



# MAKING A DIFFERENCE

The 2019/20 PFA Community  
Player Engagement Review



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# WELCOME

## **To the 2019/20 PFA Community Player Engagement Review.**

The PFA's Community Department is committed to raising awareness of the extensive work and participation of players in support of community and charitable engagement. We extend our support, guidance and involvement across many diverse areas of activity in Health, Education, Social Inclusion, Sports Participation and Equalities, emphasising our responsibility to make a positive difference in society. As a union we continue to be proactive, continue to raise standards of support to players and encourage greater cooperation from football clubs to adapt their philosophy towards corporate social responsibility.

The PFA's partnerships with the Premier League Charitable Fund, the English Football League Trust and the National League Trust have strengthened once again over the past 12 months. The overarching Code of Practice, to which all Club Community Foundations must adhere, has enabled them to implement a coordinated, structured and focussed approach to community player engagement and embed a sense of social responsibility within all of our players.

The player engagement programme during the season has included Club Community Ambassadors in areas of Health, Education, Inclusion and Equalities, recognition of 111 PFA Community Champions at local club level from both the men's and women's game, and the continued development of player foundations. See page 7 for a full breakdown of player engagement activities across the season.

The 2019/20 campaign is one we will never forget both on and off the pitch. As a result of Covid-19 we have seen the worst public health crisis for a generation, and here in the UK one of the highest casualty rates of the pandemic anywhere in the world. However, during this unprecedented period there has been a real sense of shared solidarity by Club Community Foundations and players alike who have risen to the challenge to help effect positive change in our society. We celebrate these acts of generosity and compassion.

I hope you enjoy the publication and thank you for your continued support.

**John Hudson**  
**PFA Director of Corporate Social Responsibility**



***“Players have risen to the challenge to help effect positive change in our society. We celebrate these acts of generosity and compassion”***



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Charitable support is an integral part of the PFA's corporate social responsibility and the union has built a number of partnerships over the last 30 years...

# PFA COMMUNITY SEASON REVIEW 2019/20

**From the Covid-19 response to Black Lives Matter solidarity, it has been an extraordinary year for players making an impact both locally and nationally**

*“We’re extremely proud of the differences made by the players during these unprecedented times”*

**Gordon Taylor OBE**  
**PFA Chief Executive**



**T**he social and financial impact of Covid-19 has triggered an intensified public debate on how footballers can contribute to help mitigate the consequences of the crisis, how players contributed to the emergency response and how collective solutions can strengthen communities and the football industry.

These special circumstances have reinforced how people can support each other. This has impacted on the players themselves and how they individually wanted to contribute. It is difficult to compare it with the level of engagement in other periods throughout the season, but it is clear that players have participated in new activities and contributed in forms or in areas they have previously not necessarily been involved in.

Across the Premier League and English Football League, the Covid-19 response has mainly focused on

supporting the most vulnerable and isolated, the disadvantaged, children and young people and the National Health Service (NHS). The crisis also confirmed the increasing societal role of players and their contributions to the recovery. Through voluntary, individual or collective action, creation of dedicated funds, the setting up of charities, donating to food banks, funding of medical equipment, and the use of their own platforms, there are hundreds of examples of footballers helping those most in need, and too many to mention within this report.

#### **ABOVE AND BEYOND**

However, there is one player who has used his status as a professional footballer, combined with a true sense of social responsibility, to whom we would like to pay tribute. That person is Marcus Rashford. In partnership with FareShare, he helped raise over £20million to feed vulnerable children during lockdown and to address and support the 200,000 children in the UK living in poverty (according to the





latest statistics). He then went one step further by challenging the government to ensure 1.3million children wouldn't go hungry this summer at a cost of £120million, using his 2.8million followers to amplify his message on equality. This sort of compassion from a young man at the top of his profession is an example to all of us to effect positive change in our society.

#### **SUPPORTING THE NHS**

As a collective, the captains of all 20 Premier League clubs, led by Liverpool's Jordan Henderson, created #PlayersTogether – a charitable project to support the NHS. #PlayersTogether partnered with NHS Charities Together, allocating funds directly to help frontline workers as they worked tirelessly to keep people safe.

The PFA also made a significant contribution towards #PlayersTogether and raised additional funds for the cause



**ABOVE:** It's all action at Huddersfield Town's summer camp. **LEFT:** Moussa Djenepo coaching the kids as Saints Foundation celebrated National Best Friends Day.



# Engagement

through the Art4NHS competition, with Manchester United's Juan Mata helping to judge entries and England's Lionesses teaming up to make a joint donation from the entire senior squad.

Many other players across English football also organised fantastic charitable initiatives and the PFA is incredibly proud of its members and all that they have done to support others. Football is at the heart of many local communities and we are delighted at how players have stepped up to the challenge and shown their commitment to those most in need of help.

## BLACK LIVES MATTER

When football returned in June, everyone knew something was planned

– a tribute to the NHS before the games and Black Lives Matter replacing player's names on shirts. These were important symbols of solidarity at a time of pandemic disease and endemic racism. When the referee's whistle blew to mark the return of Premier League football, the Aston Villa and Sheffield United players, and match officials, went one step further by taking a knee in perfect harmony.

It was a poignant moment loaded with meaning. The eight-second duration of the silent pause, during which players raised a fist in solidarity, was significant too – reflecting the eight minutes George Floyd endured under the life-sapping knee of a police

officer. The powerful scene was the idea of the players with the support of football's governing bodies. It brought communities together and highlighted the unity of our players, sending a message to the world.

## COLLECTIVE ACTION

Seeing how players have responded this season has been incredible. We need to remember that players have a long tradition of contributing to clubs and to their communities and football has a history of collective action and social engagement. Players are often unfairly labelled as out of touch, but the astonishing way they have risen to the challenge shows what a vital part of the community football is.

*“Players have a long tradition of contributing to their clubs and to their communities”*



CLOCKWISE: Aston Villa captain Jack Grealish, Walsall players, and Man City forward Georgia Stanway making memories for young fans.



