



Foundation

Season Review 2015/16



AON



4	6	8	14	16
Welcome	Year in Numbers	Timeline	Dream Day	Case Study
18	20	24	26	28
United for Unicef	Christmas at the Theatre of Dreams	Juan Mata's Super 8 Challenge	Equality Partnerships	Premier League Enterprise Challenge
30	32	34	38	40
Kingfisher Partnership	#SchoolsUnited	Pitch Day	Case Study	Fundraising
42	44			
Charitable Giving	Thank You			

Welcome

2015/16 was another ground-breaking year for Manchester United Foundation and I couldn't be more proud of the work carried out to ensure the world's largest football club continues to have an important presence across local communities.

My role as chairman allows me to witness first-hand the incredible effort, dedication and enthusiasm held by Foundation staff. Their commitment to young people is unwavering and it is fascinating to observe the impact made on the lives of our future generations.

I've also been very pleased to oversee the continued growth of the organisation. The vision set when I took the position of chair in 2014 was to double the number of partner schools and to grow the provision of free community football sessions through our Street Reds project. As a result of this accelerated growth we now engage with over 20,700 participants with a presence in Greater Manchester communities every single weeknight.

There have been a number of notable highlights throughout the year including the first overseas legends match in Stockholm, which saw Manchester United veterans take on their Liverpool counterparts. The ongoing commitment to charity partner Unicef resulted in another record-breaking gala dinner, and principal partner Aon has continued to lend its support to a number of high profile activations and events over the course of the season.

The Foundation was central to a number of global awareness campaigns, including the club's annual Christmas campaign, the Juan Mata Super 8 Challenge, and the fantastic Schools United and Dream Day events, which were supported and endorsed by each member of the first-team squad.

I have also had the esteemed pleasure this year of being involved with the Foundation's Premier League Enterprise project. It has been wonderful to follow the pupils' journey from The Swinton High School; the quality of their business idea really stood out from their first presentation. They are a very smart group of young people who have faithfully represented Manchester United. In every endeavour that we undertake as a football club we try to succeed, and their spirit and determination saw the group crowned the 2016 Premier League Enterprise champions.

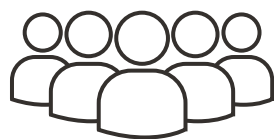
Despite all the positive outcomes over the last 12 months there is still a great deal of work to be done. 2016/17 looks set to be another exciting phase of the Foundation's journey, with a focus on spreading our development of young people across the globe.



Richard Arnold
Group managing director, Manchester United



Year in Numbers



20,747

Total participants across all schools and projects



907

Something to Chew On participants



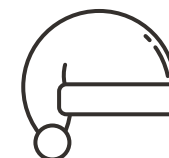
3.4m

Followers on social media



64

Players in Girls' Regional Talent Club



1,700

Santas running



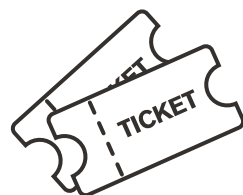
2,941

Hours of volunteering



42%

Female participants



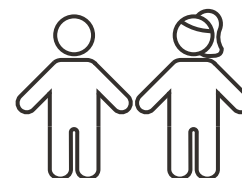
£315,000

Raised from match day lottery



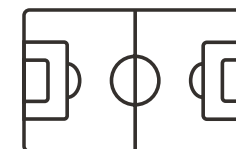
2,573

Street Reds participants



3,580

Children under 12 reached by partner schools



88

Participants played on the Old Trafford pitch



3,889

Move With Manchester United participants



46

Volunteers



84

Disability footballers



321

Qualifications



1,870

Signed items donated for fundraising purposes



1,578

Girls-only development participants



58%

Male participants

Timeline



August



Foundation volunteers enjoy a summer of coaching in America with Challenger Sport



Partner school pupils take to the pitch at Champions League fixtures to present the flag



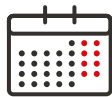
September



Manchester United players make dreams come true for young fans with life-limiting illnesses during one of our biannual Dream Days



Legends travel to Stockholm to take on Liverpool in a charity match to raise funds for community projects



October



Ryan Giggs launches a new school partnership with the Albion Academy in Salford



Barclays Premier League Works participants take part in an exchange with young people from Newcastle FC and Tottenham Hotspurs



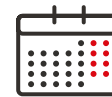
November



Youth engagement workshops launch at Street Reds projects



United for Unicef 16th annual gala dinner raises a record amount for children in Bangladesh



December



United players deliver Christmas gifts to young patients at local children's hospitals



Chris Smalling volunteers at Street Reds



Manchester United legend Denis Irwin kicks off a record-breaking Santa Run



January



Juan Mata launches his Super 8 Challenge with Foundation participants...



