

IMPACT REPORT

Season 2018/19



Foundation

VISION

For children, young people and adults within our community to be healthy, active, confident and able to determine and achieve their own aspirations.

MISSION

To enhance people's lives by using the unique strength of Wolverhampton Wanderers Football Club to engage, enable and empower people.

VALUES

Progressive | Determined | Humble | Unity | Bright



A message from Jeff Shi Executive Chairman, Wolves

Wolverhampton Wanderers Foundation illustrates the vital role our football club has in the local community. Since Fosun's arrival in Wolverhampton in 2016, great emphasis has been placed on the positive direction planned for Wolves and, as our official charity, the Foundation have been on every step of the journey since.

Wolves is not just about the football, the club has a big role in the community and

**“THE FOUNDATION
HAVE TAKEN WOLVES
INTO THE HEART
OF THE CITY,**

particularly in the past 12 months, which has made us extremely proud.

What the Foundation offer is a unique opportunity to children, young people and adults within our local area and they have never provided a more diverse range of community activities within our city and beyond.

Their projects target areas of importance including health and wellbeing, education and skills and sports participation, all supported by player visits, allowing our male and female players to step into the

local community and get closer to the supporters they represent.

The Foundation's incredible work was rightly celebrated at last season's Brighton & Hove Albion focus fixture, where £12,009 WAS RAISED thanks to the generosity of the Wolves supporters.

On behalf of Wolves, I'd like to thank the staff, participants and volunteers for their dedication and commitment to our local community during 2018/19 and I hope this season is equally as successful for Wolverhampton



A message from Will Clowes Head of Foundation

The 2018/19 season has been another hugely successful campaign for Wolves on the pitch as well as for the Foundation.

This report demonstrates the diverse range of the Foundation's work and local impact. Our continued growth, through creative new projects and new funding partnerships, allows us to support more local people than ever before. The significant contributions from many different people helps to develop our offering into new communities and it is those who give their time who I must thank.

“THE DEDICATION OF THE FOUNDATION'S STAFF AND VOLUNTEERS IS EXCEPTIONAL

as they have been tireless in their work throughout the past 12 months, enabling us to deliver such a high level of service to thousands of people. We must also thank the participants themselves, as well as Wolves supporters, for their ongoing and enthusiastic backing throughout the year.

As a progressive organisation, the Foundation is already looking ahead to what should be a highly exciting 2019/20. We have already launched the newly refurbished Wolverhampton Wanderers Foundation Arena, while plans for a Molineux sleepout in November, which is aiming to raise £25,000 for homelessness initiatives within the Wolverhampton area, are well underway.

Throughout next season, we also aim to develop our board of trustees to bring in a wider range of expertise to support our development as a charity, enabling

the Foundation to introduce a range of exciting new projects and initiatives.

With additional significant investment from the Premier League Charitable Fund we're excited about the introduction of PL Inspires – linking sport, education and wellbeing into secondary schools in the city. Our Kicks project will also be relaunched, with an exciting new partnership with Children in Need to follow – enabling us to support some of the most vulnerable young people in our communities.

Finally, I'd like to thank our players from the Wolves & Wolves Women and our two ambassadors; former Wolves captain Karl Henry and Wolverhampton-born music producer S-X, who have all added real value to our work in the community. We are extremely grateful for their continued support as we aim to build on our own achievements.



Foundation

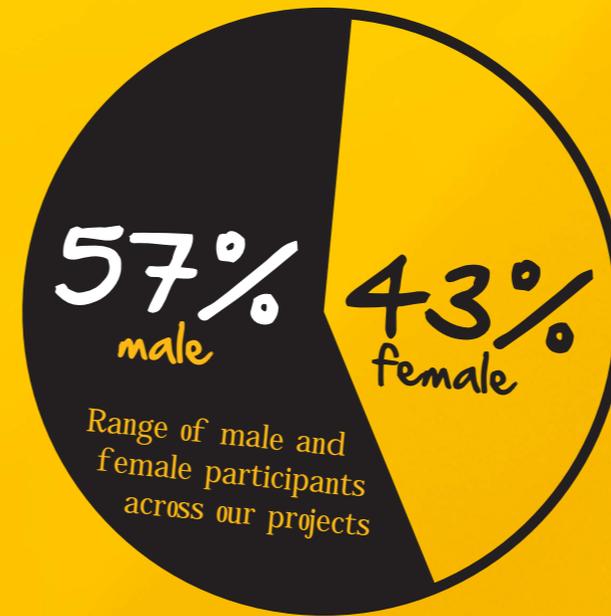
Stats from 1st September 2018 to 31st August 2019



