



# MAKING A DIFFERENCE

## 2020/21 Community Player Engagement Review

### Season Review

The Covid-19 Pandemic continued to dominate our lives and our communities throughout the 2020/21 campaign. The virus has taken loved ones, threatened livelihoods, and kept fans out of stadiums. The response from Players, Clubs and their Community Foundations has been decisive: staying close to supporters through acts of charity

and tireless work has been key to the recovery. Using the power of football and a renewed sense of solidarity, we have been able to engage some of the most vulnerable members of society to address important issues in the areas of health and wellbeing, equality, diversity and inclusion, education and employment.





PFA Charity funding supported the overarching Governance through the Capability Code of Practice (CCOP) and [Community Player Engagement guidelines](#) at the 72 EFL Club Community Organisations (CCO's). This in turn enabled them to access 'Core Funding' and a

more flexible approach to supporting the community during such difficult times. It enabled the EFL Trust to provide key information, support and guidance to the network and in particular the management and implementation of the CCOP continuous improvement process.

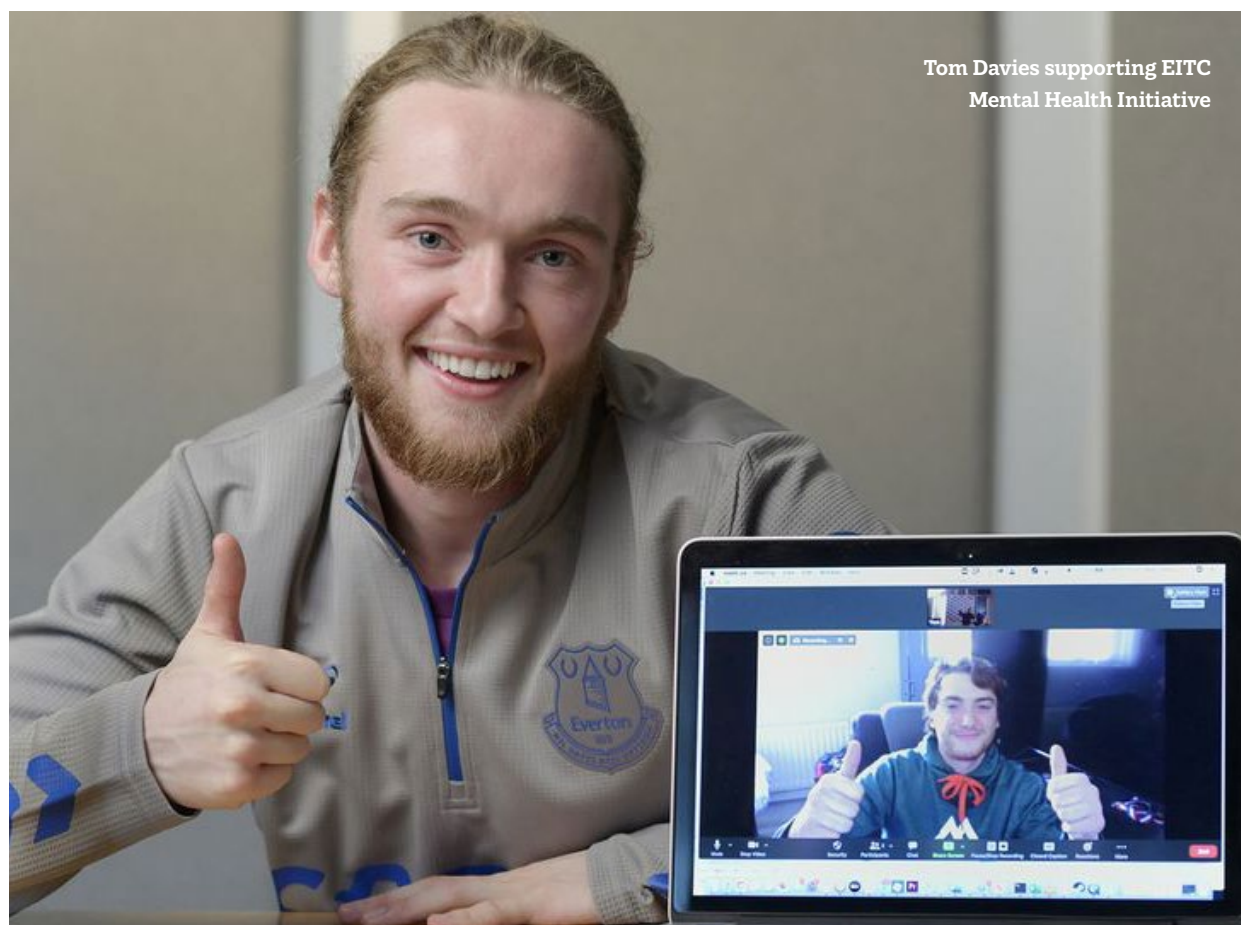
## Player Engagement

Players from across the League's joined thousands of people in a range of community activities including food bank and care package deliveries, projects to tackle loneliness and mental health, support programmes for refugees and asylum seekers, initiatives for children living in poverty, and disability sports sessions.

Club Community Organisations have provided vital support to some of the most vulnerable people living in our communities over the past 12 months despite the challenges brought by the pandemic as many of our Stadiums were used as mass vaccination and testing sites to support the NHS.

## Purposeful Activities

Engaging players in meaningful community activity continues to be a strong focus of our support and this year CCO's and their parent clubs have had to adapt ways of facilitating this to enable players and participants to connect virtually. It has presented new possibilities for player engagement and broken down some traditional barriers to doing so, such as training schedules and injuries.



Tom Davies supporting EITC  
Mental Health Initiative

## Player Contributions

It would be remiss not to mention just a few examples of members contributions during this period. Players such as Marcus Rashford who quite rightly received national acclaim for forcing the Government to find an extra £170 million to address free-school meals for youngsters who would otherwise have gone without food during school holidays, Harry Kane, who sponsored the front of the kits for League Two club, Leyton Orient, using the donation to support three charities

highlighted on the fronts of their kits, Christoph Zimmermann who helped spearhead Norwich's Covid-19 response, delivering activity packs to children with special educational needs, whilst players and staff from the club also donated a cut of their wages to tackling longer-term pandemic impacts on mental health and homelessness. These are just a few of quite literally thousands of contributions made by our members.





