



Foundation

2017/18 **Impact Report**



A message from Laurie Dalrymple

As a football club, Wolverhampton Wanderers carries its roots and essence right in the very heart of the community.

Ever since the club was formed, as St Luke's in Blakenhall in 1877, and then moving to Molineux in 1889, there have been links forged and enhanced within the local area which have underpinned just what Wolves is all about.

We are a 'one city' club, we are tied inextricably to the life and fortunes of Wolverhampton, and we cherish that responsibility and take pride in our privileged position in being able to benefit the community in which we serve.

As a football club, we know that results are probably what matters most to each and every one of our thousands of supporters, and that is how we will ultimately be judged. But whatever happens out there on the pitch, our role and responsibilities towards the community of Wolverhampton, and our ability to positively impact on the lives of all the city's residents, will never change.

I believe we are very fortunate to have owners in Fosun who are fiercely passionate and hugely ambitious about the direction in which they want the club to go, and we, as staff, are equally determined and passionate to do everything we can to help them achieve that aim.

Promotion to the Premier League has already been achieved, and now it is about pressing ahead and continuing to develop and improve, not only on a football level but throughout all departments of the club.

That sort of ambition and belief is mirrored perfectly by the aims for our community work, and the change in name of our official club charity to the Wolves Foundation was a significant step in showing just how we want to expand our offering.

Never have the activities and services provided by the club's charity been so varied and extensive as they are now, at such an exciting and ambitious time as Wolves returned to the Premier League for the 2018/19 season.

This review carries just a small flavour of the existing portfolio of the Foundation, from our outreach activities in the local community engaging young people and offering them routes into sport, to providing teachers and volunteers with opportunities to gain qualifications and accreditations.

Our commitment to Wolverhampton and the local community will always be a key priority, but we are now in the hugely exciting position of being able to spread the messages of Wolves - and the Foundation - to an even greater audience across the globe.

Together, everyone connected with the Foundation will carry on promoting the qualities and values associated with Wolves both close to home and further afield, striving to enhance and improve people's lives in the process.

Laurie Dalrymple
WWFC Managing Director &
Foundation Chair of Trustees





A message from Will Clowes

The 2017/18 season was not only a fantastic campaign for Wolves on the pitch as the team stormed their way to the Championship title.

It was also another hugely successful year for the club's official charity, which has recently undergone a rebrand to become the Wolverhampton Wanderers Foundation. Over the year we continued to develop our vital work not only locally in Wolverhampton and the Black Country, but also further afield in Germany, Cyprus and several Chinese cities. During that time, we delivered projects or services to 15,749 members of these different communities, to people aged between four and 93 years-old, through a combination of creative and diverse initiatives designed with the needs of the participants in mind.

Changing our name to the Wolverhampton Wanderers Foundation will now provide a stronger identity for our fans, partner organisations, and everyone who benefits from our work. It is a positive step which we hope will encourage more people to become engaged with the charity, and continue to increase that sense of pride and ownership

among the club's supporters in our ambition to make a real difference out in the community.

This impact report shows just how many different initiatives that the Foundation deliver, in so many spheres, and for that I must applaud each and every member of our staff and volunteers for their dedication and commitment to providing such a high level of service.

It is thanks to the staff's skill, innovation and sheer hard work that the Foundation is now held in such high regard not only among our important local stakeholders with whom we liaise so closely across Wolverhampton, but also the footballing world as a whole. We are also appreciative of the supportive engagement of our players in providing a key addition to the Wolves Foundation's activities and ensuring that they too recognise their role in representing the club positively out and about in the local community.

The support from our external funders and partners is also key to our success, and help us to impact more and more people, so many thanks to all

concerned for their continuing and enthusiastic backing.

Our vision is simple in terms of aiming to enhance people's lives via the unique strength of Wolverhampton Wanderers Football Club and helping everyone within our community, of all ages and abilities, to be healthy, active and confident. The club reaching the Premier League will offer further opportunities for us to enhance our work, a challenge that all of us connected with the Foundation are extremely excited about, and looking forward to.

We hope that you find this impact report both engaging and informative, and thanks again for all of your support.

Will Clowes
Head of Foundation

For more details about our work, visit wolves.co.uk/foundation or find us on social media at: [Facebook](#) [Instagram](#) [Twitter](#) [@wwfcfoundation](#)



2017/18 in Numbers

15,749 TOTAL PARTICIPANTS 

113 VENUES USED 

62 VOLUNTEERS, WORKING 750 HOURS



DISABILITY
TEAMS

123,741 
TOTAL ATTENDANCE AT ALL SESSIONS

58%
MALE



42%
FEMALE

27 TOTAL PROJECTS 

206,928 TOTAL HOURS OF DELIVERY

72 
PRIMARY SCHOOLS

15  
SECONDARY SCHOOLS

756 DISABILITY DELIVERY HOURS 

 162 QUALIFICATIONS AND ACCREDITATIONS FOR STAFF & PARTICIPANTS



CASE STUDY: HANNAH'S STORY

Hannah found life at Lanesfield Primary School in Wolverhampton a struggle. ***"I didn't like the school because people had been mean to me and it made me misbehave,"*** the Year 6 girl says.