spent creating opportunities to educate & inspire people and communities.



in schools, community hubs and competitive sport



focused on health, education, inclusion & sport



achieving qualifications and contact with staff and project CPD.



attended our sessions and project activities.

Participants ranged between 4 years old and 93 years young.

Scarlett's Story

IN 2018/19, THE FOUNDATION DEVELOPED HUB SESSIONS TO CREATE A MORE INCLUSIVE ENVIRONMENT FOR DISABLED CHILDREN & ADULTS WITHIN THE WOLVERHAMPTON COMMUNITY.

The season saw the newly-formed Wolverhampton Wanderers Frame Football team attend their first competitive fixture at St George's Park. With the team made up of six participants, our 10-year-old participant Scarlett, who grew up with cerebral palsy, always felt limited when it came to the playing field, however after seeing the launch of the Wolves Frame Football team it encouraged Scarlett to come out of her comfort zone to try something new.

The FA development day saw a multitude of participants getting involved in sporting activities which they were previously restricted by. With Scarlett's sights set high, she became our first Wolves Frame Football goal scorer, scoring her first goal at St George's Park.

Following the team fixture, Scarlett began to continue to build her confidence in sport by attending the Foundation's weekly disability programmes. As a celebration of Scarlett's success, positivity and passion over the season, the delivery staff came together to award Scarlett with a personalised game frame. The game frame was designed specifically to Scarlett's requirements by Quest 88.

With the help of Quest 88, the Foundation worked together to organise a presentation event at a school holiday club to gift Scarlett with a new Foundation branded game frame. The game frame increases Scarlett's mobility whilst playing sport. By having more freedom to move around the playing field, Scarlett can now build upon her skills.



Our Inclusion officer, Rob added: *"We are really proud to have had the opportunity to work with Quest 88 to present such a deserving participant with the chance to play sport more freely. I am excited to work with Scarlett next season to further adapt her skills and give her the opportunity to score more goals."*

After speaking with Scarlett's family, they continued to extend their appreciation and explain how this will change Scarlett's day to day experiences.

"IT'S BEEN AMAZING, I CAN TELL SCARLETT'S REALLY HAPPY AND SHE JUST LOVES HER FRAME."

"It will really help her build her skills up for Frame Football. It will help her participate more and be able to move around the pitch a lot more. It will just really help her develop her skills."

"It would be amazing if we had more Frame Football users because it's great for all the family and you get to meet new people and they get to compete on a level that's fit for their ability."

The Foundation continue to work with Scarlett and other Frame Football players to ensure inclusion runs throughout all programmes, and within the city. The aim for 2019/20 is to bring more people like Scarlett into sports across the city and continue to promote an inclusive environment for all ages and abilities.



*The work they do within our community is **different class** and they play a **huge role** in bringing the supporters, particularly the younger generation, closer to the players.*

*We work closely with the Foundation through player visits, where they organise the lads going into **schools and football camps**, and I can't speak highly enough of what they do for our football club.*

Conor Coady
Wolves Captain



Darren's Story



Wolves season ticket holder Darren spent more than 17 years as a postman but found himself out of work in May 2018. At that point, he was suffering from depression and anxiety which was affecting his ability to go out and find work.

This destroyed his confidence and he ended up having no faith in himself. However, through social media, Darren heard about Wolverhampton Wanderers Foundation's Head 4 Health project, which aims to improve mental and physical wellbeing in males over the age of 18.