...before bringing the spirit of The Three Kings to Kingfisher Community Special School

Timeline



February



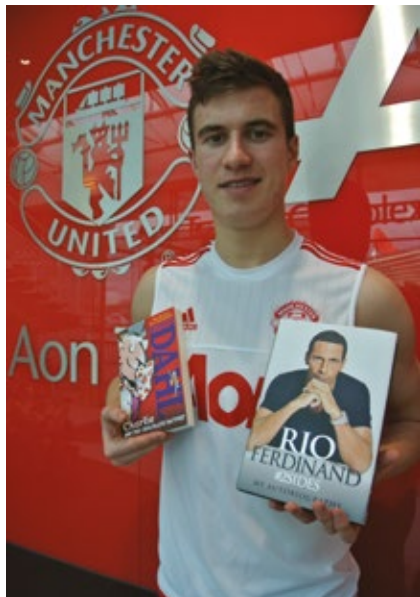
Female participants celebrate the Kick It Out campaign by taking penalties on the pitch



Wythenshawe Street Reds participant Marcus Rashford becomes United's latest rising star



March



Paddy McNair shares his favourite books for World Book Day and the Premier League Reading Stars initiative



Luke Shaw helps local students Show Racism the Red Card



Swinton High School pupils emerge victorious at the national Premier League Enterprise Challenge Final



Foundation volunteer Thriston Brady is honoured at the national Torch Trophy Trust Awards



April



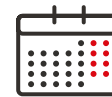
#SchoolsUnited: Manchester United players surprise 200 participants from Foundation projects and schools



Sir Bobby and Lady Norma Charlton launch latest partner schools in Blackley and Moss Side