**BELOW: From Man Utd's Common Goal hero Juan Mata on a hospital visit, to an education day for Wigan FC and Sam Morsy, player engagement spans a huge spectrum of community benefits.**

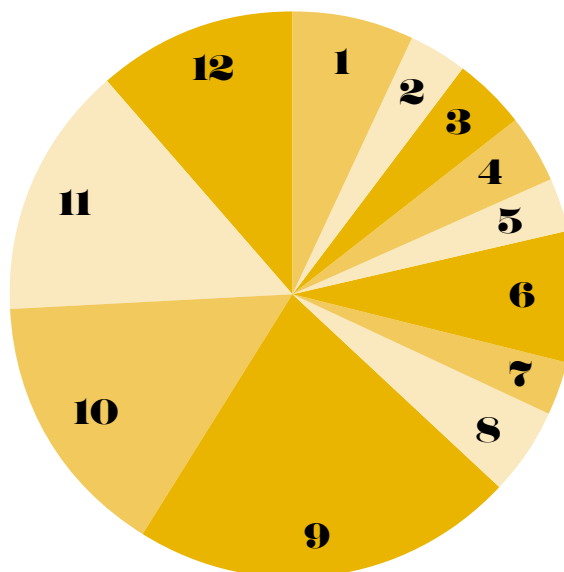
It is now acknowledged on a global level that, over the last decade in particular, we have seen the end of social responsibility as a peripheral activity and its rebirth at the heart of organisations and stakeholders within the professional game.

Clubs and players provide a genuine benefit to society through social responsibility initiatives. The societal role football has to play has also evolved exponentially to reflect and respond to these expectations – especially with younger generations.



## PLAYER ENGAGEMENT IN NUMBERS

**DISCOVER THE BREAKDOWN OF PLAYER VISITS, COMMUNITY CHAMPION NOMINATIONS AND MORE**



# 33,326

**player visits during 2019/20, spread across the following areas:**

1.	Education	2323
2.	Health	1171
3.	Social inclusion	1360
4.	Anti-racism/racial awareness	1270
5.	Women	1007
6.	Soccer schools	2564
7.	Disabilities	969
8.	Presentations	1736
9.	Matchday	7299
10.	Training ground	5104
11.	Charity and hospital visits	4746
12.	Covid-19	3777

**111** Community Champions nominated from both the men's and women's games – 90 male and 21 female.

**450+** Community Ambassadors were nominated through the PFA's Capability Status criteria in areas such as; Equality and Diversity, Social Inclusion, Food Poverty, Community Engagement, Disabilities, Education/Employment, Health and Wellbeing, Sports Development, Community Engagement and Girl's/ Women's Football Development.

# FOOTBALL VS COVID-19

**The football world has refused to be beaten by coronavirus. The disease has taken loved ones, threatened livelihoods and kept fans away from stadiums. The response from players has been decisive: staying close to the most vulnerable, isolated and disadvantaged through acts of charity with their clubs and Foundations, as we chart in this special feature...**





# Football vs Covid-19

**Covid-19 is the** biggest public health crisis in living memory, bringing the country to a standstill. Amid deaths and disruption, a derailed football season was put into tragic perspective.

As a result, it was vital that footballers stepped up to do their bit to support those on the frontline under the campaign banner #PlayersTogether.

Kicked off by Liverpool skipper Jordan Henderson alongside the other Premier League captains, the campaign raised funds for the NHS Charities Together and was supported by hundreds of players throughout the game.

"We wanted to make sure it was the right thing we were doing and we wanted to do it properly," said Henderson. "It's been a real positive during this lockdown that we've all come together to try to help as best we can in this awful time.

"All players were amazing, all captains were amazing, all representatives from each team were amazing."

## LIONESSES UNITE

England's senior women worked together to make a joint donation to the cause under the leadership of Lionesses captain Steph Houghton (pictured, right).

In a collective statement of unity with their male counterparts the squad said they had, "been discussing the best way in which we could offer our support to the NHS and its frontline staff over the past few weeks.

"The squad have recognised the importance of the statement last week from the Premier League players with regards to setting up the #PlayersTogether fund and the potential impact it can make to support and assist over 150 registered NHS charities.

"We are delighted to confirm that the whole of the Lionesses squad will make a collective donation to the #PlayersTogether fund, partnering with NHS Charities Together in unison with the Premier League players."

## EMERGENCY APPEAL

NHS Charities Together is an umbrella organisation covering over 150 registered charities. In March it launched an emergency appeal for funds to support NHS

10\_thepfa.com

Footballers joined forces to raise funds and thank NHS heroes at the height of the Covid-19 crisis

# #PLAYERS TOGETHER



staff, volunteers and patients in ways that go above and beyond what can ordinarily be provided.

The initial wave of funding went to meet immediate needs such as supplying food and drink and also tablet computers so that patients, staff and volunteers could stay in touch with loved ones. Counselling services were also provided to support wellbeing and mental health.

Money is also being used to focus on support for people who are disproportionately affected by the Covid crisis, such as those from BAME communities and people with disabilities. Longer term, funds will be used for programmes supporting recovery from the crisis.

## PROUD TO HELP

The PFA has proudly supported the campaign, assisting players with donations and making a significant financial contribution to the cause.

Bournemouth skipper Simon Francis told us: "I felt privileged to be a part of it and to receive the call off Jordan – he spoke to all the captains individually, which was great on his part. Jordan takes all the credit because it really was his idea. He has been excellent, as have all the other captains throughout all of this."