109 MEN
engaged with new mental health project since March 2019

"It sounded like it would be something I could get something from, rebuild my confidence and help me to deal with my situation better than I have done," Darren said.

"I really struggled to come along to the first session due to my anxiety, but I somehow made it there, and at the end of the first session I knew I'd made the right decision and was so glad to have gone."

Darren attended every session of the six-week programme, in addition to joining other activities ran by the Foundation.

"THE PROGRAMME HAS DONE ME THE WORLD OF GOOD."

"Even though I do still have days when I struggle to get through, I'm in a much better frame of mind to deal with it. It's also put me in touch with a couple of other organisations that are currently helping me; NHS Healthy Minds and Thrive into Work.

"I wasn't aware of either of these organisations before I went on the project and both have been in regular contact, so that's another positive. All I need now is to get back into work and that will only make me stronger and will be another step on my road to recovery.

"I found out about another Foundation project whilst on Head 4 Health; Wolves in the Park. This is a free football session in the park for over 30's. Through the confidence gained on Head 4 Health and from meeting staff that would be at the session, it gave me confidence to go along and I'm so glad I did."



of Head 4 Health participants have agreed that they have met new people and enjoyed taking part with the majority having improved their mental wellbeing and reduced their stress scores over the six-week programme.



During the six-week programme, Darren saw a positive change to his confidence, while his stress score reduced from 32 to 21 and his wellbeing score improved greatly from 18 to 42.

He added:

"I DEFINITELY FEEL LIKE I'VE GOT A BIT OF CONFIDENCE BACK."

"I'm able to push myself and do things despite my mind trying to tell me otherwise."

"I find myself less anxious than I used to, which I think is due to pushing myself out of my comfort zone and learning new coping strategies. My wife has also noticed a change in me, which I'm really pleased about."



Player Impact

Amongst the successes of 2018/19, our players have continued to provide great support for the projects within the community, from Ryan Bennett visiting Head 4 Health to discuss mental health and well-being to Ivan Cavaleiro and Hélder Costa playing a friendly against our BTEC Level 3 course participants.



Player Impact

John Ruddy

It's with great pleasure that John Ruddy received the Wolverhampton Wanderers Foundation Player of the Year award in recognition of his fantastic support to community initiatives.

John is a great ambassador for the Foundation and it's fitting that we can mark his consistent contribution as the Foundation continues to grow.



“

Wolves foundation pay a massive part in the community, the work they do is amazing. I am so grateful to be a part of it, I try to get involved as much as I can. It means a lot that they have chosen me for this award.

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“



It's been a pleasure to see how much the Foundation has grown and developed alongside the football club, particularly in recent years. The work they do in our community is **indispensable**, helping create a feel-good factor amongst our younger generation of supporters.

While it's fantastic for the Foundation to take players out into the local area for the supporters, the visits also have a **huge importance** for the players themselves, helping them **learn about our community**, outside the four walls of the training ground.

Kevin Thelwell

Kevin Thelwell
Sporting Director

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AMBASSADORS

Karl Henry

FORMER WOLVES CAPTAIN



As the former captain and midfielder for Wolverhampton Wanderers Football Club, the Wolverhampton born and bred professional now focuses his attention to the charity arm of the club. The Foundation are extremely pleased to announce Karl Henry as the first ever Ambassador.

Karl Henry, a true Wolves legend confirms the partnership: *“I’m delighted to become the Foundation’s first Ambassador. The work being delivered throughout the local region is quite incredible, with so many people now benefiting from the range of supportive services on offer. Being from Wolverhampton and having played for the club for such a long time, it is an honour to be supporting the work delivered by the Foundation.”*

Having supported the club charity as a player and now being a key advocate of the projects that are ran in and around Wolverhampton, the aim is to use Karl’s expertise to continue growth, development and success.

Karl said: *“They are doing great work and being local, it means a lot to me. I want to help as much as I can.”*

With Karl’s passion for the community, and love for football, the synergy and collaborative opportunities are endless.