U17 girls make history as they finish runners-up in FA Youth Cup Final



May



Participant-led campaign #UnitedandMe is launched across social media



Young people take to the Old Trafford turf for the end of season pitch day



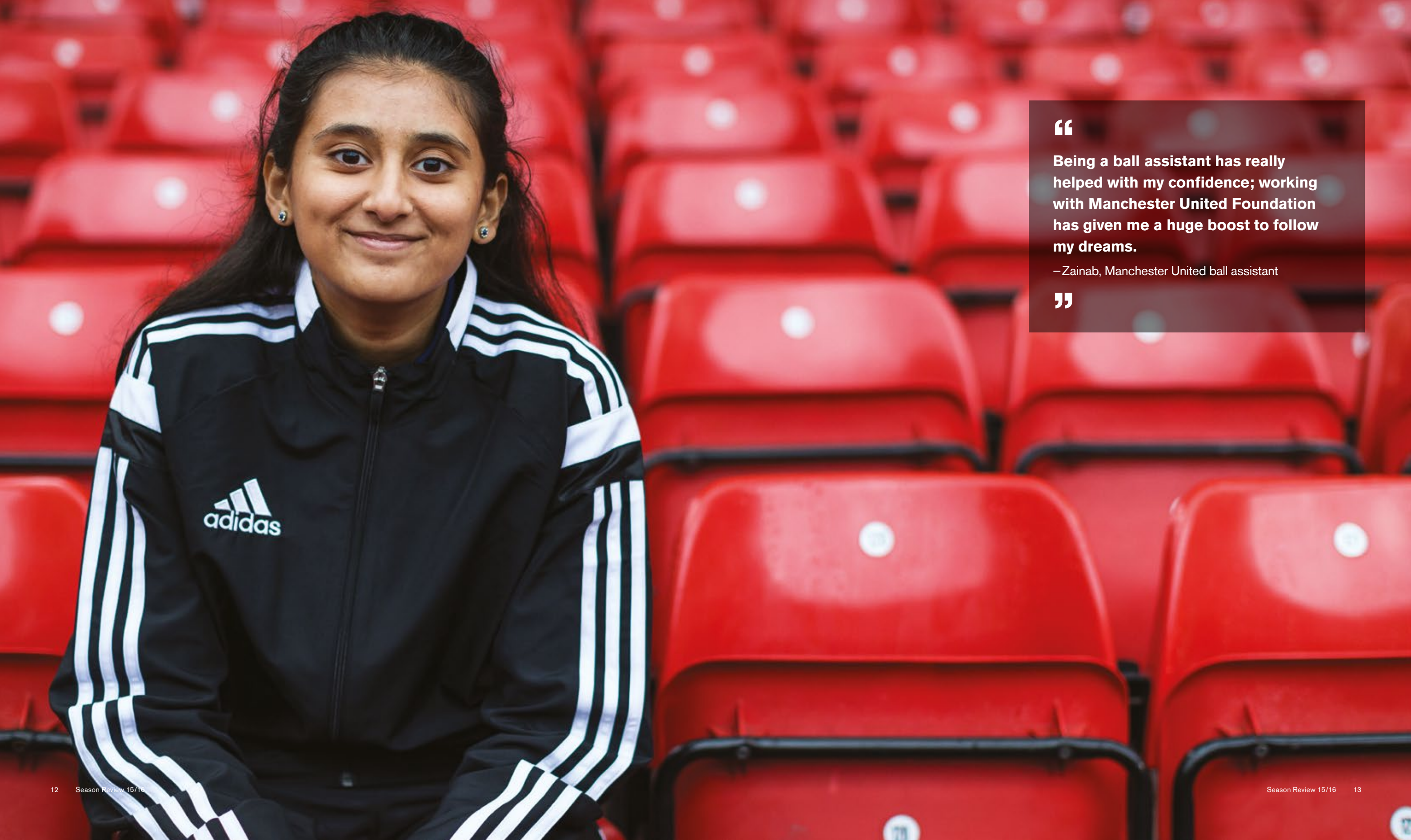
June



The first Unite Online conference is held at Old Trafford to educate young people about staying safe online



The latest Street Reds project is launched in Fallowfield in partnership with Manchester University



“

Being a ball assistant has really helped with my confidence; working with Manchester United Foundation has given me a huge boost to follow my dreams.

–Zainab, Manchester United ball assistant

”

Dream Day



September

The Foundation hosts Dream Days twice a season, giving fans with life-limiting and serious illnesses the chance to meet their football heroes.

Organised in association with ‘wish’ charities, the days are a dream-come-true for fans, many of whom deal with intense pain and discomfort on a day-to-day basis. For some, the chance to meet the players is a truly uplifting experience at a time when they need it the most.

This season Dreams Days were held at the Aon Training Complex in September 2015 and March 2016. Fans are invited with a guest to watch the first-team train, before meeting the players who spend time posing for photographs and signing autographs.



Ashley Young
Genuinely one of the perks of the job, so rewarding #MUDreamday



Wayne Rooney @WayneRooney
Always a great time at @MU_Foundation Dream Day. Special memories made for everyone #MUDreamDay



Daley Blind @BlindDaley
I am grateful and happy that we can give these children a dream day #MUFC #MUDreamDay



“

When Wayne Rooney walked through that door I was shaking because I know it means everything to Lewis to have this opportunity. Today will have given Lewis a massive boost; meeting Wayne Rooney has given him a focus on football. He watches every game, every team and he’s even started playing power-chair football – he wants to follow in his hero’s steps and play for England.

– Claire Robinson, Lewis’s mum

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“
I feel really honoured to represent Manchester United Foundation; it has helped me not just progress as a player but as a person.
”

Case Study

Kamarl Nelson

Kamarl is a student at Stretford High School and has been participating with the Foundation since year 7 through various programmes delivered in his school.

Kamarl, 15, was identified by his teachers as a pupil who may benefit from mentoring by a Foundation coach. He lacked motivation and interpersonal skills but through opportunities offered by the Foundation has improved immensely and is looking forward to the future.

“I first became aware of the Foundation through Street Reds after school, then the coaches started taking over some of our PE lessons,” says Kamarl. “I’m not even a United fan but straight away I understood it’s a really good opportunity because it’s such a big club and the coaches are really good.

“My behaviour in class didn’t used to be great and even on the football pitch I used to get frustrated but working with the coaches has helped me to understand that not everyone is the same and people might progress slower than others.

“Programmes like Enterprise and Leadership have really helped with my confidence and public speaking. I’ve started to lead sessions at lunchtimes for my classmates and younger children. It feels good that I have respect from my peers and that they appreciate me as a footballer. It’s helped me learn to respect others too.