# THE CAMPAIGN TRAIL

Since Covid-19 took hold, **Marcus Rashford** has forced a government u-turn on free school meals and raised millions for good causes

**34**

years separate Rashford, just 22, and Prime Minister Boris Johnson, 56. After his policy u-turn, Johnson praised the Man Utd star for his "contribution to the debate around poverty"

**1.3million**

children are able to claim free school meal vouchers for the summer thanks in large part to Rashford's campaign

**£120m**

the total value of school meals being funded - that's £15 per week for the six-week break per child

**28.1%**

of children in Manchester are on free school meals due to their impoverished backgrounds

**2.8million**

Twitter followers helped Rashford to amplify his message on equality

**200,000**

children in the UK are living in poverty, according to the latest statistics

**£20million**

raised by Rashford and charity FareShare to feed vulnerable people during lockdown

# FOOTBALL GIVING BACK

Players and clubs everywhere have cut through Covid-19 misery to spread hope and happiness to communities. Here are just some of the highlights, big and small, of football giving back...

### NEWPORT DELIVERING

Players and staff at Newport County donated £2,000 to their community trust and delivered food supplies to members of their mental health programme We Wear The Same Shirt. Manager Michael Flynn and several players joined community members on a Zoom quiz night. The squad also recorded video messages for fans.

### LIONESSES ONLINE

England's women spread positivity in spades on social media through widely shared Twitter and Instagram posts. 29 members of the squad chipped in to the FA's #FootballsStayingHome campaign, which included keeping in touch videos and a coffee club hosted by Man City teammates Jill Scott and Karen Bardsley.

### POSH CARE PACKAGES

Peterborough United players joined forces with Morrisons supermarket to fund 100 essential item care packages for vulnerable families. Posh defender Niall Mason said, "It is a small gesture but it's important that we support those fans who pay their money to watch us."

### CHELSEA GENEROSITY

WSL champions Chelsea Women donated their £100,000 prize money to Refuge, a charity supporting women and children experiencing domestic abuse. Manager Emma Hayes said: "If donating our prize money can ease some of the concerns and worries people have, then it's the least we can do. It's an important message."

### RUDIGER MASK TARGET

Chelsea star Toni Rudiger used his foundation and mobilised team-mates to help fight the spread of Covid-19. He pledged to fund 60,000 face masks for market traders in Sierra Leone. He also paid the three-month catering bill for nurses at the Berlin hospital where he was born in a show of gratitude to health workers.



### HARRY KANE SHIRT DEAL

*The England and Spurs captain showed he's in touch with his roots and thankful to key workers by sponsoring the shirts of Leyton Orient for the 2020/21 season. That means he's helping out the club that gave him his first start in league football and raising awareness of the work of frontline carers, Haven House Children's Hospice and mental health charity Mind who feature on the kits.*





## ROVERS' LOCAL TREAT

***Bristol Rovers boss Ben Garner penned a letter to vulnerable season ticket holders wishing them well as part of a care pack delivered by the club's Community Trust and players (pictured, above). On top of essential items, the box contained a West Country treat – a can of Thatcher's cider.***

## LEGENDS ON THE LINE

Former QPR players helped older fans beat loneliness in lockdown over the phone. Club ambassador Andy Sinton, plus the likes of Don Shanks, Roger Morgan, Les Ferdinand, Kevin Gallen and Clive Wilson have been in touch with fans. "I think the lads enjoyed the calls just as much as the supporters did," said Sinton.

## ALBION UNITED

Brighton's Glenn Murray and club captain Lewis Dunk helped to set up and launch the club's Albion As One charity campaign in response to Covid-19. The squad and club's directors launched the fund with a donation of more than £260,000. Fans also contributed, taking the total raised to more than £375,000.

## NHS SUPPORT

Mansfield's CJ Hamilton signed up as an NHS volunteer to assist with deliveries of medicine and food. "I feel most sorry for people who don't have a support network," he said. "I want to know these people will get what they need and will be okay. They shouldn't be stressing over whether they get food or not."

## GOOD TO WALK

Charlton manager Lee Bowyer joined ex-Addicks stars and fans for a charity walk that raised £27,000 for the club's Community Trust. The annual Upbeats Walk supports people with Down's syndrome. Under lockdown, participants walked through their gardens and nearby streets.

## MAGUIRE'S HOME COMFORTS

Mosborough-born England and Manchester United star Harry Maguire funded care packages for the elderly and their carers in his home town. "I just wanted to do something to help those who need it most," he said.

## KEEPER FUNDS

Leicester goalkeeper Kasper Schmeichel donated £20,000 to Age UK to support home visits, phone calls and care packages for Leicestershire's vulnerable elderly.

## VITAL TABLETS

Spurs defender Toby Alderweireld donated tablet devices to nursing homes and hospitals to help those cut off from families stay in touch.

## A PLACE TO STAY

Manchester United legends Gary Neville and Ryan Giggs were quick to react to the Covid-19 crisis by opening the doors to their two Manchester hotels to NHS workers for free. Crystal Palace's Wilfried Zaha also offered free access to his portfolio of London rental accommodation to medical staff.

# Football vs Covid-19

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## CURLE CALLING

Northampton Town boss Keith Curle led by example during the pandemic. He's been putting in calls to deserving fans – including a care home worker and a young supporter who was celebrating his 11th birthday. The playing squad and community staff got in on the act too, with many acts of kindness through social media, recorded messages and personal visits. Defender Scott Wharton sent his wishes to a disabled fan while Disability Development Officer Russell Lewis delivered much-needed food parcels to vulnerable people.

## NORWICH CITY'S RESPONSE

***Christoph Zimmermann (pictured below) helped spearhead Norwich City's Covid-19 response, delivering activity packs to children with special educational needs. Players and staff donated a cut of their wages to tackling longer-term pandemic impacts on mental health and homelessness.***

## MERSEY MISSION

Liverpool star Andy Robertson donated to six food banks in his hometown of Glasgow. In typically humble fashion, the full-back did so anonymously before being discovered by fans.

## BALES' GENEROSITY

Gareth Bale and his wife Emma donated £500,000 to Cardiff and Vale University Health board to tackle coronavirus. Bale was born in the University Hospital of Wales and many of his family members have been treated there.

