



**COMMUNITY  
FOUNDATION**

# **CHANGING LIVES, TRANSFORMING COMMUNITIES**

Cardiff City FC Community Foundation  
**Strategic Plan 2023 - 2028**









# OUR STRATEGY



**WORKING  
TOGETHER,  
THE CLUB AND  
OUR COMMUNITIES  
CAN ACHIEVE  
GREAT THINGS**

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 and our communities can achieve great things.

Established in 2009, Cardiff City FC Community Foundation has come a long way from our humble beginnings. Today, our organisation achieves an estimated £11 million of social impact value, thanks to the incredible support of our community.

However, we recognise that there is still much work to be done, and we are more determined than ever to make a meaningful difference.

Our aim is to change lives and transform communities by providing a supportive network that encourages growth, wellbeing and a sense of belonging. To accomplish this goal, we need everyone who comes into contact with us to understand our mission and what we stand for.

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

Join us as we continue on this journey. Together, we can make a difference that lasts a lifetime.





**OUR MISSION  
IS TO USE THE  
INSPIRATION OF  
CARDIFF CITY FC  
TO CHANGE LIVES  
AND TRANSFORM  
COMMUNITIES**



**OUR VISION IS  
FOR PEOPLE IN  
OUR COMMUNITIES  
TO ACHIEVE THEIR  
FULL POTENTIAL**

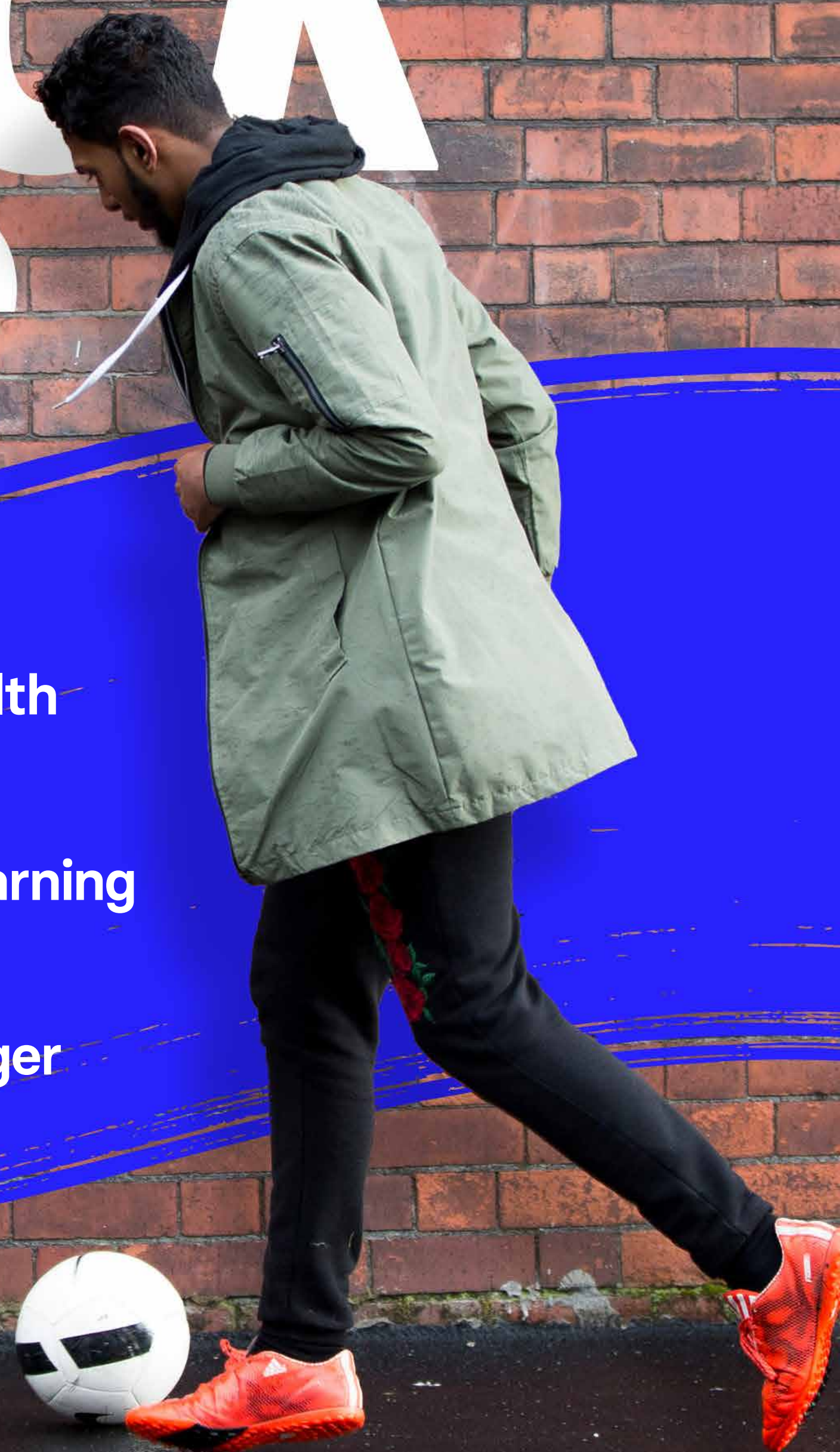




# A HAT-TRICK OF GOALS

We will harness the power of football, and leverage the assets of Cardiff City FC to foster belonging, and achieve our Hat-Trick of Goals.

- 01** Improving Health & Wellbeing
- 02** Supporting Learning & Skills
- 03** Building Stronger Communities





# IMPROVING HEALTH & WELLBEING



**We want to help everyone lead a healthier, more active life and enhance wellbeing**

- ➔ We will open up Cardiff City Stadium and Cardiff City House of Sport as our wellbeing hubs.
- ➔ We'll create targeted interventions to support people with weight management and how to lead healthier lifestyles.
- ➔ We will use our voice and influence to share important health messages.
- ➔ Our Team Talks will unite people to combat social isolation and promote a sense of belonging.
- ➔ We will level the playing field by offering football programs to tackle health inequalities.



# 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.**

- ➔ We will create football themed educational resources and challenges to take learning to the next level.
- ➔ We will help people develop game changing life skills that will set them up for success.
- ➔ We will support young people to gain qualifications and industry experience to help them build a career in football.
- ➔ We will create family and adult learning opportunities, so that people of any age can unlock their potential with us.