HTFC Scholars supporting the Foundation SantaStroll fundraising event



QPR Under 18's visiting Soccer School



AFC Bournemouth scholars supporting 'Walking Football' programme

## Scholar Engagement

The PFA's funding and support for community work has always had a major focus on our members providing time to support the huge range of activities taking place at local club level.

As part of a young players development, we feel they have an important part to play in supporting activities outside their playing environment. Many clubs are now encouraging younger players to take an active part in the

community and develop an understanding of good citizenship.

This continued progress has been part of a players individual Life Skills Plan and has been further developed by CCO's providing engagement opportunities within their various projects where our stars of the future can develop their social skills and understanding and influence and inspire the next generation.



### QPR scholar, Riley Cotter knows how important the community trust work is to the area of west London:

"Having grown up in the Ladbroke Grove area, I have experienced first-hand the work QPR in the Community Trust do, but to experience it from the other side was so exciting. I felt privileged to understand the vital work they do to help the community."





ALEX PEARCE  
EDUCATION AMBASSADOR



JED WALLACE  
DISABILITY AMBASSADOR



## Player Ambassadors

Linking Player Ambassadors into local projects and campaigns has provided a great platform for our members to engage in areas that they feel personally passionate about. These would include projects around Sports Participation, Education, Health and Wellbeing, Equality, Diversity, and Inclusion.

Player Ambassadors represent the club and CCO's in various ways to promote the importance of their particular theme, project or wider cause, with many speaking personally about their thoughts and life experience admirably within their chosen area. We continue to be delighted with the interest and response on a national basis with many players keen to engage within areas that are close to their heart so they can motivate, enthuse and inspire fans, participants and fellow peers.





## Player Foundations

The PFA continues to support current and former players, along with their families, involved in their own Charitable Foundations; such as the Darby Rimmer MND Foundation, the Justin Edinburgh Foundation, the Chris Mitchell Foundation, the James Milner Foundation, the Jason Roberts Foundation and many more.

The range of worthy causes is inspiring, from targeting serious health related issues, tackling

under-representation of minority groups to supporting key social issues, there's a huge range of good causes that benefit from the increased spotlight a player Foundation can bring. This year has been more important than ever with so many people having to 'shield' or isolate with a genuine need for greater support.





