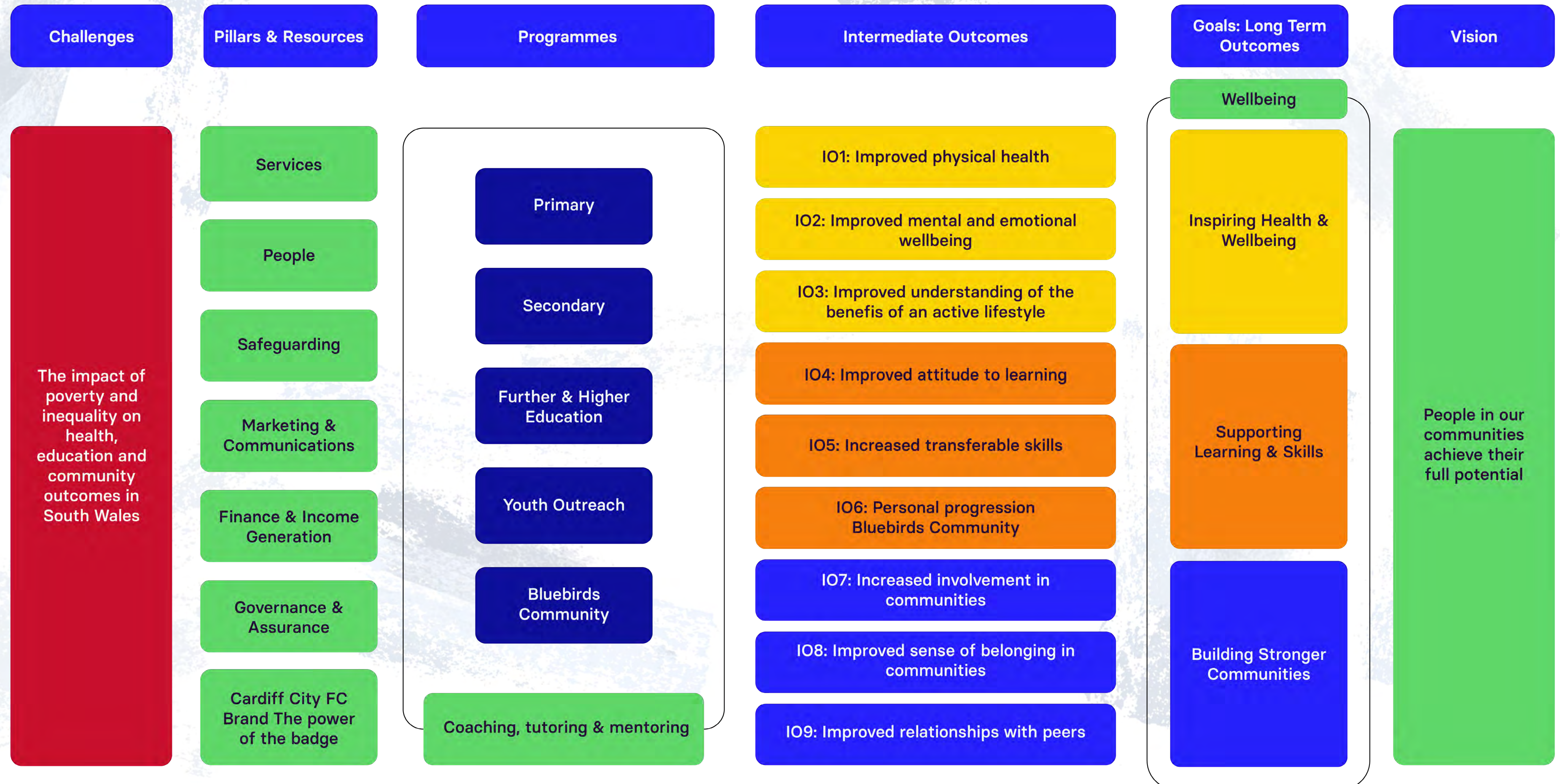
Our Theory of Change visualises the change we are seeking to make, and the steps involved in making that change.

It illustrates a common understanding of our Hat-Trick of goals and identifies the outcomes which must be in place for our goals to be achieved.