## BACK TO SCHOOL

Chelsea duo Ruben Loftus-Cheek and Carly Telford helped educate children of key workers in a virtual classroom session organised by the club's foundation. Telford said: "It was great to see so many smiles during tough circumstances. It's important to stay connected as a community and if we can't do that in person, doing it virtually is great."





## BORO DONATIONS

Food parcels donated by Middlesbrough players have been distributed across Teesside. 1,000 parcels were put together by members of MFC Foundation staff and delivered to deserving causes.

## KEEPLY-UP CHALLENGE

Ben Gibson kicked off an online campaign to fund Teesside Hospice's fight against Covid-19. The ex-Boro star asked all comers to do 26 keepy ups and donate £5 before nominating five friends to do the same.

## GREAT SHAVE

Cheltenham Town club captain Ben Tozer and teammate Sean Long inspired staff to brave the shave for charity. They cut off their locks to help raise money for the Gloucestershire Hospitals NHS Foundation.

## MANCHESTER UNITES

The city's big two clubs joined forces to donate £100,000 to food banks to help those most in need during the pandemic. The clubs said: "We are proud of the role our supporters play in helping local food banks and recognise the increased strain placed on these charities by the impact of coronavirus. We are pleased to come together with our fans to help vulnerable members of society in a City United."

## STEVENAGE CARELINE

*Stevenage were in a long battle to avoid relegation from the EFL when the season was cut short because of Covid-19, but despite this pressure they were one of the first clubs to react to the community response, launching a careline for the over 70s. Players like club captain Scott Cuthbert led the way, delivering food to the most vulnerable even as their professional fates hung in the balance.*

## PORTSMOUTH GOODIE BAGS

*Pompey in the Community organised care packages to raise the spirits of disabled season ticket holders. The packages featured a range of presents, activities and club-related gifts and were hand-delivered by players, including Christian Burgess and Tom Naylor (pictured).*



## POWERED BY THE PFA

### PFA COMMUNITY LIAISON EXECUTIVE DAVE PALMER ON HOW THE UNION SUPPORTS COMMUNITY ACTION

■ "We provide funding for all club's Trusts and Foundations as part of our commitment around corporate social responsibility. Through this support, player engagement is a vital part of our funding agreement.

"We are extremely grateful that the schemes have been so innovative and supportive in helping our members engage in a safe and purposeful way

during the Covid-19 crisis. What the players have done has made a big difference to the most socially isolated and disadvantaged in our communities. The higher profile players have done some fantastic work but players up and down the leagues have all contributed in so many ways.

"It has been a very difficult period for our members, particularly those

coming to the end of their contract, so all the players involved should be recognised as playing a big part towards the community effort.

"This period has given us new ways to engage players in community work, particularly the virtual element where members have positively impacted both the young and those most in need of support during lockdown."

# MAKING A DIFFERENCE IN LOCKDOWN

When the nation ground to a halt, England star **Lucy Bronze** led by example, engaging with fans and supporting charities to help boost spirits and finances

**You used social media a lot during lockdown – was that to amplify your voice?**

Definitely. I used to cut myself off from it a little bit – more to help myself. But I realised it's a way to connect with people and engage with them. I use it less for myself, more to share my experience and help charities. It gains a bigger reach with your fanbase and really helps to spread the word.

**You were involved in many good causes, including a keepy-up challenge...**

Loads of people ask for help. I wish I could help everyone but there just aren't enough hours in the day. The keepy ups were with a little girl, Imogen. That was a surprise call I did with her and then I stupidly told her I would do 500 keepy-ups! So I had to do them all in a row for a video because I'd promised her.

**Is technology making it easier to do more community work?**

Yeah – there are loads of things like the keepy-up video. I did a phone call with a lady called Michelle who works in Tesco's. When you see those videos on social media it gives you a really good feeling. They ended up cutting the video short for social media but I was on the phone for 15 or 20 minutes. I was telling her how amazing she was, and she was telling me I was amazing! I had to say, "Michelle, this phone call is for you – it's not for me." I loved doing it. It's great being able to talk to fans.

**And you have ongoing charity commitments too...**

The things that are really close to me are kids, although I love animals as well. I love supporting kids and helping them in any way I can. The NSPCC is a charity that I've always really loved. It's a huge charity in England and my aunty Julie Tough did a lot of work with them in the North East, so I got involved too. I do little things to help them. I did a collaboration to promote the charity and encourage people to give more.

**You've also been shining a light on some lesser-known causes with your charity work...**

I've been involved with Team Kenya. It's quite a small charity and it's another one I got involved with through my aunty. Team Kenya helps educate young girls predominantly and supports children through some horrible experiences that really hit home when you hear the stories. I've actively supported them for the last three or four years and tried to make sure I helped them during coronavirus. Charities generally have needed a lot of help at this time.







**Does it still give you a buzz to highlight good causes with your fame?**

I absolutely love it. I still don't see myself in that light. I get reminded constantly by my agent Marie, who works at the PFA, and my mum and my aunty. They are always finding things I can help out and support with. I'm still in a bit of disbelief that I have this platform and I want to use it. My mum and family say I should speak up and use my voice because people can listen. There are a lot of things I can say that might help, but you have to say the right things and I am really conscious of that as well.

**Will your community experiences during Covid-19 have a long-term influence on what you do?**

I'd like to think I can continue doing these things – especially with all the protests that are going on now for Black Lives Matter. I'd like to think it's not a flash in the pan. Coronavirus has maybe given people a different perspective on life. People are really thinking about what's important, and you see that with the way people are supporting the NHS. It has been easy to take things for granted until you really rely on them.

**Lucy Bronze stepped up her social media presence during lockdown in order to engage directly with fans and shine a light on the charities that are closest to her.**



# AT THE HEART OF THE COMMUNITY

From zoom coaching Under 7s teams, to delivering medicines and organising care packages for disabled fans, Portsmouth community champion **Christian Burgess** pulled out all the stops during an incredibly busy lockdown...

**How important has community work been for you in lockdown?**

Very. It has enabled me to get out there. I live down here on my own so I would have been pretty lonely. I've really enjoyed being able to go out and see volunteers and work alongside them on projects.

