

SEASON 2020/21

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from Wolves Executive Chairman Jeff Shi

"To have gone through almost an entire football season without having supporters inside Molineux is something which I don't think anyone could ever have imagined happening.

"The pandemic caused so many challenges for everyone but our clear focus as a club, with Wolves Foundation at the forefront, has been both to keep in touch with our fans as much as possible and also deliver practical and worthwhile support to the local community, including the donation of vital PPE equipment to health and social care workers.

"The Foundation has also continued to deliver so many vital projects for the people of the city, particularly supporting young people and those who have been struggling with their mental health. "At our final home game of the season with Manchester United, we were finally able to welcome some supporters back to Molineux, and we hope that was just the start of all of us being back together as we move into the 2021/22 campaign.

"Moving back towards normality will also help Wolves Foundation return to doing what they do best by getting out in the local community and delivering all of their projects face-to-face to give people opportunities to better themselves and improve their lives.

"All of us at Wolves remain very proud of the work which Wolves Foundation carries out, and I would like to thank all the staff and volunteers for their efforts during such a difficult season as we plan for better times for all of us in the future."

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Wolverhampton has a population of 263,537 and is amongst the 20 most deprived areas in the UK. The city falls 13th in ratings for education deprivation, eighth for income deprivation, fifth for youth violence in the West Midlands and sixth for employment deprivation.

Wolverhampton, like so many cities around the country, is experiencing high levels of inequalities which are impacting on unemployment rates, food poverty statistics and people's mental health.

But there is a shared vision within the city to work together to make substantial improvements. Wolverhampton boasts a strong community spirit – heightened by the pandemic – a rich variety of culture and diversity, and a collective will to make a positive difference. At the heart of that community is Wolverhampton Wanderers Football Club, steeped in history and tradition but also with a hugely progressive ethos and a determination and desire to return to the upper echelons of football both at home and abroad.

Alongside the club's aspirations, Wolves Foundation aims to support the local people and communities to build a safe, strong, and active city. With over 36 different educational and community outreach programmes the Foundation hopes to continue to positively impact the lives of thousands of people specifically focusing on improving employment opportunities, reducing food poverty rates and supporting mental health and wellbeing across all ages to counteract the impacts of the global pandemic.

Wolves Foundation uses the power of Wolves to motivate, educate and inspire local people and communities across Wolverhampton to change their lives for the better.

Our outreach projects are designed to work with a variety of partners within the city to encourage children, young people, and adults to unite with like-minded people in an inclusive environment. To achieve success through every project, the charity works with key partners such as the Premier League, Professional Footballers Association and the city of Wolverhampton Council. In addition, the Foundation also works with donor patrons such as Paycare and nine different community ambassadors.



Foundation

THE CHARITY Covers Three Pillars:

- Health & Wellbeing
- Education & Skills
- Cohesion & Inclusion



message from Conor Coady

"It goes to show how important this football club is in the city and how important the city is to the football club.

"Honestly it's my pleasure to help Wolves Foundation and the people of Wolverhampton whenever I can, and I'm so proud to be involved and be an ambassador."

Conor Coady, Wolves Captain & Foundation ambassador

message from Anna Price

"It is an absolute pleasure being an ambassador and I cannot believe the amount of work that the Foundation put in and the impact it makes.

"I will continue to help the Foundation and raise awareness of all the projects as much as I can in the future."

Anna Price, Wolves Women Captain & Foundation ambassador



OUR COVID IMPACT

OVER 5000 welfare calls to participants

B Major Projects **FEGURE FEGURE FEGURE** to support the reduction of food poverty





BARANCE SOCIAL MEDIA FOLLOWERS

face to face and virtual

contact hours



Our C Response

The existence of the pandemic and many changing rules and restrictions during the 2020/21 season saw Wolves Foundation once again having to adapt and be flexible in continuing to deliver a wide range or projects to the local community.