# THEORY OF CHANGE



# IMPROVING HEALTH & WELLBEING



# IMPROVING HEALTH & WELLBEING

**We want to help everyone lead a healthier, more active life and enhance wellbeing. We're committed to providing opportunities for people in our communities to live healthier and happier lives.**

We know that there are varying levels of health inequalities within our communities and that these ongoing disparities in health outcomes require targeted interventions to address them. While progress is being made, challenges persist, especially in mental health and wellbeing among both adults and children.

Addressing these issues requires a multifaceted approach that focuses on the social factors influencing health and cultivates inclusive environments for everyone.

We're using the power of football to bring people together and inspire our communities to lead an active and balanced lifestyle. From classrooms and school yards where our Move and Learn programme inspires and educates children to get active, to our community programmes that help reduce social isolation and create safe spaces for people to come together, we create a sense of belonging that contributes to wellbeing.



**Health and wellbeing is at the heart of everything we do at Cardiff City FC Community Foundation. Whether that be through inclusive football delivery, weight management programmes, 1-2-1 mentoring or our Armed Forces Veterans groups common themes such as the sense of community, belonging and self-development are immediately evident.**

**Chris Foot,  
Disability & EDI Coordinator**



# **IMPROVING HEALTH & WELLBEING**

During the year, and across all our programmes where 1,350 service users were surveyed:

**79%**

of service users reported an improvement in their physical health.

**92%**

of service users reported experiencing a positive enhancement in their mental and emotional wellbeing.

**88%**

of service users agreed that they now have an improved understanding of the benefits of an active life.

## Case Study

# STEPH'S STORY

**Stephanie was looking for ways to improve her physical and mental health. Before FIT Bluebirds - a free health programme for men and women aged 35-65 who are looking to lose weight, get fitter and lead a more active life; Stephanie was suffering with Post Traumatic Stress Disorder, was struggling with her mental health and found herself in a very dark place.**

When she arrived at Cardiff City Stadium for her first FIT Bluebirds session, Steph was immediately reassured to be joining a group of women who were in a similar situation to her and made her feel that she wasn't on this journey alone.

As the weeks progressed the group learned more about topics that would help support them in leading a healthier and more active lifestyle and covered subjects ranging from the importance of sleep to alcohol consumption and increasing their daily step count.

For Steph, it was so much more than sticking to a calorie target, it was about learning how she could maintain weight loss, develop healthy eating habits and improving her mental health and wellbeing.



**I've said many a time, the slogan for the Community Foundation is 'Our Club Changes Lives' but for me, FIT Bluebirds saved my life.**

**Stephanie,  
FIT Bluebirds Participant**



“

***I CANNOT IMAGINE WHERE I WOULD BE NOW IF I HADN'T HAD THE OPPORTUNITY TO DO THIS BECAUSE IT JUST GAVE ME A MASSIVE SENSE OF SELF. I'VE BEEN ABLE TO MAKE CHANGES THAT HAVE MADE ME FEEL PHYSICALLY AND MENTALLY BETTER.***

Stephanie,  
FIT Bluebirds Participant



# SUPPORTING LEARNING & SKILLS



# SUPPORTING LEARNING & SKILLS

**We're on a mission to make education and skills development accessible to all while having some fun with football along the way.**

Since the Covid-19 pandemic, persistent absenteeism rates have risen, with mental health and anxiety cited as significant factors in school absence rates. We know from our work with our partners in Education that poor school attendance and lack of engagement not only affects educational achievement but also has social and developmental implications for children's futures.

We see the value of integrated approaches to learning and wellbeing and recognise that these interconnected issues require interconnected approaches to tackle them.

We're here to support Children and Young people through their learning journey, working with established partners to provide the very best experiences from primary right the way through to further and higher education, in traditional education environments and our in our community.

In the world of learning and skills, here is how our programmes made a difference to children and young people in our communities.





# **SUPPORTING LEARNING & SKILLS**

During the year, and across all our programmes where 1,350 service users were surveyed:

**70%**

of service users noted an increase in their transferable skills such as confidence, problem solving & teamwork.

**60%**

of service users expressed having enhanced their attitude towards learning following participation in an educational activity with Cardiff City FC Community Foundation.

**62%**

of service users expressed a growing interest in personal progressions, such as educational achievements, future career aspirations, and skill enhancement.