From working together on the school’s projects to supporting our newly launched homeless initiative. We are looking forward to improving our services with Karl’s input, and are honoured to have such an icon to inspire our participants.

Sam Gumbley

S-X MUSIC ARTIST & PRODUCER



S-X, also known as Sam, is a true representation of what the Wolverhampton Wanderers Foundation aims to achieve.

With his Wolverhampton background, and knowledge about the needs within the city, the main objective is to work together to encourage, enable and empower the younger generation to achieve their goals and aspirations.

While the grime artist may be in the eyes of fame, he hasn’t forgotten his roots, with both the Foundation and Sam looking to change the lives of young people, and tackle some of Wolverhampton’s most challenging areas.

Together their focus is to create diverse opportunities through their knowledge, expertise and experience of the local community.

The short-wearing enthusiast said: *“I love to give back. Whether it is helping those that might be less fortunate or assisting people creatively. I just like seeing people’s faces when something pays off; the feeling of accomplishment is a real reward to me. “It takes a lot for someone to reach out and I want to ensure people of Wolverhampton know that we are here for them.”*

S-X shares a common interest with the Foundation, and with the artist now representing the official charity of Wolverhampton Wanderers in an ambassadorial role, it’s hoped the Foundation can create more projects with a clear focus of mental health in young people and look at the re-launch the Premier League Kicks programme within Wolverhampton.

Kelsey's Story

The Premier League Primary Stars programme aims to use the power and appeal of the Premier League and professional clubs to inspire children to learn, be active and develop important life skills.



In 2018, Wolverhampton Wanderers Foundation recognised a shining star through a national poetry competition.

Tom Warren, school sport manager, explained: *"The Premier League Primary Stars project is a huge benefit to the city. It gives us opportunity to work with children and make a difference to those children's lives by teaching them educational lessons that link to the National Curriculum."*

'As part of the programme, Springdale Primary School entered a regional competition, which later led to a national contest. The Foundation coaches worked closely with the children to develop a poem which embraced diversity.

After a few weeks, Kelsey, a young writer from Springdale, was announced as the regional winner. She presented her poem to former Wolves defender Kortney Hause and S-X, a singer-songwriter from Wolverhampton and Foundation ambassador.

"Diversity is a massive subject across the world," Kortney said.

"If we can touch up on these subjects, I think the world would be a better place."

"It is good to see the children at such a young age have a good understanding when it comes to diversity. Kelsey was a very good poet and her work was very touching."

The competition didn't stop there, as Kelsey was given the opportunity to present her poem with S-X in front of a sold-out Molineux and received professional presentation advice from the singer-songwriter.

After the performance, Kelsey embraced the opportunity, enjoyed the celebration for diversity across the stadium and was entered into the National poetry competition. Kelsey's poem will forever be recognised, and the Foundation will continue to provide educational benefits to local schools.

The nine-year-old concluded: *"The world is one big family, everyone is unique, diversity is a celebration and something we must fight to keep."*





The Foundation provide weekly PE and sports CPD for our staff and deliver a **wide-range** of extra-curricular activities and **exciting projects** for our children.

The work of the Wolves Foundation is a huge part of life at St Luke's, **creating memories** for our school that will last a life time!

Alison Grennan
Head Teacher,
St Luke's Primary School



In the time that the Wolves in the Park sessions have been on I have lost three stone, but I have **gained a lot of friends** that have really been supportive"

I can only **praise the support** from Carl and Corey, they have been great... Carl has been there all the way fully supporting me on my journey.