The Foundation continued to work with club owners Fosun in distributing vital PPE equipment to front-line health providers and care homes, the Arena at Aldersley was handed over to the council to help with their preparation of food parcels and, in January, the Foundation launched Feed Our Pack, one of the most ambitious projects in the charity's history (see page 9).

On a day-to-day basis, staff continued to support and engage with participants of all ages depending on the restrictions at the time, whether via phone calls, virtual activities, volunteering to help people in need or, where guidelines allowed, face-to-face delivery.

Covid and its associated lockdowns provided so many different challenges for those on Foundation projects, but staff went above and beyond to provide as much support as possible when and where it was most needed.









Our health provision offers different programmes, activations and initiatives which are targeted at improving the health and wellbeing of the city's residents. Our projects focus on areas such as mental health, childhood obesity, awareness and management of living with diabetes and tackling food poverty.

In January, we launched our most ambitious project to date, Feed Our Pack. The initiative aims to reduce the effects of food poverty and supports residents of Wolverhampton who have been affected by the COVID-19 pandemic.

The project is funded by a £250,000 grant from the Premier League PFA Community Fund and a personal donation from former Head Coach Nuno Espirito Santo. The activity supports local food banks and ensures children most in need receive meals outside of term-time to combat 'holiday hunger'

Head of Foundation, Will Clowes, said:

- "The simple objective is to increase the volume of food distributed through the foodbanks.
- "Then, from a school point of view, it's working closely with families during these difficult times to make sure they have everything they need. Not only food, but education resources and physical activity opportunities, when restrictions allow."

Throughout February half-term our Club Captain and Foundation ambassador Conor Coady helped staff to assemble food packages at Molineux. Following his experience, Conor said:

"This goes to show how important this football club is in the city and how important the city is to the football club.

"We are lucky to get to play football during the pandemic when other people can't go to work and can't do things that they want to do. We understand the privileges that we have got, so if there is anything we can do to give back, like with Wolves Foundation and this project, then we will always do our best to help."

Moving forward, we hope that many others will be encouraged to become involved and add their support however they can ensure we are able to be there for the people of Wolverhampton.







1,034 families supported to date
14,000+ meals provided to those in need
10 new volunteers engaged
120 families receiving 1:1 education in nutrition
150 physical activity hours delivered during school holidays
30 boxes of clothes donated to food banks
250 Wolves' kits donated to vulnerable children



FREDR'S STORY

After tragically losing one of her two sons, Neil, and then husband Alec following a heart attack several years ago, Freda, aged 86, was left alone with nowhere to turn, until she was recommended to pop along to the Wolves Foundation's Elders club.

And since Freda first joined the popular Elders club, she has been able to socialise with over 100 other members.

Prior to the pandemic, Freda enjoyed various Elders club parties, trips around the country, competitions from indoor bowls to line dancing and says: "We've had some wonderful times... we are a happy lot together. It is a great club and we get the chance to do lots of things which I wouldn't have had the opportunity to do before."





While Freda has not been short of help during lockdown, with her grand-daughter Rhiane looking after her and doing her shopping, both the Elders Club members and Foundation staff have stayed in regular contact to support her and all other members of the Elders club.

"We keep in touch with one another and have good conversations, and it makes a big difference to speak on the phone," she explains. "I had a lovely letter off the Foundation just before Christmas as well, with a nice gift of a bar of chocolate, which didn't last long! I have been very happy, and someone from the Foundation phones me every month."

It has obviously been a tough time for many elderly people who have been unable to mix and attend the social groups such as Wolves Elders which help reduce any feelings of loneliness and isolation. Wolves Foundation will continue to support people like Freda and the city's residents through its health provisions to improve the health and well-being of those across Wolverhampton.

Cohesion

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Our inclusion and cohesion programmes are targeted at the city's hardest to reach and at-risk people, aged between 8 and 18. The Foundation aim to inspire children and young people to achieve their potential and improve their wellbeing; we work together to build stronger, safer and more inclusive communities.

Additionally, our staff are trained to be inclusive across all delivery, ensuring to remove any barriers to participation across all of our projects.