## Case Study

# RALPHY'S STORY

**Ralphy, a 10-year-old pupil at Jenner Park Primary School in Barry, faces daily challenges due to epilepsy and learning difficulties diagnosed in early childhood. His love for football, particularly Cardiff City FC, provides hope during these challenges.**

Before Ralphy engaged with the Premier League Primary Stars project and Bluebirds Ability sessions, his life was centred around navigating health conditions. But with PE lessons and targeted interventions in PSHE, we saw his love for football and adjusted interventions to match his passion.

Programme adaptability ensured Ralphy could participate regardless of challenges, promoting equality and embracing diversity.

Coach Chloe and her guide dog Emily played a crucial role in Ralphy's development. Engaging in Bluebirds Ability sessions and competitions throughout the year, Ralphy built a positive relationship with the coaches. Chloe's role in managing the Sensory Room on matchdays ensured familiarity and ease of access for Ralphy.

These sessions didn't just impact Ralphy on the field, they also boosted his confidence and self-esteem. The inclusive environment made him feel accomplished. Football not only improved his physical skills but also became a platform to showcase his abilities. Positive feedback from coaches and peers instilled newfound confidence, empowering him to face challenges positively.

Beyond physical and mental benefits, Ralphy's engagement contributed significantly to his holistic development. The provision provided a unique space for personal growth, evident in Ralphy's improved social skills, communication, and emotional well-being.



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**PRIMARY STARS BOOSTED  
RALPHY'S FOCUS,  
TEAMWORK, AND MOTOR  
SKILLS, LAYING A STRONG  
FOUNDATION FOR FUTURE  
SPORTING SUCCESS.**

Mrs Hewitt,  
Y6 Teacher at Jenner Park Primary School



# **BUILDING STRONGER COMMUNITIES**



# **BUILDING STRONGER COMMUNITIES**

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

Our programmes use the unique appeal of Cardiff City FC, bringing people together through a shared passion for football and the club, where factors such as age, disability, faith, and ethnicity aren't barriers to participation.

We're creating inclusive opportunities for individuals to connect and participate, through stadium-friendly events, community collaborations, and dedicated community sessions, we're facilitating interactions that help strengthen community cohesion, where everyone feels valued.

We pride ourselves on being a unifying force, leveraging the power of sport to bring diverse communities together and create an inclusive environment where everyone feels valued and welcomed.



# ***BUILDING STRONGER COMMUNITIES***

During the year, and across all our programmes where 1,350 service users were surveyed:

**86%**

of service users reported an improved sense of belonging in their community.

**83%**

of service users reported a significant improvement in their relationships with peers, underscoring the influence of our collaborative efforts within the communities we work.

**96%**

of service users stated they had interacted with individuals from different backgrounds and cultures while participating in Cardiff City FC Community Foundation sessions, emphasising the role our programs play in nurturing inclusivity and fostering community connections.

## Case Study

# REFUGEE PROJECT

**In partnership with Cardiff Council's Refugee Resettlement Department, we supported families who were residing across Cardiff.**

Quick to adapt and react to the changing circumstances of refugee and asylum seekers in the city, we created a programme of support including Premier League Kicks experiences, half term football camps and tournaments that would help increase their physical and mental wellbeing and offer a pathway into other community activities, helping to create a cohesive community feeling.

Our coaches delivered football coaching sessions designed not only to get participants active but to improve English language skills and equip them with the tools to be able to continue with football sessions after their resettlement period and integrate within local communities.

We also created opportunities for wider community integration, offering beneficiaries tours of the Cardiff City Stadium, matchday experiences and making use of the sports facilities that we use across the City.

The impact of these sessions reaches far beyond the field, they created much needed routine through safe, and social spaces for individuals who had faced immense challenges and displacement.

This project shows that football can transcend cultural and linguistic barriers, allowing participants to find joy and camaraderie on the pitch, foster a sense of belonging, and build new connections within the community. In times of crisis, sport can act as a powerful tool for healing and bringing communities together.