“Through the Foundation I’ve had so many opportunities. I’ve travelled to London with Street Reds and even to Germany where I was the youngest person selected. That was a real honour; to think that my coaches see something in me just makes me want to work harder so that in the future I can be that lead player, the one that the coaches can rely on.

“Last year I got the chance to meet Wayne Rooney and Paddy McNair when they came to my school; I led a presentation and Rooney told me I spoke confidently. He told me that being able to speak in front of people can help in the future and how it helps him as captain.

“I feel really honoured to represent Manchester United Foundation; it has helped me not just progress as a player but as a person. I feel really lucky because some people don’t get the chance to do stuff like I have.”

United for Unicef



November

Following last season’s 15-year milestone anniversary, the United for Unicef partnership continues to strengthen as the club has exceeded its £1 million fundraising target over the past three years.

The partnership remains the longest running relationship between a sporting organisation and a global children’s organisation and prepares to renew for a further three years as of the 2016/17 season.

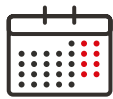
Over the last 16 years, United for Unicef has raised over £4 million, helping to change the lives of millions of vulnerable children worldwide.

Funds raised during the 2015/16 season have been dedicated to saving children’s lives in Bangladesh. In this disaster-prone country, a child dies from drowning every 29 minutes - that’s 50 children per day, 18,000 per year, making it the leading cause of death amongst young children. Using money raised by Manchester United, young people from the community will be trained to become swimming teachers. They will work in their communities to raise awareness of the importance of safe swimming and will be trained in basic survival and first aid. These skills are vital to be able to save children from drowning.

Each year Manchester United hosts the United for Unicef Gala Dinner, attended by the first-team players and management staff. This season’s 16th annual event raised a record-breaking £230,000 for Unicef.



Christmas at the Theatre of Dreams



December

Christmas card

Manchester United invited children from Foundation partner primary schools to take part in a photo shoot for the club's official Christmas card. The 20 children from Moorfield Primary and Saint Joseph the Worker RC Primary in Irlam, and Forest Gate Primary School in Partington, helped to construct a huge Christmas tree out of footballs and received a big surprise when the full United first-team squad arrived to join the photo at the last minute. The 1,000 balls used for the tree were then donated to Foundation schools and projects across Greater Manchester.

Manchester United Foundation teamed up with the club and players to give young people from our projects a Christmas they will never forget.

Deserving participants, including James from Middleton Technology School, were treated as part of Manchester United's Christmas campaign. James, who suffers from Asperger's Syndrome, was nominated for a festive surprise by the Foundation coaches who work in his school. Earlier in the season James was awarded tickets to a Manchester United match but returned them to school, explaining he couldn't go as he needed to look after his sick mother.

James was invited to the Aon Training Complex for what he thought was an interview about his involvement with the Foundation, so couldn't believe his eyes when his hero, Wayne Rooney, stepped out from behind a screen and presented him with a signed shirt and VIP tickets to an upcoming match.

Keeley, who plays for the Girls' Regional Talent Club, also believed she was visiting the training ground to be interviewed so was overwhelmed when Marouane Fellaini and Anthony Martial interrupted to present her with a signed shirt and invite her to watch a first-team training session.

"It's a huge inspiration for Keeley to meet the players and she deserves it so much. It's difficult to put into words but that moment will just live with her forever."

Emma Fletcher, Girls' Regional Talent Club manager

Brothers, Kyle and Reece, received a shock when Foundation coaches and Fred the Red turned up at their front door one Saturday morning bearing Christmas gifts. The boys unwrapped a full United kit each and an iPad showing a message from Michael Carrick inviting them to watch the West Ham game that day at Old Trafford and to take penalties at half time. Kyle and Reece, aged nine and 11, were nominated for their dedication to the Street Reds project in Partington.

“

I'm so happy to have met my lifelong hero; I was speechless. I didn't have a single clue what was going to happen; it's been the best day of my life, that's all I can say.

–James, 15

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“

It was one of the best days of my life, because I got to walk onto the pitch at Old Trafford and score five penalties. I had such a brilliant day, one of the best ever.

–Reece, 11

”

“

I've been very impressed – some of the participants showed real quality and skills and it was a pleasure to share the challenges and welcome them to the Aon Training Complex.