MARK'S STORY

From the moment he was first taken to watch Wolves by his Dad, Mark Bromley started dreaming of wanting to work for the club. He knew it was perhaps unlikely, maybe even impossible, but that was the dream. Just over a decade on, and Mark is now employed by Wolves Foundation as a Cohesion & Inclusion Coach.

Much hard work and determination has been shown in between to achieve that dream, first thought of all those years ago and launched both via opportunities at the Foundation and at Westcroft School. Mark first started working towards that aim, trying to be 'good enough', by attending some coaching sessions whilst at school, run by Inclusion Team Leader Gavin Jones and other Foundation staff. He was also there at the start of the Wolves Disability team, then called Sporting Chances, as they started training and playing friendlies on Sundays.

When he reached Year 10, he volunteered to assist with the Foundation's Soccer Schools and remembers spending most of the summer six-week holidays helping out. Showing great talent, not to mention an impressive work ethic, Mark's promise was quickly spotted by Gavin and the Foundation staff, and he undertook his Level One qualification. With the Foundation and Westcroft School working in tandem, and support from his family, Mark went on to complete an apprenticeship with Dudley College learning the ropes about school sport, the key curriculum and areas such as discrimination.

From there, having also completed his Level 2 coaching qualification, he was able to split part time work with different projects for the Foundation coupled with some PE and one-to-one tuition for pupils at Westcroft, before, last Christmas, a full-time job was advertised and Mark achieved his dream of working for Wolves.

"When I was an apprentice, I probably didn't realise how much work was involved behind the scenes at the Foundation, but I can certainly see that now. They do so much for schools, the disability teams, Kicks and other projects, and I really enjoy being involved."





Gavin, the Inclusion Team Leader, has been delighted with Mark's progress,

"As a kid, when he first came along to sessions he was always willing to do whatever he could to help, and since then I have seen him mature and grow into the man and the coach that he is now.

"He works across many projects, not just with one group of kids or one group of adults, and has shown he can be very flexible and adapt to all the different people that he works with.

"He has shown he can relate to all of our participants – whether working with mainstream or disability specific – and is a credit to what we do and for how hard he has worked."



For Mark, focus now is on keeping going, giving his best, and continuing to try and help the Foundation create opportunities and change lives for all those who benefit from their activities. At the same time as pinching himself at the location of his workplace.

"For me, getting involved as a player and going on to become a full-time member of staff, it's been a whirlwind," he explains. "To be involved with the football club I support and see the stadium every day, it still feels surreal. My Mum and Dad and my family are all really proud of me, and I am just loving doing what I wanted to do since I first went to a Foundation activity all those years ago."



Just like Mark, the Foundation will continue to identify young people and their potential to create more inclusive opportunities.

Our education provision uses the power of Wolves and expertise of staff to improve educational attainment of children and young people in our city. We work with many of the city's primary and secondary schools to deliver a varied curriculum to develop new skills, knowledge and understanding.

As well as delivering within primary and secondary schools, we focus on further education opportunities through our college and university initiatives and work with external organisations such as NCS and Princes Trust to maintain engagement with all ages.



JACKS STORY Premier League Inspires

Wolves Foundation's "eye-opening" Premier League Inspires project has boosted the confidence of pupils at a local school and helped them develop new skills and a sense of teamwork.

PL Inspires is a programme run for young people which aims to help them reach their potential as they move through education, improving their personal skills and knowledge as they do so.

A recent link-up with Coppice Performing Arts School led by Education Officer Liam Turner benefitted two students in particular, Ethan Howell and Jack Regan, as described by teacher Tony Holdcroft.

"When we found out about the new PL Inspires sessions that Wolves Foundation were putting on, we chose pupils who we felt needed extra support for various reasons who would appreciate the chance to do something different in and out of school," he explains.

"At the start of the programme a few of the students were reluctant to take part or speak up but with the support and guidance that Liam gave them, along with Lamar (also from Wolves Foundation), they have thrived as a group and collectively.