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**In the face of adversity, the beautiful game unites us all. Cardiff City FC Community Foundation's provision of football sessions for Afghan refugee children and adults exemplifies the power of sport to heal, inspire, and bridge divides. Through this initiative, they have not only taught football skills but also provided hope and a sense of belonging, making a lasting positive impact on the lives of those seeking refuge and a brighter future.**

**Wali Mohammad,  
Refugee Resettlement Project Manager,  
Cardiff Council**



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**THE INITIATIVE SERVES AS A REMINDER THAT, THROUGH EMPATHY, UNDERSTANDING, AND SHARED PASSION, WE CAN COME TOGETHER TO BUILD A BRIGHTER FUTURE FOR EVERYONE, REGARDLESS OF THEIR BACKGROUND OR CIRCUMSTANCES.**

Wali Mohammad,  
Refugee Resettlement Project Manager,  
Cardiff Council



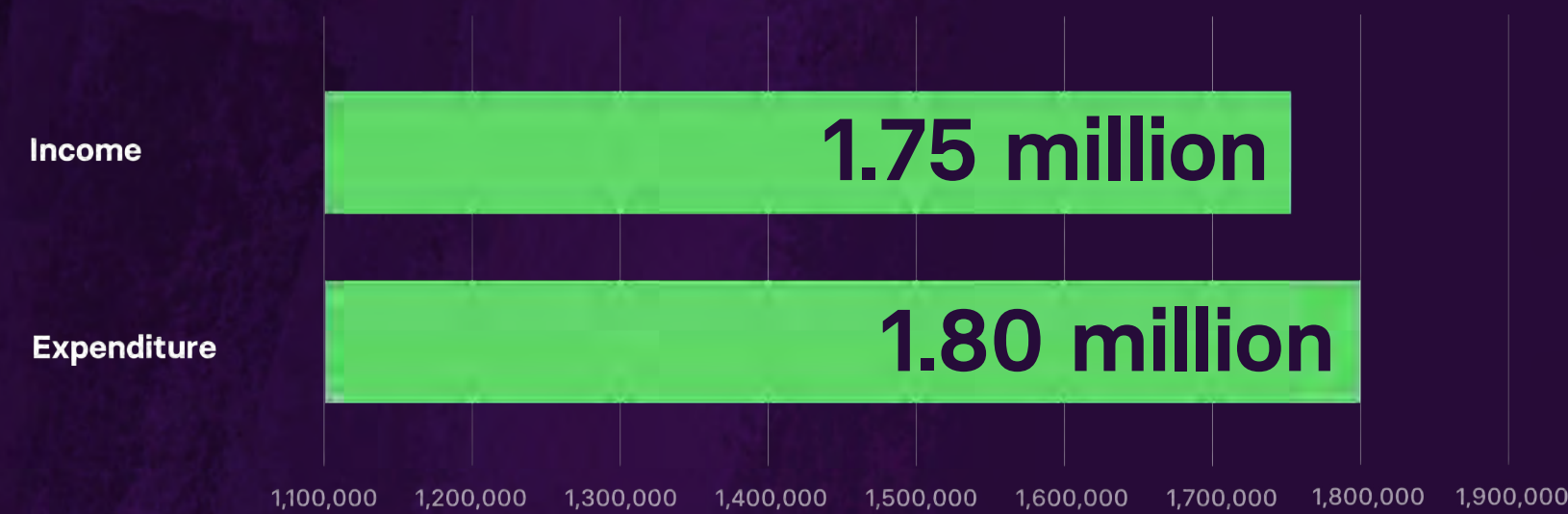


# FINANCE

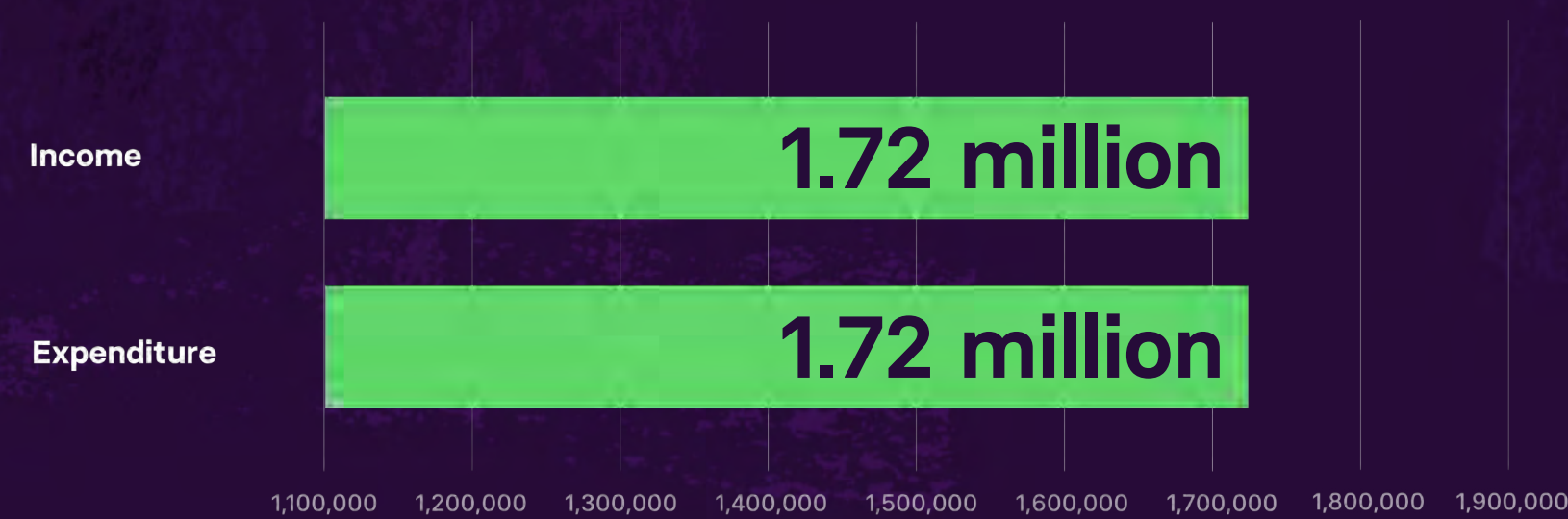


## Total Income/Expenditure

2022/23

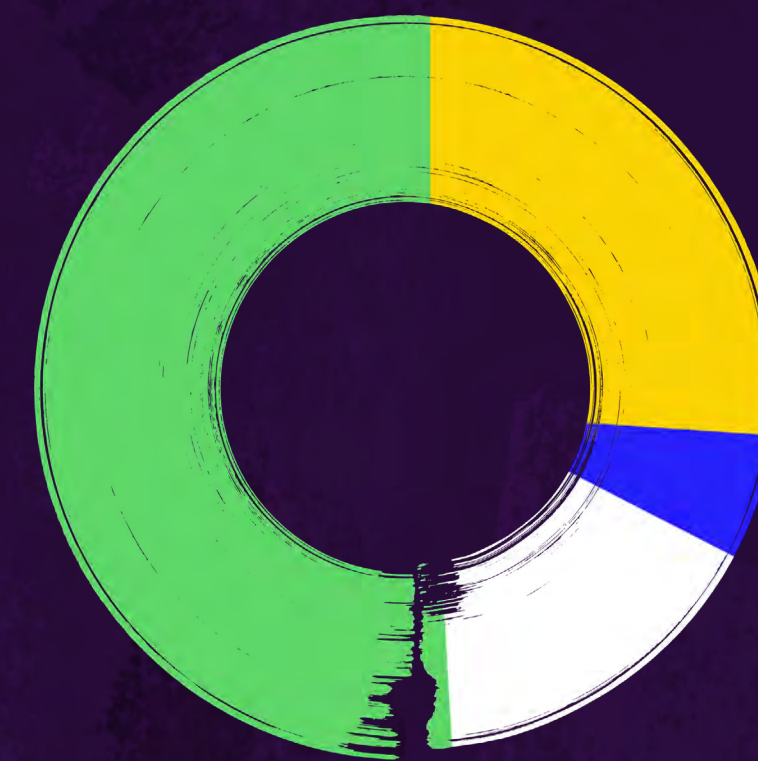


2021/22



## Where does our money come from?

2022/23



Contracts

30%

Consumer

6%

Donations

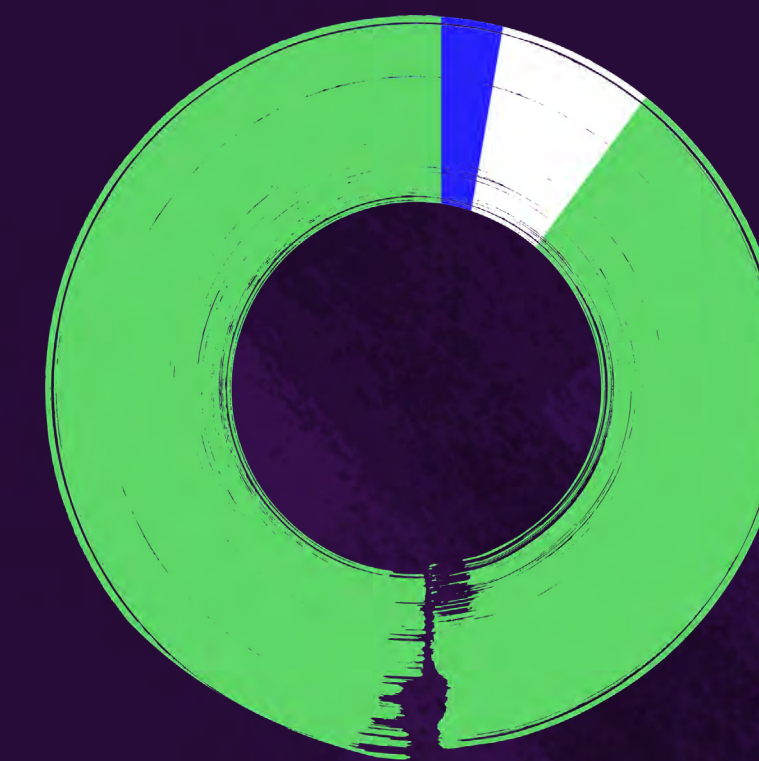
13%

Grants

51%

## Where does our money go?

2022/23



Charitable Activities

88%

Fundraising

2%

Support Costs

10%

\*Unaudited accounts



# **THANKS FOR YOUR SUPPORT**

Everything we've achieved this year has been made possible through the generosity of our supporters and we can't thank you enough.

The landscape for all charities has been challenging and has intensified due to the cost-of-living crisis and indications of an economic downturn. We're mindful that these factors are not only impacting us but our communities too as many households' grapple with tightening budgets.