– Juan Mata

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Juan Mata's Super 8 Challenge

In January, we launched a YouTube campaign with first-team star Juan Mata. The first collaboration of its kind, the Super 8 Challenge saw the midfielder release a series of football challenges over eight weeks on our YouTube channel.



January



Street Reds

Street Reds uses the power of football to give young people the chance to pursue their interest in playing, leading and coaching the game. We offer free sessions and alternative activities for young people aged 8-18, with the opportunity to learn new skills and gain qualifications in a supportive and positive environment.

Each episode showcased young people from various projects attempting to emulate the skills demonstrated by Mata, with the hope of joining the Spaniard at the Super 8 finals in March.

The campaign saw participants from Ability Counts, Street Reds, Volunteer Ninety Nine, Girls' Regional Talent Club and partner schools take on challenges such as blindfolded penalties, rolling tyres and keepy-uppies, before the eight victorious contestants faced the biggest challenge yet with Juan himself.

The final took place at the Aon Training Complex and consisted of one-on-one drills

with Juan followed by a final skill challenge, where 16-year-old Prince emerged victorious. The young footballer who attends Street Reds in Stretford successfully scored a series of free-kicks in the double goal challenge and was rewarded with a signed shirt, which included a personal message of congratulations from Mata.

The Super 8 Challenge aimed to raise awareness of the Foundation's work across Greater Manchester. It is part of an ongoing commitment by the United player who is renowned for his charitable work with the Foundation.



“

I hope that the kids I work with might look at me and think, ‘Shaun’s got a disability, and Shaun’s coaching now’, and have the self-belief that they could do something too.

– Shaun, Ability Counts volunteer

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Equality Partnerships



Manchester United and the Foundation are committed to promoting equality across the club and our community projects and are proud to support organisations such as Kick It Out and Show Racism the Red Card.

Kick It Out

Throughout the season we dedicate themed matches to show our support for anti-discrimination, during which the players and staff sport branded t-shirts and badges, a banner is paraded around the pitch and messages of support are displayed on the pitch-side LED boards and in the match day programme.

This season we focused our support for Kick It Out around the Foundation’s provision for young girls who are from black, Asian or ethnic minority backgrounds.

The girls’ development programme is delivered for free and in partnership with the Premier League, with a focus on engaging multi-ethnic young women aged 14+ in sports, building confidence and improving their health and well-being.

Six girls from the sessions at Levenshulme High School were invited to the dedicated Kick It Out match at Old Trafford on 2nd February where they took penalties on the pitch at half-time as a reward for their commitment to the project.

Show Racism the Red Card

Pupils from Foundation partner high schools were invited to the Aon Training Complex to take part in an anti-discrimination workshop, during which they were educated about issues regarding racism, homophobia and bullying.

Show Racism the Red Card is an educational charity, which uses the high profile of footballers to convey positive anti-discrimination messages to young people. Luke Shaw joined the workshop

and took part in a Q&A session, speaking about his experiences of bullying and racism through his football career and giving advice to the pupils.

Ravarhn, a pupil at Stretford High School, said, “It’s really important to learn about racism and different types of abuse and how it can affect different people. Luke gave us really good advice about how to support someone and be there for friends who might be being bullied.”



“I’ve seen a friend receive racial abuse; it’s not a nice thing at all so it’s been good for me to talk about that today. I hope I’ve been able to give some of the pupils a boost of confidence and made them feel better about themselves.”
– Luke Shaw



“Kick It Out is a really good initiative to bring together diversities and show that football is the type of sport that doesn’t need any discrimination involved.”
– Habiba, Levenshulme High School pupil

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“

The experience has really boosted my confidence and I’m starting to think about jobs I could do in the future. It’s overwhelming; we are all so proud of each other and to have the backing of so many people and Manchester United Foundation has just been brilliant.

–Lucy, 14, Premier League Enterprise winner

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Premier League Enterprise Challenge

The Enterprise Academy provides young people with an insight into what it takes for Manchester United to be as successful off the pitch as they are on it. The programme looks at the club as a business and teaches students the skills to become successful themselves.