"Ethan lost his mom when he was 11 and had been reluctant to take part in things at school, but he has grown in stature during the last few weeks and now seems confident in whatever task he is set.

"He now seems to be calmer around the other students and listens to their ideas as well as his own."





"Another student who has thrived whilst doing the programme has been Jack Regan, who has been transformed into a confident young man.

"When he was first asked to talk in front of the group he was reluctant and shy, but now he is also showing more confidence and willingness to try any task he is asked to do."

Both Ethan and Jack also joined in as the Foundation carried out some voluntary work for the Canal & River Trust prior to Christmas.

"Whilst working with the Canal & River Trust, we all witnessed how the lads had become good friends and worked side by side instructing each other and helping each other out," added Mr Holdcroft.

"This programme has been an eye opener for the group and other students would benefit from doing this as well."

Jonathan Warburton is Wolves Foundation's Education and Skills Manager who oversees the charity's education delivery.

"I have seen at first-hand the impact PL Inspires can have on young people in increasing participants' confidence, self-esteem, communication and social skills," said Jonathan.

"Liam's work with Ethan and Jack over the last few months really highlights some of these achievements where our bespoke programme uses the power of football and sport to engage our young participants."

Wolves Foundation will continue to work with students just like Jack and Ethan, who initially felt marginalised from reaching their potential to ensure the children of Wolverhampton feel encouraged to champion educational opportunities. It isn't just within the football club that aspiring young hopefuls can progress through the ranks at Wolves to pursue their chosen career path.

The projects run by Wolves Foundation offer participants the chance to create and follow their own journey towards working in many different areas in the sport. Jeevan Kang, a first year degree student, embarked on his University journey in 2020 and hasn't looked back since. The degree is based on football coaching, development, and administration, and provides many opportunities to enhance and develop both personally and from a work perspective. Back in February 2021, Jeevan spent a day during the school half term as part of Feed Our Pack's first major distribution of food parcels with over 1,500 meals delivered to families across the local community.

Jeevan joined Foundation staff as well as Wolves captain Conor Coady and several Academy Under-18 players in what will prove valuable experience in studying for the degree in conjunction with the University of South Wales. "As a student at Wolves Foundation I had the opportunity to join in and get involved and it was a really good experience. It was a great day for a vital cause, helping children within the community who are struggling in terms of finance and food. I think as a human being the best thing you can do is give rather than take - the vulnerable need it more than we do. And it's just that feeling you get from giving to others, it's just the best feeling you can have."

Over the next three-years, there will be further opportunity for Jeevan to apply knowledge gained with an extensive work-based learning programme provided by Wolves Foundation, working within specific roles and real-life football projects. The prospects for further education students are endless with Wolves Foundation, and for those just like Jeevan, the official club charity will help further education students within the city to reach their full potential.







CELEBORITY equality, diversity and inclusion

In 2019, Wolves' commitment to equality and diversity was formally recognised by the Premier League, who awarded the club with its Preliminary Equality Standard. The Standard was designed to reflect current equality legislation and case law, and provides a framework to guide professional football clubs towards achieving equality.

As part of our pledge, we focus on key awareness days and recently saw the launch of One Pack week. The week was created to celebrate and promote the equality, diversity and inclusion work that the club undertakes across all areas of the business, from Foundation to first-team, staff to supporters.

In addition to the Premier League's standard and the launch of One Pack week, during the season Wolves Foundation also marked the year's anniversary since an official relaunch event for Premier League Kicks at the Arena at Aldersley, celebrating more than £700,000 additional funding from the Premier League.

Participants of the project which engages young people from the city are continuing to go from strength to strength with their own personal development, despite challenging times caused by the Covid pandemic and lockdown. To mark the year's anniversary, Wolves Foundation caught up with a few young participants from PL Kicks during Black History Month to find out who it is that inspires them and discuss any experiences and feelings they have regarding discrimination.

An interview with Adul highlighted the importance of equality, diversity and inclusion.