Which is why we are truly grateful to everyone who has supported us over this past year – thank you all for your enormous efforts, whether that was running the Cardiff Half Marathon or organising a school fundraiser, every donation matters.

We'd like to take this moment to thank all the individuals, schools, community groups, businesses, charitable trusts and foundations for their support, we hope you can be proud of what you've helped us achieve this year.

As we move into our new five-year strategy, there is so much more we'd like to achieve in our communities, but we need your help.

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## **Refer to us**

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

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## **Share our story**

Can you share our story with your network?  
[www.cardiffcityfcfoundation.org.uk](http://www.cardiffcityfcfoundation.org.uk)

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## **Become a delivery partner**

Could your organisation partner with us to deliver a programme that changes lives? Get in touch.

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## **Support our goals**

Would you like to donate? Or fundraise for us? Our team would love to hear from you.

# ***FUTURE PLANS & PROGRESSION***

## **#1**

### **Placed Based Approach**

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To increase our reach within communities, we have adopted a place-based approach. By focusing on specific areas that require our support, we can tailor our initiatives to address the unique challenges and aspirations of these communities and become a more integrated part of the eco-system. This targeted approach not only amplifies our presence but also maximises the positive outcomes, creating a more meaningful and sustainable impact within the areas we aim to serve.

## **#2**

### **Expanding Education Offers**

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We're expanding education opportunities at Cardiff City FC Community Foundation. Our Further Education (FE) offer for 16 to 18-year-olds continues to thrive. We're also increasing student placements in our Higher Education (HE) programmes and now offering a multi-year BA (Hons) in Sports Business and Management. Additionally, we're introducing brand-new Junior Apprenticeships for the upcoming academic year 2024/25, further enriching our educational offerings.

## **#3**

### **Health Interventions**

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From integrating physical activity into everyday activity to targeted interventions, we're working alongside local health boards to support healthy lifestyles. Through FIT Bluebirds, we offer ongoing support for healthy weight management. Through our Team Talks we offer mental health support, and through our 1927 Club we're providing a dementia friendly space for people to connect and reminisce. We plan to expand our work in this space over the coming year.

# PARTNERS AND SUPPORTERS



# KEY CONTACTS

## Board of Trustees

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**Leighton Andrews**  
Chair

**Katie Dalton**

---

**Steve Borley**  
Vice Chair

**Andrew Diplock**

---

**Chris Hatcher**  
Treasurer

**Shikala Mansfield**

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**Ali Abdi**

**Kerys Sheppard**

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**Ken Choo**

**Catrin Stark**

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**Hywel Dafydd**

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**COMMUNITY  
FOUNDATION**

**CHANGING LIVES,  
TRANSFORMING  
COMMUNITIES**