The annual Premier League Enterprise Challenge allows students the opportunity to exercise their business acumen and compete against students from all areas. This season, pupils from The Swinton High School became the first Manchester United team to ever win the Enterprise Challenge with their innovative idea ‘Transfer Foods’. The campaign involved unique food dishes being created in honour of the club’s new players and was endorsed by Manchester United Group Managing Director Richard Arnold and international signings Matteo

Darmian, Morgan Schneiderlin and Bastian Schweinsteiger. The Swinton High pupils emerged victorious at the national finals in London, following a presentation to a judging panel including former England defender Graeme Le Saux and Sport Relief ambassador Theo Paphitis. The team saw off 29 other Premier League and Football League clubs in the national competition, which tasked pupils with developing ideas to encourage fans to spend more time at stadiums on a match day.



March

Partner schools
Manchester United Foundation currently works with 18 partner schools across Greater Manchester. Full time coaches are based at the schools to work with the students and within the local community to build lasting relationships and provide opportunities for young people. Provision within the partner schools also links to other Foundation projects such as Street Reds, Enterprise and girls’ development in order to take Manchester United to the heart of communities.

Bastian Schweinsteiger
 @BSchweinsteiger

@ManUtd @theswintonhigh @MU_Foundation - I really like your idea of “Transfer Foods”. Good Luck.

Kingfisher Partnership

This season the Foundation was delighted to launch the first school partnership of its kind with Kingfisher Community Special School. Not only is Kingfisher our first official primary school partner but the relationship also allows the development of our disability provision.

In the New Year, the school received two high profile visits as part of the official partnership launch. United midfielder Juan Mata surprised the pupils with presents on 6th January in celebration of the Spanish national holiday, Los Tres Reyes Magos, which means The Three Kings.

The school welcomed Mata with a Spanish-themed assembly to honour the important day in his country’s tradition and students were thrilled to receive gifts from the footballer.

“It’s just a fantastic experience for the kids; some of them have a lot to deal with and we go to every effort to make sure we have the best facilities. To have people visit and have supporters like Juan makes all the difference for us.” –Anne Redmond, headteacher

A few weeks later Kingfisher was visited by Manchester United legend Sir Bobby Charlton and his wife Lady Norma. The couple were greeted with a special assembly honouring Sir Bobby’s achievements, before celebrating the work taking place within the school and unveiling a plaque to commemorate the partnership with the Foundation.

Nicola Found, principle lead practitioner for creative learning at Kingfisher, said, “Today has been really important for the children and the staff as well to showcase the wonderful work that goes on and the level of learning the children engage in. To have Sir Bobby at the school is really special; he’s a real legend and an inspiration and I think that resonates with our children.”

Kingfisher is the only primary school in Oldham for children with complex and severe learning needs. The Foundation’s disability officer works full time in the school to develop children’s physical and well-being skills, whilst promoting healthy, active lives. We also work with the school to improve extra-curricular provision to increase pupil mobility and the enjoyment of physical activity, including the development of the school’s football team.

Ability Counts

The partnership with Kingfisher Community Special School leads on from the Foundation’s successful disability provision through the Ability Counts programme.

Ability Counts offers people of all abilities the opportunity to play or coach with Manchester United, and has grown into one of the largest disability programmes in the Premier League. With provision for players aged eight upwards, teams focus on sensory, physical and neurological impairments and sign communicators are present at all sessions.

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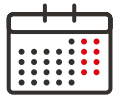
Today was a good opportunity for us to do something nice for kids who are having problems in their lives in different ways, whether it’s physical or mentally, so I came here to deliver toys for the kids and it was great to see their smiling faces.

– Juan Mata

”



#SchoolsUnited



April

Move With Manchester United

‘Move With’ is a physical literacy programme delivered to primary school pupils for 10 weeks during each academic term. The objective is to improve children’s agility, balance and coordination with a focus on pupils becoming confident and competent movers.

Something to Chew On

Something to Chew On is a 10 week programme that uses Manchester United to educate youngsters about being healthy in order to tackle rising obesity rates. The programme covers football, fitness and nutrition and teaches children about the importance of eating healthily and leading a balanced lifestyle.

The second annual #SchoolsUnited event took place in April, during which the full Manchester United first-team joined Foundation participants at an event to celebrate our work in the local community.



“It was overwhelming; it’s been my biggest dream to meet the players and it’s come true.” –Danielle, Irlam and Cadishead College

Young people from our partner schools and projects were invited to the club’s Aon Training Complex for what they believed to be an activity afternoon with Foundation coaches, when to their surprise they were joined by their footballing heroes.