John
Wolves in the Park Participant





Corey's Story

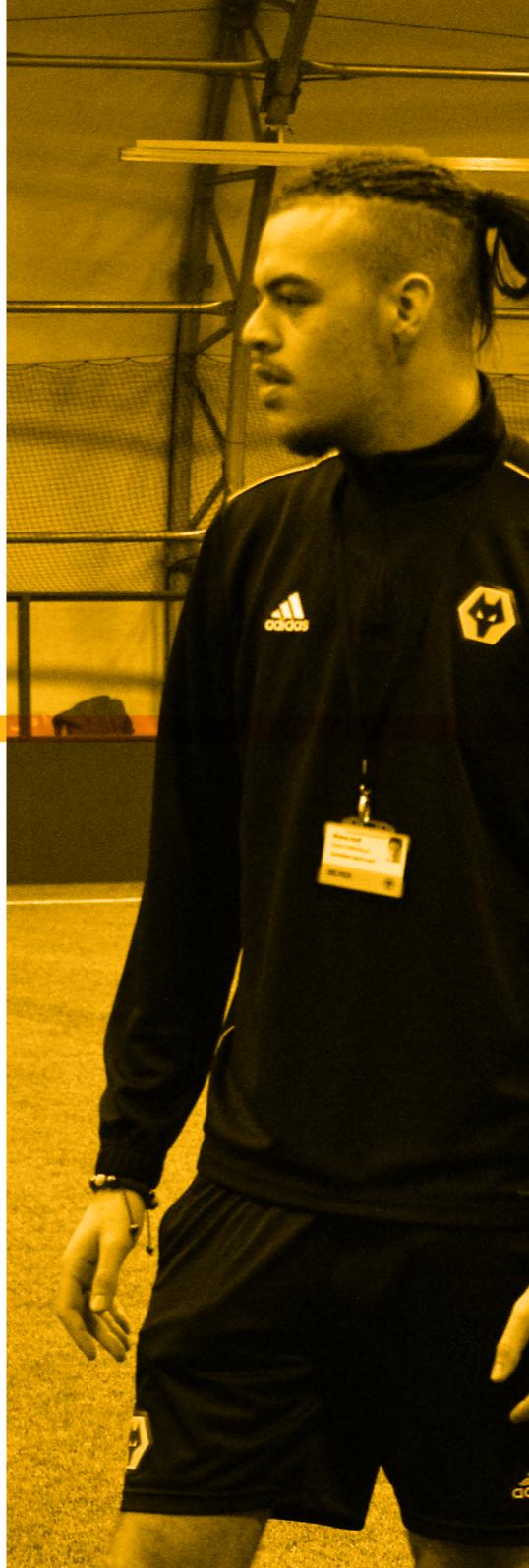
FROM A YOUNG AGE, COREY HAD BIG AMBITIONS TO PLAY PROFESSIONAL FOOTBALL.

However, a string of injuries ended this dream very abruptly and, for a short period, he lost interest in football altogether.

That was until he was 12 and a friend invited him along to one of Wolverhampton Wanderers Foundation's Kicks Hub session.



COREY'S KICKS JOURNEY BEGAN AT AGE 12.



Corey explains that he used PL Kicks as a social place to make new friends whilst playing Football. *"I saw Kicks as a real community, it was something I hadn't really encountered before but I loved it from my first session."*

"PL Kicks is inclusive of everyone no matter age, race or ethnicity. It's the best for engaging with the outside world and building a community."

Corey spent the next six years attending Wolves' PL Kicks sessions on a weekly basis up until his 18th birthday. He then approached PL Kicks Coordinator, Luke Shearing, about how disappointed he was that he'd soon be over the age limit for the session. Following this discussion, Luke invited Corey to join the Foundation as a Kicks Volunteer.

"I was disappointed that this was the end of my time developing as a player and person in the Kicks environment," Corey said. *"But being given the opportunity to become a volunteer and work with young people who were on a similar path to me was a no-brainer and something I couldn't resist."*

When starting out as a Kicks volunteer, Corey enjoyed being able to talk to the younger participants and share his journey, while helping them with theirs.

He explained: *"Having the good fortune to work as a Kicks Volunteer has opened my eyes into a new career in coaching, meaning I can share my time and story of Kicks and how I developed which should aid those who are in the same shoes and face the same obstacles I did growing up."*

Following his impressive start as a volunteer, the Foundation paid to put Corey through his FA Level 1 in Coaching Football as part of our volunteer pathway. This pathway gave Corey a chance to learn and progress himself as a coach, an opportunity he says he never would have had without PL Kicks.