## Charity Partners

Our National Charity partners have also been increasingly active over the past year; Show Racism the Red Card continues to address inequalities, under-representation and racism more fervently than ever in its 25th year, Kick it Out works closely with the PFA and other Footballing Stakeholders through National Campaigns to eradicate discrimination, our partnership with the Bobby Moore Fund and the Football Shirt Friday Campaign continues to raise much needed awareness of Bowel Cancer, whilst our close working relationship and support with Sporting Memories has seen new Memories clubs formed for ex- players and their families living with Dementia.







## Equipment Partnership

With limited access to schools, clubs, equipment, and resources, it has become more important than ever to engage with young people and provide them with the tools needed to lead healthy lives.

It was with great pride that in 2020 our Community Equipment partner Sports Directory were able to deliver over £375k worth of quality sports equipment to 71 EFL Community Club Organisations, who in turn were able to make some huge contributions to local communities and projects.







## IN NUMBERS

# 16,166

Community player visits during 2020/21

Education	1,159
Health	989
Social v Inclusion	1,041
Discrimination	1,329
Girls/Women	524
Soccer Schools	644
Disabilities	491
Presentations	647
Matchday	2,466
Training Ground	720
Other	2,152
Covid 19 Support	4,004





## COMMUNITY CHAMPIONS

Many congratulations to all our 2020/21 PFA Community Champions who have once again played a leading role in supporting a wide range of activities and worthy causes during the season. The PFA believes that it is vitally important to celebrate and highlight those individual players that continue to give back and make a huge contribution away from the pitch.

We trust our PFA Community Champion Award that is supported widely by the football family continues to raise awareness of the pivotal role our members play within the community, particularly in the support of those most impacted by the ongoing crisis.





# Premier League



Arsenal	Emile Smith Rowe
Aston Villa	Matty Cash
Brighton & Hove Albion	Neal Maupay
Burnley	Ben Mee
Chelsea	Reece James
Crystal Palace	Joel Ward
Everton	Michael Keane
Fulham	Joe Bryan
Leeds United	Tyler Roberts
Leicester City	Christian Fuchs
Liverpool	Jordan Henderson
Manchester City	Ilkay Gündogan
Manchester United	Harry Maguire
Newcastle United	Allan Saint-Maximin
Sheffield United	John Egan
Southampton	James Ward-Prowse
Tottenham Hotspur	Moussa Sissoko
West Bromwich Albion	Sam Johnstone
West Ham United	Mark Noble
Wolverhampton Wanderers	Conor Coady





## Allan Saint-Maximin (Newcastle United):

“Being involved in the community in the city is really important and I just want to say thank you to the PFA and to the Newcastle United Foundation for nominating me. A lot of people in my family, and also people I know and have met in my life, work in medicine or similar things so it’s really important for me to give my support and do what I can to give something back.”







AFC Bournemouth	Steve Cook
Barnsley	Conor Chaplin
Birmingham City	George Friend
Blackburn Rovers	Tyrhys Dolan
Brentford	Emiliano Marcondes
Bristol City	Han-Noah Massengo
Cardiff City	Will Vaulks
Coventry City	Leon Kelly
Derby County	Curtis Davies
Huddersfield Town	Harry Toffolo
Luton Town	Harry Cornick
Middlesbrough	Ashley Fletcher
Millwall	Jed Wallace
Norwich City	Christoph Zimmermann
Nottingham Forest	Ryan Yates
Preston North End	Declan Rudd
Queens Park Rangers	Dominic Ball
Reading	Liam Moore
Rotherham United	Richard Wood
Sheffield Wednesday	Barry Bannan
Stoke City	Tyrese Campbell
Swansea City	Freddie Woodman
Watford	Troy Deeney
Wycombe Wanderers	Darius Charles





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### Tyrese Campbell (Stoke City):

“I am really surprised that I have won this award. I do enjoy getting involved in the amazing work that the Community Trust do and it's important for us as players to act as positive role models for all our fans.”