**You've helped to deliver medicines and been out and about for good causes – what else have you done?**

I've done a lot of volunteering in person. It has given me structure through this weird time. I've had places to be and reasons to get out of bed in the morning. I've also been engaged online. I've popped into a few Zoom meetings like an Under 7s team meeting to say 'hello' and do a Q&A. I've recorded messages for awards ceremonies and videos for the club to stay in touch with fans.

**Portsmouth are known for being a very strong community club as whole. Have you done much with the other Portsmouth players?**

We've kept in touch on WhatsApp and we all put in some money for a fund, which has been put to good use through Pompey in the Community. That supported a range of things – half went into a thank you appeal for the Queen Alexandra hospital in Portsmouth. The rest went towards funding food for the community – to a kitchen run by Enable Ability, that supports disabled people, and a local restaurant the Akash that cooked food for a foodbank.

**What other activities have you taken part in through Pompey in the Community?**

Through PIRC we organised some care packages for our disabled season ticket holders. They all got a package with little presents, things to do and some Pompey gifts. The packages were hand-delivered by the lads.

**What has the mood been like?**

There has been some anxiety, lots of people worried and unable to get out. Some are relying on the services from PIRC and the Hayling Helpers volunteers. It has been difficult to hear some stories, but people have been thrilled with the help and delighted to see you. Sometimes it's just nice to have a chat. Some people are lonely, so it's nice to stay for five minutes, socially distant of course, and just have a talk about what's going on.

**You met an ex-Pompey player on the doorstep...**

John McClelland, yeah. We talked about football and playing for Portsmouth. I also spoke to his wife, Heather. She was a sprinter who travelled the world. It was nice to speak to them. They came alive and he showed me his book of memories from his playing days.

**Have you had more time to do community work in lockdown?**

More time but also more flexibility. I've been able to volunteer at a local kitchen at 9am because I haven't had to be at training. I can do my training at 7pm rather than having a fixed structure. That's nice, because the kitchen normally shuts at 1pm when the food is gone. Now I'm back in training I can't go any more because they're done by the time I'm finished. It was good to do something productive with that time.

**Has lockdown changed your views on community work and life in general?**

It has given me a hunger to give more of my time. The sense of community amongst the volunteers is great – being with a group who are so generous with their time has been fantastic and I want to carry that on.

**What have you missed in lockdown and what won't you go back to?**

The freedom to see my family and definitely to see my girlfriend. She lives far away, so that has been hard. Things I won't go back to? Hopefully I'll watch less TV after this. It's been off – it helps when there isn't a lot of sport – but it's been nice to do other things, to put more time into reading and being productive.



Already renowned for his tireless community work, Portsmouth's Christian Burgess stepped it up even further during lockdown.



# SUPPORTING CHARITABLE FOUNDATIONS

**The PFA continue to support current and former players, along with their families, involved in their own charitable Foundations. The range of worthy causes is inspiring: from tackling under-representation of minority groups, to targeting serious health-related matters and supporting key social issues, there's a huge scope of good causes that benefit from the increased spotlight a player Foundation can bring...**



A

long with the considerable community work undertaken by every player in the country, many members also support and administer their own personal Foundations.

It is vital for any player looking to develop their own Foundation to access appropriate legal advice and guidance as a starting point on their charitable journey. Key areas to be aware of include charity registration, identification of appropriate trustees, business planning and the main objectives for their proposed Foundation. The PFA offer professional support to ensure the legal formalities are completed correctly, providing the player and the charity with a sound base to progress from.



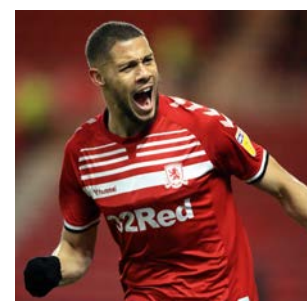
### THE JUSTIN EDINBURGH 3 FOUNDATION [je3foundation.com](http://je3foundation.com)

Former Spurs player and most recently Leyton Orient manager, Justin Edinburgh suffered a cardiac arrest while in the gym on 3 June 2019. He never regained consciousness and died five days later. An on-site Public Access Defibrillator (PAD) could have dramatically increased his chances of survival. In a bid to turn this tragic event into something positive, his family set up the Foundation to support UK heart health charities and campaign for Justin's Law, which would make it compulsory for all health, fitness and sports facilities to be equipped with PADs. It could be the difference between life and death.



### JAARAMA FOUNDATION [jaarama.org/about-us](http://jaarama.org/about-us)

Former Middlesbrough striker Rudy Gestede and his wife Hawa set up Jaarama (which means 'thank you' in Fula) to give back to their West African roots by building an orphanage to nurture children, giving them a chance to grow up in a safe and loving environment with an education structure to build the foundation for their futures. Early in their lives together, Rudy and Hawa decided they would adopt at least one child. However, life had other plans for them and they are now the proud parents of three biological children, but their desire to support orphans remained, thus the Jaarama Foundation was created.



### DARBY RIMMER MND FOUNDATION [www.darbyrimmermnd.co.uk](http://www.darbyrimmermnd.co.uk)

Former Liverpool, Bradford City and Bolton Wanderers footballer Stephen Darby and close friend and former British Forces Veteran, Chris Rimmer partnered together to launch the Darby Rimmer MND Foundation in 2019. Stephen and Chris both have Motor Neurone Disease and have created a Foundation to create awareness of MND, to fund and assist research into the illness with the quest of finding a cure, to raise funds and offer grants to those with MND, as well as creating a network to help provide information and an emotional support network for those diagnosed with the disease.



# Foundations



## THE RUSSELL MARTIN FOUNDATION [www.russellmartinfoundation.co.uk](http://www.russellmartinfoundation.co.uk)

A registered charity set up by the former player and current MK Dons manager Russell Martin, his Foundation works to impact positively upon the lives of children and young people through sport, education and opportunity. The Russell Martin Foundation was built with the greatest intention to truly change lives and inspire future generations. The aim is to work with all children, regardless of age, gender or disability, keeping them active and healthy and helping them to enjoy sport, learn and fulfil their potential.