"My behaviour was affecting my school work because I was back-chatting to the teachers, making silly noises and distracting people and then I would get sent out."

As well as affecting other people in the classroom, her behaviour was having a negative impact on her studies. ***"She didn't achieve what we all knew she was capable of,"*** says Hannah's teacher Claire Nokes. That's where Wolverhampton Wanderers Foundation and the Premier League Primary Stars programme stepped in.



Hannah started attending PL Primary Stars intervention lessons with Trust coach Scott Langford. ***"We focus on their needs – whether it be arguing out in the playground or not listening in class – and we give them the tools that they can go and use to make sure that they get a quality life at school,"*** Scott says.

BEHAVIOUR CHANGE

Given the skills and encouragement to collaborate and co-operate with other children in the playground, Hannah's playtime is a much more positive experience. And as she is no longer getting worried and upset by life in the playground, Hannah's academic work is seeing the benefit. ***"The change in Hannah's behaviour has been massive,"*** Claire says.



"The change in Hannah's behaviour has been massive,"



"I feel really PROUD"



"We've seen a really different little girl. She's really matured because she developed these skills through the work with Wolves and the levels that she's achieving for her English and her maths have gone through the roof."

Hannah's development has led to her taking roles of responsibility and becoming a role model within the school. She is a prefect and takes time out to help younger pupils with their reading and behaviour.

"I feel really proud because I've helped other people and it gave me an achievement along the way," she says. Lanesfield Primary is one of 122 schools in the Black Country are involved in the Wolves Primary Stars programme, which uses football to inspire young people to learn and keep active.



CASE STUDY: JACK'S STORY

"Where do I start with this club?"

They have helped me grow into the mature person I am today. Being a huge fan all my life, Wolves was always where I wanted to be a part of, whether it was playing or coaching. Luckily, I have had the opportunity to do both."

My journey began with playing for Wolves Futsal whilst studying my Level 3 BTEC Extended Diploma in Sport.

I was captain of the Futsal team, which wasn't just important on the pitch, but off it as well, giving me life skills to be able to lead and guide people to the success which they as individuals wanted to achieve.

Not only this, I was also able to work on my organisational skills to ensure I could study and play/socialise at the same time.

From this great experience, I was motivated by the staff at the club to go further in my career and go above and beyond my own expectations.

I was determined, so I chose to stay with Wolves even longer, studying the Wolves BSc (Hons) foundation degree in community football coaching, development and administration in association with the university of South Wales, whilst also working in the community.

This would include spending time in local schools, delivering PE lessons as well as offering teachers CPD to help improve their knowledge of sport.

I found this particularly enjoyable, being more of an educator in passing on my knowledge to improve someone else.

I graduated from University with a 2:1 qualification.

How do I think I did it? Wolves. They gave me the support and guidance to develop the key skills to help me to achieve something which, beforehand, I didn't really think I could.

My qualifications didn't stop there though. I was pushed to extend my knowledge further by regularly attending CPD for different sports, not only football, as a result gaining my AFPE qualification to help with my delivery in schools.

My most recent and exciting experience at Wolves was going to China as a Coach Educator with the Premier League's Premier Skills programme.

Being in a completely new place, delivering to amazing people and learning things about myself that I didn't realise previously was an unbelievable experience.

And all of these experiences have combined to help me to where I am today, training to become a PE teacher.

I love to coach and teach and help people become the best version of themselves that they can be.

Wolves have continued to support me even though I have had to leave my full-time role due to the commitments of the PGCE, as I am working part-time as the Wolves Women Goalkeeping Coach, working with elite players on a regular basis.

Everyone involved with the Foundation has helped me to get to where I am today, both with my studies, full-time work and plenty of advice, both practical and academic, along the way.

There have been many challenges included but these have helped me in my development, and, in particular, the opportunity to coach internationally is something that I will never forget.

I am very appreciative of all the support I have received and taken on board as I continue on the next stage of my career.

PLAYER IMPACT

Throughout one of the most successful seasons in the club's history, Wolves players and head coach remained committed to supporting Foundation initiatives throughout our community. Over 250 appearances at our projects, supporting themes including education, health, inclusion, discrimination, boys, girls and disability sports.

With Premier League football now reality for the 1819 season we look forward to working with the players to support our work again, providing support for our key themes of work, showing appreciation to our partners but, most importantly, providing life lasting memories for the fans and participants they meet.



Thank you to our partners





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 the 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.





wolves.co.uk/foundation

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