Captain Wayne Rooney led his teammates as they greeted the pupils before joining each project on display in the training ground’s Academy arena.

Teams from each of our partner high schools were paired with a player to take part in a football tournament, whilst the rest of the squad participated in alternative activities showcasing the Foundation’s core delivery programmes, such as leadership, physical literacy and healthy eating workshops.



“

We know how big this club is globally but you can’t forget your roots and the local schools because these are the ones who are future fans.

– Chris Smalling

”



f Wayne Rooney

Great to meet local pupils at Manchester United Foundation event today and answer their questions #SchoolsUnited



 Manchester United Foundation
@MU_Foundation

Amazing to see participants from our projects going head-to-head at the Theatre of Dreams earlier this morning.



End of Season Pitch Day

In May, we hosted our second annual pitch day at the Theatre of Dreams, giving young people from Foundation partner schools and projects the opportunity to step onto the hallowed turf to take part in a series of competitive fixtures.



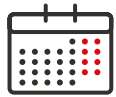
“My dad doesn’t always have a chance to watch me play football but today he took the time off work and came to watch, which I appreciated a lot.” –Ratil, Street Reds Development Squad

A highlight of the event involved Manchester United’s under 17s girls’ team who played against the Street Reds Development Squad made up of talented young footballers from community projects across Greater Manchester. Pupils from the Foundation’s partner high schools also competed.

Young people from our Volunteer Ninety Nine programme were selected to officiate the games and impressed with their quick thinking and decision making.

“It was a great experience; so surreal,” said Noor, a Foundation volunteer. “It’s a beautiful stadium and there were some exceptional performances; I’d love to be chosen to take part again.”

Community cohesion coach Thomas Oldbury said, “For these young people to get the opportunity to play at Old Trafford is the stuff of dreams. It was a fantastic feeling for us as coaches to see the delight on their faces and every single player made the most of their time on the pitch.”



May

Girls’ Regional Talent Club

At Manchester United we provide opportunities for girls to play football at the highest level, with the aim of developing international players. Players who are selected for the club receive intensive training and support, along with the chance to compete against other clubs from across the North West.

Volunteer Ninety Nine

Aimed at 16-25 year-olds who are interested in pursuing a career in sport, Volunteer Ninety Nine is inspired by the 1999 Treble and designed to provide training, nationally recognised qualifications and work experience, never to be forgotten. Every hour counts as participants are encouraged to achieve milestones of 33, 66 and 99 hours of volunteering, to emulate the success of their Treble winning heroes.



“

The Foundation has changed my life. If it wasn't for the coaches I don't know what I'd be doing; I wouldn't be here right now, and I'm so grateful.

—Mel, Volunteer Ninety Nine participant

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Case Study

Jack Rattigan

A hardworking and valued student at Middleton Technology School, 16-year-old Jack has often struggled in social situations.

Over the last 12 months Jack has embraced some of the fantastic opportunities on offer through his school’s partnership with the Foundation and has discovered a new-found confidence. His love of football and involvement in the Street Reds Development Squad has also enabled him to develop leadership skills and integrate with groups of new people.

The impact of the Foundation on Jack is such that he now feels confident enough to overcome challenges without any worries or fear. He entered his GCSEs with confidence and is now looking to enter higher education, engage with new challenges and achieve his goal of working in sport in the future.

“I am so happy to be involved in the different Manchester United Foundation projects.”

Nick Pearce, the Foundation coach based in Jack’s school, says, “Jack is a wonderful young man who loves Manchester United and has offered commitment and professionalism across all of his sessions. If anybody deserves the opportunities and rewards that the Foundation offers, Jack does.”

Street Reds Development Squad

The development squad brings together talented young footballers from across our weekly Street Reds sessions. The aim of the squad is to provide additional training sessions alongside competitive fixtures and tournaments. These opportunities are not always available to the young people we work with but the squad helps to address this need whilst also providing a structured football programme. Aside from the sporting benefits, the squad also develops young community leaders who will often transcend Street Reds sessions despite the geographical barriers between them.



“
I have ambitions to become a footballer and the support and opportunities I am getting at the moment are giving me a great chance to achieve this goal.
”

Fundraising

We continue to benefit each season from the successful match day lottery, fundraising events and our partnership with club sponsor Aon.