## THE CHRIS MITCHELL FOUNDATION [www.cmfoundation.org.uk](http://www.cmfoundation.org.uk)

The Foundation was established in memory of Chris to raise awareness around mental health and wellbeing for players, ex-players and staff working in Scottish football. Chris suffered from depression and anxiety. Sadly, all the support from his family and friends could not deter him from ending his own life on 7 May 2016, he was only 27. Football clubs are increasingly recognising the importance of the mental health and wellbeing of their players and staff, and many have publicly pledged to work with and support a variety of mental health charities.



## THE JERMAIN DEFOE FOUNDATION [www.jermaindefoefoundation.org](http://www.jermaindefoefoundation.org)

Jermain Defoe started his Foundation in 2013 to support homeless, vulnerable and abused young people in his family's home country of St Lucia. The Foundation works closely with the St Lucia government and existing organisations on the island that support and care for young people. This includes the Holy Family Children's Home in Ciceron that caters for around a dozen children from toddlers to teenagers. It is the only dedicated children's home on the island.



## THE ZESH REHMAN FOUNDATION [www.zeshrehmanfoundation.org](http://www.zeshrehmanfoundation.org)

Zesh Rehman, the first British Asian footballer to play in the Premier League, launched his Foundation in 2010 to offer more playing and coaching opportunities to young people from minority groups. Asian communities make up the largest ethnic minority group in the UK but are heavily under-represented across all levels of the game. To combat this, the ZRF has worked closely with the PFA, EFL and Premier League to deliver its unique Sideline-2-Sidelines programme.



## THE JASON ROBERTS FOUNDATION [www.jasonrobertsfoundation.com](http://www.jasonrobertsfoundation.com)

Established in 2007 by former player and now media personality and social activist, Jason Roberts to underpin his belief in equal opportunities and representation for individuals, regardless of background or circumstance. The Foundation concentrates on football-based social inclusion projects, offering participation and playing opportunities to young people who otherwise have little chance of accessing coaching pathways or opportunities to progress as players and individuals.







## DT38 FOUNDATION

[www.dt38.co.uk](http://www.dt38.co.uk)

DT38 was set up in memory of Dylan Tombides, an Australian international and West Ham player who passed away aged 20 in 2014 after a three-year battle with testicular cancer. Dylan was initially misdiagnosed and the vision for DT38 is to raise awareness of testicular cancer and change the way it is diagnosed by implementing best practice diagnostic guidelines for patients with testicular symptoms. They also aim to educate young people about testicular cancer and enable them to be confident when taking health matters into their own hands.



## THE ALAN SHEARER FOUNDATION

[www.alanshearerfoundation.org.uk](http://www.alanshearerfoundation.org.uk)

The legendary striker established his Foundation in 2012 to raise funds for the Alan Shearer Centre, a specialist disability, respite and social provision facility based in Newcastle, and for St Cuthbert's Care, which supports various disability projects across the North East. The aim is to raise at least £250,000 per year through different events the Foundation has established and other fundraising initiatives. Since the launch in 2012 and up to 31 March 2017, the Foundation, together with the fundraising of the people of the North East and beyond, have raised a staggering £2.752 million.



## THE HEART4MORE FOUNDATION

[www.heart4more.org.uk](http://www.heart4more.org.uk)

Heart4More work with football's governing bodies, clubs, educational institutions and communities to raise awareness of cardiac related issues. Their motto, 'To Save Lives & Enhance Futures' reiterates their stance on using empowerment and sport to reach the general community for collective social wellbeing and development. The Foundation is heavily focused on providing CPR workshops for young players within the professional game to help develop understanding of cardiac arrest.



## DANNY BATTI FOUNDATION

[www.foundationdb.co.uk](http://www.foundationdb.co.uk)

Established to reduce homelessness, educate through sport and internationally support young girls in India to stay in education and out of child marriage. The Foundation has carefully selected three charities to support and work alongside in achieving these goals. Through fundraising and raising awareness, the aim is to sustainably support, educate and protect vulnerable young people who need help to stand on their own two feet, whether that's via accommodation, education or protection.



## THE JAMES MILNER FOUNDATION

[www.thejamesmilnerfoundation.com](http://www.thejamesmilnerfoundation.com)

With the help of the PFA, the James Milner Foundation was launched in 2012 by James Milner and his wife Amy. The charity aims to promote healthy recreation for the benefit of young people in the UK by the development, improvement and provision of opportunities in sport – in particular football, rugby and cricket. Through financial assistance, the Foundation also endeavours to assist in the preservation of health and the advancement of education among young people in need.



# COMMUNITY CHAMPIONS

**Meet the players who were nominated for their impact and pivotal roles in the community to affect positive change, as we talk to some of the winners from each league**

Fern Whelan has been particularly focussed on raising awareness of mental health issues, having been through her own struggles.



**FERN WHELAN**

**WSL PFA COMMUNITY CHAMPION  
BRIGHTON AND HOVE ALBION**

**What inspired you to get so involved in the community programme?**

When I was younger, role models came into training and it gave you that little extra boost. You see the look on the girls' faces – they light up. It's knowing that we can motivate them to get into sport and away from whatever might be going on back home.

**Was there a moment when someone lit a spark for you?**

Sylvia Gore [who scored England Women's first goal] came in with Rachel Yankey, they were both playing for England. Having those two as mentors was a big boost for me. I didn't even see that playing for England was a big thing back then.



**Community work is much more than just a tick box for you...**

Yeah. We're not just footballers, I like to be able to help in the community. I get messages of thanks from parents just for sharing experiences with kids. And there are a couple of players in the WSL who I've spoken to and tried to help. That's nice to look back on and think I have made a difference in their lives.