He said: "It is very important to highlight Black History Month. Black lives have been suppressed for many years and this helps people who have been feeling suppressed to open up and feel like people are with them and are supporting them.

"I use my friends to inspire me and other people around me. The Wolves Foundation have helped me as well, and the Cyrille Regis programme has inspired me, to take me on a different path to what I was going to be"

We spoke to several other participants, watch more in the video to the right.

AT WOLVES FOUNDATION WE ARE COMMITTED TO IMPROVING Equality, diversity and inclusion through all of our projects.

We aim to continue to develop our initiatives and support national and global equality campaigns and awareness days.









Conor Coady and Anna Price were named Wolves' PFA Community Champions and Foundation Players of the Year for the 2020/21 season after their fantastic support for Wolves Foundation's activities within the local community.

Coady and Price are captains of Wolves men's and women's teams respectively, as well as being ambassadors of Wolves Foundation, and the awards offered recognition of their extensive contribution to the work of the club's official charity over the last 12 months.

Both have been heavily involved in the Feed Our Pack project, one of the most ambitious in the Foundation's history, by packing and delivering meals to help alleviate food poverty caused by the Covid-19 pandemic. Coady and Price also took part in the virtual Molineux Sleepout as fans 'slept out' at home due to the pandemic, raising over £35,000 to help address the issue of homelessness within the city. They were also both involved in another fundraiser for Feed Our Pack, a concert provided by the Wolfpack Howlers band, as well as leading many telephone calls and online meetings to ensure Foundation participants of all ages were kept engaged during lockdown, helping to reduce any feelings of loneliness or isolation.

All this was in addition to the 'day job' of leading their respective teams with Coady picking up his first England cap, and goal, during the 2020/21 season before heading to the European Championship and Price helping the women's team to the top of their league table, promotion and a memorable run in the Vitality FA Cup.



"Conor and Anna have been fantastic ambassadors both for the Foundation and Wolves as a whole during another challenging year due to the pandemic."

Will Clowes, Head of Wolves Foundation





"Their respective roles as team captains already carry with them certain duties and responsibilities, but they have both gone above and beyond with their substantial contributions to so many different Foundation projects.

"They are always willing to give their time and their skills to both help with projects but also inspire our participants – they really care about the club's role within the local community and the people that we support."

Both Coady and Price were delighted to receive the award and reiterated their strong desire to continue to support the Foundation's work in the community.

In addition to Conor and Anna's contribution, Wolves players have dedicated over 174 hours of time to our projects. From speaking with groups online to supporting food deliveries, the players have supported both virtually and in person. With the community at the heart of the club, the players are integral to creating opportunities and changing lives for our participants.









"I am really shocked," added Price.

"It is an absolute pleasure being an ambassador and I cannot believe the amount of work that the Foundation put in and the impact it makes.

"I really didn't need to receive an award but can't stress enough how thankful I am!

"I will continue to help the Foundation and raise awareness of all the projects as much as I can in the future."



DIR AMBASSADDRS

It has now been around a year since Wolves Foundation added to their list of ambassadors to help promote the work of the club's official charity and inspire participants.

And so, 12 months on, the Foundation would like to thank all the team for a variety of contributions made to offer such fantastic support during a challenging time for so many. The list of ambassadors now supporting the Foundation are current and former Wolves men's captains Conor Coady and Karl Henry, Wolves Women captain Anna Price, musical artist S-X, broadcasters Jay Blades, Jacqui Oatley, Johnny Phillips and Mark Rhodes and coach/mentor and former GB Paralympic football captain Jack Rutter.

The range of involvement from ambassadors has included leading Zoom calls for participants across the Foundation's projects, getting involved in last November's Molineux Sleepout, sending video messages for supporters, helping with Feed Our Pack food deliveries, and much more.

"Since Karl Henry and S-X became our first ambassadors two years ago, we had been keen to bring in more people across different areas of life to help support Foundation activities," explains the Foundation's Communications and Fundraising Manager, Demi Grundy. "We are thrilled and so appreciative to the team we have built up, whose experiences in their careers are not only interesting to our participants but also inspirational.