# BUILDING STRONGER COMMUNITIES



**We believe in the power of connection, and we're committed to creating opportunities for everyone to belong.**

- ➔ We will adopt a place-based approach through the establishment of community hubs.
- ➔ We will provide safe and inclusive community football opportunities that welcome everyone, regardless of their background and ability.
- ➔ We will use football as a force for good, bringing people together to celebrate diversity and challenge discrimination.
- ➔ We will attract funding to support spaces where people can come together, connect and thrive.
- ➔ We're committed to adopting sustainable practices and reducing our carbon footprint to help us build a better world for all.



# OUR OBJECTIVES



## Reach

To increase our reach within our communities

## Impact

To deepen our impact within our communities

## Sustainability

To build a resilient and sustainable organisation



# OUR GAME PLAN



## Services

We will respond to the needs of our communities to make a difference in a way only we can.

## People

We will build an empowered, skilled, diverse and passionate workforce reflective of our communities.

## Safeguarding

We will offer positive experiences and create inclusive, welcoming environments.

## Marketing & Communications

We will build our reputation as the leading sport for social development organisation in Wales.

## Finance & Income Generation

We will establish a diverse portfolio of income, maximised to achieve social impact.

## Governance & Assurance

We will develop a well governed organisation where the leadership, culture and framework of strategy, risk management and controls are aligned to our purpose.





# OUR VALUES AND WHAT WE STAND FOR

1

## Passion

We are passionate about inspiring others

2

## Respect

We show respect and compassion

3

## Inclusion

We promote inclusion, celebrate diversity and challenge discrimination

4

## Collaboration

We work together to make change

5

## Innovation

We imagine the possible and strive for continued improvement



# WE'D LOVE YOU TO JOIN OUR SQUAD



## Refer to us

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

## Become a delivery partner

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

## Share our story

Can you share our story with your network?

[cardiffcityfcfoundation.org.uk](http://cardiffcityfcfoundation.org.uk)

## Support our goals

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

## Get in touch

### Cardiff City FC Community Foundation

Cardiff City House of Sport  
Clos Parc Morgannwg  
Cardiff  
CF11 8AW

02920 231 212  
[info@cardiffcityfc.org.uk](mailto:info@cardiffcityfc.org.uk)

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