**How does the role model label sit with you?**

We have to take that on as footballers but you can't just be labelled as a role model – you have to set the right examples and do the stuff off the pitch. That really matters to me.

**You've been open about your mental health struggles, how important is it to raise awareness?**

Going back 10 years, I wouldn't have been able to talk about mental health. But the difference between being able to talk about it now is huge. You can't just bottle things up – if you're having a down day, talking about it relieves a lot of the stress.

**You've just had to retire due to injury, do you feel a bit robbed?**

I'd be lying if I said 'no'. It has been coming for a while with injuries. I always wanted to come out on top. But the last year I have realised my body isn't up to it. When the doctors tell you that you won't be able to walk in ten years if you keep going, you have to listen. But I'm happy to have had the opportunity to play in the WSL when it was professional. And to have done the community work – I wouldn't have had that if I'd retired early.

**You've also talked passionately about BAME under-representation in football – will you continue to highlight that issue?**

Definitely. It has come to the fore a bit more in the past year. People want change. I have a bit more time on my hands now and I can really make a change from the outside. I'll be lending my voice and experiences to the cause.

## ROLL OF HONOUR

**CELEBRATING EVERY 2019/20 PFA COMMUNITY CHAMPION FROM ALL THE CLUBS ACROSS THE ENGLISH LEAGUES, RECOGNISED FOR THEIR OUTSTANDING COMMITMENT TO COMMUNITY ENGAGEMENT**

### ■ WSL PFA COMMUNITY CHAMPIONS

Arsenal: **Leah Williamson**  
Birmingham City: **Claudia Walker**  
Brighton and Hove Albion: **Fern Whelan**  
Bristol City: **Carla Humphrey**  
Chelsea: **Millie Bright**  
Everton: **Dan Turner**  
Manchester City: **Karen Bardsley**  
Manchester United: **Jackie Groenen**  
Tottenham Hotspur: **Jenna Schillaci**  
West Ham United: **Tessel Middag**



***“You can't just be labelled as a role model – you have to set the right examples and do the stuff off the pitch. That really matters to me”***

## MARCUS RASHFORD MBE PREMIER LEAGUE PFA COMMUNITY CHAMPION MANCHESTER UNITED

### How does it feel to be a Community Champion?

I'm thrilled to have won the PFA Community Champion award in what has been a very important season for me, both on and off the pitch. Over the years I've seen first-hand the positive impact the Foundation has across Greater Manchester; I even attended one of their football projects when I was younger. Building on those childhood experiences is a big reason why I've been so passionate about the campaign this year to try and tackle child poverty, which I know will make a big difference to many young people the Foundation works with on a daily basis."

*Of course, the campaign Marcus mentions has seen him elevated to a status few footballers ever reach. A genuine force for change who has united the nation behind his cause, taking on the government, and winning, as he forced a u-turn on free school meals over the summer. Here's what he's been saying about his tireless campaign to #endchildpoverty and the personal experiences behind his determination to ensure children living in poverty don't go hungry...*

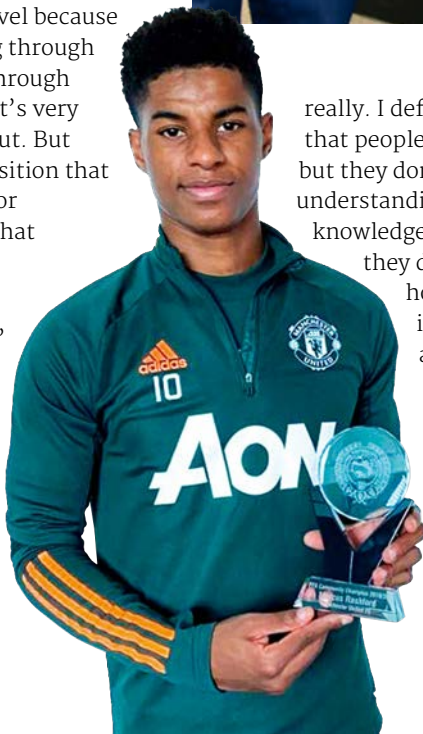
### Speaking to BBC Breakfast:

"It obviously has a huge importance for me on a personal level because what families are going through now, I once had to go through that same system and it's very difficult to find a way out. But now that I'm in this position that I'm in, it's important for me to help the people that are struggling."

"45% of people like me, black people, people in different ethnic minorities, they're living in poverty and I was very close to being one of that 45%. I just want to raise awareness



Marcus on a Christmas visit to Royal Manchester Children's Hospital.



really. I definitely think that people want to help but they don't have the understanding or the knowledge behind it and they don't know how many people it's actually affecting."

### Speaking to Good Morning Britain:

"If you're young and you're not

eating you have no energy, you don't feel comfortable going to school. And most of the ones that aren't eating, they're just sleeping at school because they're physically drained. It can be the beginning of homelessness, the beginning of crime. It just starts so many pathways that you don't want children to go down."

"I have always been brought up, that if you need help, and someone is in a position to help, you should feel comfortable to ask them. We need people to ask for help in order to get them the help that they need. I want



*“Now that I’m in this position, it’s important for me to help the people that are struggling”*

to kill the stigma around asking for help because it’s a positive thing.”

**@MarcusRashford on Twitter:**

21 October – “This is not politics, this is humanity. We talk about the devastating impact of Covid-19 but, if projections are anything to go by, child food poverty has the potential to become the greatest pandemic the country has ever faced. We must start working together and unite to protect our most vulnerable children. No more sticking plasters. Let’s face this head on.”

21 October – “I don’t have the education of a politician, many on Twitter have made that clear today, but I have a social education having lived through this and having spent time with the families and children most affected. These children matter. These children are the future of this country. They are not just another statistic. And for as long as they don’t have a voice, they will have mine. You have my word on that.”

22 October – “Blown away by news of local businesses stepping up to fill the voucher scheme deficit during the October half term. Selflessness, kindness, togetherness, this is the England I know.”