"I NEVER THOUGHT I WOULD HAVE THE CHANCE TO BECOME A QUALIFIED COACH."

Corey admitted, *"Ever since I started on the volunteer pathway Wolves have been really enthusiastic about getting me on my Level 1 and helping me to progress myself. I really enjoyed the course and hopefully I have started to show what I have learnt whilst on sessions."*

Corey has now become a paid casual coach with the Foundation after showing great initiative and willingness to improve. Corey works on at least two PL Kicks sessions a week, as well as other inclusion projects including Wolves in the Park.

He added: *"My development from a Kicks participant has helped me grow into an engaging coach and a good person to work with and be around. My colleagues are outstanding and have really helped me settle into my new role; I have learnt loads. Being able to give something back to the young people and Wolves has been fantastic, and I hope this can continue for years to come."*



“



*Kicks is a great programme for those within the community to attend. **I liked visiting to inspire the kids**, as we did not have this opportunity when we were growing up.*

*It is **amazing** what the Foundation is doing and I am happy to come to sessions like this one.*

Raúl

Raúl Jiménez
First Team Player

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COMMITMENTS



RAINBOW LACES



The corner flags at Molineux for the Wolves vs Chelsea match were rainbow-coloured, as was the captain's armband.

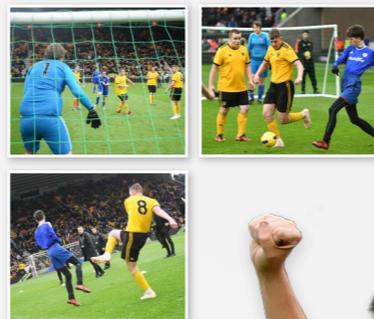
The rainbow-coloured flags sit at the heart of a wide range of activities that the Premier League and its clubs partook in as part of the Rainbow Laces campaign.

Stonewall's Rainbow Laces campaign aimed to make sport everyone's game with national teams, leading clubs, professional players, fans and grassroots players from across football showing their support for LGBT people in sport.

levelplayingfield.org.uk



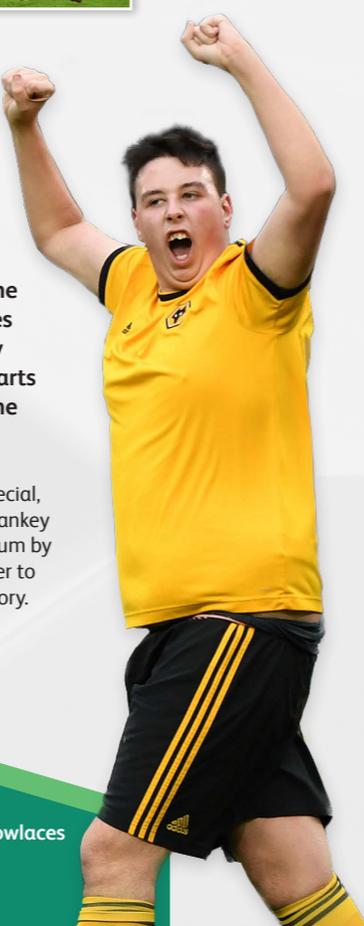
LEVEL PLAYING FIELD



The fixture vs Cardiff in March was certainly one to remember for the players from the Wolves Disability team as they took on their counterparts from Cardiff at half time on the Molineux pitch.

The crowd reaction was special, in particular when Taylor Sankey lifted the roof off the stadium by scoring a last minute winner to take the team to a 3-2 victory.

premierleague.com/rainbowlaces



KICK IT OUT



Wolves supported the Premier League's new No Room for Racism campaign, demonstrating its continued commitment to equality and diversity and using the power and popularity of the League to oppose racism in football.

The campaign ran from Saturday 30th March to Monday 8th April, across Wolves' fixtures with Burnley and Manchester United.