"Especially over this last 18 months, when at times we have had to deliver our projects online, the input of our ambassadors has been particularly crucial in providing encouragement and positivity to people of all ages, some of whom who may have been finding life difficult or struggling to cope.

"As we move on and hopefully the situation improves over the coming months, we will be able to hopefully work even closer with our ambassadors so that they can continue to have a really meaningful impact on the work of Wolves Foundation."

As a sign of appreciation and thanks for their efforts, Wolves Foundation sent out gift boxes to the ambassadors at the end of last season featuring items including a Feed Our Pack t-shirt which was produced to promote the project aimed at reducing the effects of food poverty associated with the pandemic.





from Head of Foundation, Will Clowes

As you will have seen from reading through our Impact Report, it has been another very challenging year for Wolves Foundation, but one in which we have again adapted to ensure we have continued to provide an extensive range of support across the local community.

I have to start by once again highlighting the fantastic work of all of our staff and volunteers, who have maintained such a high standard of professionalism and project delivery in often very difficult circumstances. That need to adapt and remain flexible in a world of ever-changing restrictions has played an integral part in our operations over the last year to 18 months. There have been times during the last 12 months when restrictions allowed our operational activities to return much closer to what we would call the 'norm' in terms of face-to-face delivery, times when restrictions dictated that we could provide very little face-to-face delivery, and a whole range in between when projects varied between personal and 'virtual' support depending on the regulations.

Throughout all of the above, Foundation staff have risen to the challenge and always put our participants first, whether in ensuring their safety in attending our sessions or, where we couldn't deliver our normal service, adapting and always staying in contact and supporting people who have been struggling during such testing times.

At the time of writing, things are hopefully looking more positive for the future with the success of the vaccination rollout, although we know there is still a way to go, and we will continue to ensure we are providing a safe and secure environment for our projects as we move forward.

We are confident that as we continue to move closer towards a hopeful return to normality, we will be well positioned to provide a range of support across areas where it is particularly needed after such a challenging time. We will still be following our overall ethos of wanting to create opportunities and change lives, but will also be adding additional focus across sectors which have been particularly affected by the pandemic, such as mental health, poverty and unemployment.

One of the most ambitious projects the Foundation has ever taken on is Feed Our Pack, aimed at reducing the effects of food poverty by working with local foodbanks and delivering holiday hunger activities, whilst also helping to address other issues such as digital inequalities across the city.

One of the most gratifying results to come from Feed Our Pack so far has been the incredible support the project has received from Wolves' supporters, with over \$80,000-worth of funding already donated to add to the initial \$500,000 investment.

Whilst we as a Foundation are there to support the local community, we are also always indebted to the community's support in return, and Feed Our Pack is the perfect example of how we can all come together to help those who are experiencing difficulties through no fault of their own.

In closing, as well as thanking our staff, volunteers and fans for their support to help us continue to progress during a difficult year, I would also like to pass on our appreciation to chairman Jeff Shi and all at Wolves who work so closely with the Foundation in pursuit of our collective aims.

Also, a huge thanks to all of our partner organisations and funders, including particularly the Premier League, PFA and City of Wolverhampton Council, and the continuing enthusiasm and dedication of our board of trustees.

There was some very sad news last September with the sudden passing of one of our first ever trustees in Ian Millard, and I must once again pay tribute to Ian's unswerving support for the Foundation over so many years – he remains, sadly missed.

We will be saying farewell shortly to another trustee in Neeraj Malhotra, who is leaving Wolverhampton to take up an exciting new role in her working life elsewhere, and is another who has played such an integral part in the growth of the Foundation over recent times. Thank you Neeraj – and best of luck for the future! We are currently in the process of recruiting additional trustees to join the Board.

Finally, just to wish Wolves and all our supporters all the very best for the 2021/22 season, in the hope that for everyone both at the club and the Foundation, there are better and more exciting times ahead.





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