Accrington Stanley	Seamus Conneely
AFC Wimbledon	Jack Rudoni
Blackpool	Chris Maxwell
Bristol Rovers	Alfie Kilgour
Burton Albion	Kane Hemmings
Charlton Athletic	Ryan Inniss
Crewe Alexandra	Tom Lowery
Doncaster Rovers	Jon Taylor
Fleetwood Town	Danny Andrew
Hull City	Josh Magennis
Ipswich Town	Kane Vincent-Young
Lincoln City	Tom Hopper
Milton Keynes Dons	Scott Fraser
Northampton Town	Sam Hoskins
Oxford United	Sam Long
Peterborough United	Joe Ward
Plymouth Argyle	Connor Grant
Portsmouth	Sean Raggett
Rochdale	Jim McNulty
Shrewsbury Town	Dan Udoh
Sunderland	Bailey Wright
Swindon Town	Tom Broadbent
Wigan Athletic	Chris Merrie





## Kane Hemmings (Burton Albion):

"It's great to be able to use the platform that we have as professionals to help and encourage others. The fact that you can't always go out and see people hasn't allowed Burton Albion to stop supporting the community. Using online platforms such as Zoom have been used to allow our club to have daily interaction with participants. It's been great to see and I'm really proud to be a part of it."







Bolton Wanderers	Harry Brockbank
Bradford City	Billy Clarke
Cambridge United	Jack Iredale
Carlisle United	Nick Anderton
Cheltenham Town	William Boyle
Colchester United	Harry Pell
Crawley Town	Nick Tsaroulla
Exeter City	Jökull Andrésson
Forest Green Rovers	Jamille Matt
Grimsby Town	James McKeown
Harrogate Town	Brendan Kiernan
Leyton Orient	Jobi McAnuff
Mansfield Town	Aidan Stone
Morecambe	Sam Lavelle
Newport County	Matty Dolan
Oldham Athletic	Carl Piergianni
Port Vale	Scott Brown
Salford City	Liam Loughlan
Scunthorpe United	Emmanuel Onariase
Southend United	Terrell Egbrí
Stevenage	Scott Cuthbert
Tranmere Rovers	Danny Lloyd
Walsall	James Clarke





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### Matty Dolan (Newport County):

“I think its massive if we can help out that tiny bit. You only really see the immediate impact of the 22 players, managers and staff. If we can dedicate a Zoom call once a week that will have a positive impact. It's not so much the things you do on the pitch but the things you do off the pitch. Dave Parnaby and everyone at Middlesbrough was massive on that and it's something that I've been lucky to carry on here at Newport.”





# FA Women's Super League



Arsenal Women .....	<b>Leah Williamson</b>
Birmingham City Women .....	<b>Hannah Hampton</b>
Brighton & Hove Albion Women .....	<b>Victoria Williams</b>
Bristol City Women .....	<b>Ebony Salmon</b>
Chelsea FC Women .....	<b>Carly Telford</b>
Everton Ladies FC .....	<b>Simone Magill</b>
Liverpool FC Women .....	<b>Niamh Fahey</b>
Manchester City Women .....	<b>Aoife Mannion</b>
Manchester United Women .....	<b>Amy Turner</b>
Tottenham Hotspur Women .....	<b>Anna Filbey</b>
West Ham United Women .....	<b>Gilly Flaherty</b>





## Amy Turner (Manchester United):

"I'm delighted to receive the PFA Community Champion award this season. The Foundation has been an amazing support for young people across Greater Manchester, not only during the pandemic, but for so many years now. I've been proud to support their work and have seen first-hand the impact they have in the community. As players it's so important to give back and I'm grateful for the opportunity to help inspire the next generation."







# FA Women's Championship & Below



Charlton Athletic Women .....	<b>Jess King</b>
Sheffield United Women .....	<b>Leandra Little</b>
Aston Villa Women .....	<b>Sophie Haywood</b>
Watford Ladies .....	<b>Megan Chandler</b>
Wolverhampton Wanderers Women .....	<b>Anna Price</b>
Crystal Palace Women .....	<b>Amber Stobbs</b>
Millwall Lionesses .....	<b>Kelly Webster</b>
Cardiff City Ladies .....	<b>Ffion Price</b>
Bristol Rovers Women .....	<b>Georgia Vandries</b>
Leicester City FC Women .....	<b>Holly Morgan</b>
Burnley FC Women .....	<b>Olivia Wilson</b>





## Jess King (Charlton):

"I was really surprised when I won this award, but really humbled and grateful for the opportunity that I get to go out and work in different communities and hopefully make an impact."





### Carly Telford (Chelsea):

“As players, what we do off the pitch is just as important as what we do on the pitch. It’s been a difficult year for everyone and so it was even more important to help support our community. The Chelsea Foundation does incredible work that makes a real difference to people’s lives. I always enjoy attending Foundation events and being a part of making a difference in our community.”







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