Golf Day

Our annual charity golf day took place in July 2015 and raised nearly £25,000. The event offers fans the chance to play a round of golf with their footballing heroes by teaming up with a Manchester United player or legend. Former manager Sir Alex Ferguson returned for this season’s event and was joined by United greats such as Bryan Robson, Denis Irwin, Ryan Giggs and Wayne Rooney.



 **Quinton Fortune** @QuintonFortune

@MU_Foundation annual golf day yesterday, which raised over £20,000 for projects across Manchester @ManUtd



Legends in Stockholm

Following the success of the home and away legends matches, which have raised over £1.7 million for the Foundation since 2012, an overseas campaign was piloted in Stockholm in September 2015. United legends emerged victorious with a 4-2 win against longstanding rivals Liverpool at the Friends Arena, with proceeds being split between both clubs’ charitable foundations.



Match day lottery

Each match day the Foundation gives fans in the hospitality areas of Old Trafford the chance to enter a draw to win a signed shirt or football. The lottery continues to form the basis of our fundraising revenue, this year accumulating over £315,000.



Aon

In 2013 the Foundation announced club sponsor Aon as its principal partner. Aon pledged £3 million to the Foundation over the next eight years, the largest sum received since the Foundation’s inception in 2007. Three years into the partnership the Foundation has benefitted from £780,000, enabling the development of community programmes and recruitment. The relationship has also led to increased brand awareness for both organisations and opportunities for joint ventures such as the Foundation choir being invited to perform at the Aon partner conference and our Girls’ Regional Talent Club linking up with the Irish Rugby Women’s team.



Charitable Giving

Charity work has always been an intrinsic element of life at Manchester United. The Foundation is committed to supporting local initiatives and providing opportunities for our partners and those in need. We also fulfil requests from charities, schools and grassroot sporting clubs for signed items and match tickets.

Timperley and District Junior Football League

In its second year our partnership with Timperley and District Junior Football League has gone from strength to strength. The partnership has continued to develop the fortunes of players at grassroots level, providing coaching sessions for many of the 6,500 young players and volunteers involved in the league each week. The Foundation has helped to facilitate the delivery of FA Level 1 football qualifications and goalkeeping sessions to young players, whilst also providing the league with branding support for their end of season cup finals.



South Manchester Girls Football League

2016 saw our investment in grassroots girls’ football expand into local communities across South Manchester. By entering into a partnership with South Manchester Girls Football League the Foundation has been able to offer coaching opportunities and pathways to approximately 1,000 girls. The partnership has also allowed the Foundation to deliver a series of workshops and training sessions aimed at young female goalkeepers. Not only did the workshops help improve the skills and confidence of participants but also provided a valuable opportunity for our Girls’ Regional Talent Club goalkeepers to share their knowledge and experience of playing for Manchester United.

Signed items and tickets

The Foundation manages all charitable requests for signed items for fundraising purposes. We donate signed shirts, footballs, pennants and photographs to external charities and organisations for their own fundraising and events. Throughout the 2015/16 season over 1,870 items were donated raising over £330,000.

We also donate match tickets to our partner schools and projects, as well as to deserving fans in need of support at a difficult time.



Thank You

Thank you for taking the time to read our Season Review. I hope the work we do has inspired you as much as it does me on a daily basis.

As much as reading the report gives great joy in learning about what the Foundation has achieved, it is also a time to reflect.

Regrettably we have to say goodbye and offer a huge thanks to trustees Lord Herman Ouseley, chairman of Kick It Out, and Manchester United legend Denis Irwin, who after eight years have decided to step down from their positions on the Foundation board. We have some wonderful memories over the years and thankfully both have promised to lend their ongoing support should it be required in the future.

The trustee body endeavours to now take a more hands-on approach and offers considerable governance, guidance and support in all that the Foundation does.

As CEO I am so fortunate and have immense gratitude to my colleagues who consistently go above and beyond in all they do. Their passion, energy, expertise and compassion make the Foundation team a great organisation, of which I am proud to be a part.

Finally, a huge thank you to all the young people we work with. It is magically rewarding to see how those that embrace the work we do develop and grow into outstanding human beings. It is a real privilege to be a part of that process. Together we can achieve so much.



John Shiels
Chief executive officer, Manchester United Foundation

With special thanks to the Manchester United Foundation board of trustees:

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Acknowledgements

Key partners



Partner schools



Also thanks to:





Manchester United Foundation is
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