It celebrated diversity across the Premier League and their clubs, and recognised the significant contribution made by Kick It Out in tackling discrimination since they were formed 25 years ago.

The campaign included No Room for Racism and Kick It Out inventory in stadia across the Premier League for both match rounds, and across digital and social media outlets.

Additionally, Conor Coady proudly wore the Kick It Out captain's arm-bands at both matches.



FOUNDATION FOCUS FIXTURE



Wolves' home tie against Brighton and Hove Albion on Saturday 20th April was devoted to the Wolverhampton Wanderers Foundation Focus Fixture.

Each season, a fixture is dedicated to showcasing the Foundation and raises awareness for the official Wolves charity. This year, the Foundation ran a Family Fan Park in partnership with Wolves Council, as well as activities in Wolfie's Den, interviews with participants pitchside and a Foundation branded matchday programme, while the first-team players wore Foundation-branded shirts during both the warm-up and match. Wolves Foundation asked fans to continue to support the charity through generous donations and sharing moments from the day on social media. The game raised a grand total of £12,009.36 – £9,077.83 from the silent auction and £2,931.53 on bucket collections – with 100 percent of the funds raised supporting the 31 projects and programmes operating within the Black Country.





Ever since I was young,
I have **dreamed about coaching.**

The Foundation staff have given me
the opportunity to come here and
volunteer at such a great facility,
working with children and **helping
them to develop** has been fantastic.

Lamar
PL Works Participant
& Casual Coach



Donor Patron: Paycare

In April 2019 the Foundation proudly announced Paycare as the first Donor Patron.

Without Paycare's commitment to the official charity of Wolverhampton Wanderers over the years this wouldn't be possible. The donation of £30,000 will help to support the evolution of the Foundation for the next three years and further build the partnership between the charity and Paycare.

Since 1998, Paycare has been a key contributor to the Foundation, from sponsoring the Baroness Rachael Heyhoe Flint Accessible Lounge, also known as the 'Paycare Lounge', which forms a safe and comfortable space for disabled Wolves supporters within Molineux, to helping launch the 'Period Poverty' campaign.

The aims and objectives for the Donor Patron model is to create and innovate even more opportunities within the community to improve life chances.



We are so proud to support the Foundation.

They make such a massive and positive difference to our city.

– Kevin Rogers
Executive Director, Paycare



To support the Foundation, become a Donor Patron for the Foundation today. Get in touch by emailing foundation@wolves.co.uk or alternatively call 01902 828366 and become a part of the pack!



#ONE PACK



Romain

FIRST TEAM



Anna

WOLVES WOMEN



Bradley & Ryan

WOLVES EDUCATION



Jason

WOLVES DISABILITY



Lauren

SOCCER SCHOOLS



Mary & John

MOLINEUX MEMORIES



Fin

WOLVES ADVANCED CENTRE



Sophy

PREMIER LEAGUE KICKS



Harry

FRAME FOOTBALL



James

PREMIER LEAGUE
PRIMARY STARS



Sareet

WOLVES GIRLS



Steve

HEAD 4 HEALTH



Jamahl & Abdi

WOLVES EDUCATION



复星基金会

FOSUN FOUNDATION

FOUNDED IN NOVEMBER 2012, FOSUN FOUNDATION IS A CORPORATE FOUNDATION WITH FOSUN AS THE MAJOR DONOR.

Fosun Foundation's projects include: natural disaster relief; poverty alleviation and helping physically challenged people; financial assistance offered for cultural and educational corporate social responsibility ("CSR") projects, to young entrepreneurs and for youth employment and other CSR causes.

In recent years, Fosun Foundation mainly focuses on areas such as culture, education and healthcare.

In 2017, the Foundation made donations to more than 40 CSR projects, with a total donation of over RMB54 million. Since 2012, the Foundation has donated over RMB 220 million.



THANK YOU

to our partners:





Foundation

wolves.co.uk/foundation

   @wwfcfoundation