#endchildfoodpoverty

23 October – “I’m signing off with a feeling of pride tonight. The superstars of this nation lie in local communities. Even after taking the biggest hits you have wrapped your arms around your community to catch children as they fell. I really can’t thank you enough, you’re amazing.”

■ **PREMIER LEAGUE PFA COMMUNITY CHAMPIONS**

Arsenal: **Joe Willock**  
Aston Villa: **John McGinn**  
Brighton & Hove Albion: **Glenn Murray**  
AFC Bournemouth: **Chris Mepham**  
Burnley: **Ben Mee**  
Chelsea: **Cesar Azpilicueta**  
Crystal Palace: **Wilfried Zaha**  
Everton: **Richarlison**  
Leicester City: **Hamza Choudhury**  
Liverpool: **Virgil van Dijk**  
Manchester City: **Kyle Walker**  
Manchester United: **Marcus Rashford**  
Newcastle United: **Paul Dummett**  
Norwich City: **Christoph Zimmermann**  
Sheffield United: **John Egan**  
Southampton: **James Ward-Prowse**  
Tottenham Hotspur: **Toby Alderweireld**  
Watford: **Adrian Mariappa**  
West Ham United: **Pablo Zabaleta**  
Wolves: **Adam Traore**



## **CYRUS CHRISTIE** **CHAMPIONSHIP PFA PLAYER** **IN THE COMMUNITY** **FULHAM**

### **How have your experiences influenced your approach to community activity?**

Growing up in Coventry, opportunities were limited. You don't want people to go through that stuff. You see young kids suffering in poverty. I want to help people to create a platform so they can make a better life for themselves.

### **How did you get involved with the Brixton Soup Kitchen?**

We reached out to them. We wanted to do our own soup kitchen but with the licences and permits you need... we managed to join up with Solomon [Smith] at the Brixton Soup Kitchen and it was successful. It was an eye-opener to see how many people are struggling just for food.

### **Do you get a buzz through helping?**

It kind of humbles you, really. It brings perspective on life. Sometimes you get carried away with problems but there are always people out there in a worse situation. With the platform you have as a footballer it's good to give back.

### **You've experienced abuse from fans, as has your family, and you received racist abuse while training with Ireland. Is it hard to bear when you give so much to the community?**

It is what it is. When it is aimed at other people not yourself, it's difficult. I don't do the charity work so that the fans like me. They judge me as a footballer – that's what they pay their money for, to watch. Abuse is always going to happen. Not everyone is going to like you. It's easier to be negative in this world than to be positive. When comments aren't constructive and they come for you personally it can be hard.

### **You've now launched your own foundation – what activities do you have planned?**

There's a long-term goal to create a scholarship foundation – we might

help a musician with studio fees or someone with their university fees. In the meantime, we're doing little things like giving out products and shirts to help other causes.

### **You're on loan at Nottingham Forest this season – does that make it hard to continue the community work?**

A lot of the things I was doing were

within London but my foundation is based in Coventry so I'm closer while I'm in Nottingham. I just need to create the time to get things done. I'm backing up my home town first and then I would like to reach a global scale.

### **What do friends and family make of you picking up awards for your community work?**

Cyrus has set up a foundation, based in his home town Coventry, with the long-term goal of providing scholarships to help young people.





It's good! They're really proud of me. I have friends who are doing similar things – charity work, helping kids from a rough background through boxing or education, things like that. My mum is head of pastoral care at a school and she helps people. It's good to have such good people around you and to be exposed to those positive influences.

*“It humbles you, really. It brings perspective on life. With the platform you have as a footballer, it's good to be able to give back”*



## ■ CHAMPIONSHIP PFA COMMUNITY CHAMPIONS

Barnsley: **Jacob Brown**  
Birmingham City: **Maikel Kieftenbeld**  
Blackburn Rovers: **Bradley Johnson**  
Brentford: **Sergi Canos**  
Bristol City: **Niclas Eliasson**  
Cardiff City: **Danny Ward**  
Charlton Athletic: **Jonny Williams**  
Derby County: **Kelle Roos**  
Fulham: **Cyrus Christie**  
Huddersfield Town: **Fraizer Campbell**  
Hull City: **Keane Lewis Potter**  
Leeds United: **Kalvin Phillips**  
Luton Town: **James Shea**  
Middlesbrough: **Jonny Howson**  
Millwall: **Aiden O'Brien**  
Nottingham Forest: **Joe Worrall**  
Preston North End: **Louis Moult**  
QPR: **Angel Rangel**  
Reading: **Thomas McIntyre**  
Sheffield Wednesday: **Sam Hutchinson**  
Stoke City: **Tom Edwards**  
Swansea City: **Joe Rodon**  
West Brom: **Romaine Sawyers**  
Wigan Athletic: **Samy Morsy**







Calvin's passion for community work has seen him helping to support and educate youngsters, guiding them towards a better future.

## CALVIN ANDREW LEAGUE ONE PFA PLAYER IN THE COMMUNITY ROCHDALE

### What inspired you to get so involved in community work?

It's something I like doing. It's a testament to my parents, the way I was raised – they taught me to help people around you. Like it or not, footballers are idolised and people lean in and listen to you, like I did when Arsenal players visited me as a kid. It's a few minutes out of your day and it's the right thing to do.

### Does it provide a positive platform?

Yeah. You look at the Black Lives



Matter movement and you wonder why it has taken a situation where someone has died to mobilise everyone. I've been preaching about equality issues for years. Also, you can speak to kids and let them know football is not an easy road – it's not all glitz and glamour. That's part of your duty from being in a privileged position.

### You do a lot of work with Show Racism the Red Card – how urgent is the issue of racism in the game, and in society as a whole?

I've seen a lot of things in football and in society and it has always been urgent. Only now people are becoming aware of that and how biased some things in life are. I'm grateful for what



*“It’s about being able to help people to view things differently. You have to be able to reach back and pull some people up”*

is happening now – it’s a step in the right direction. It’s a big issue.

**What community activity have you done and what have you got out of it?**

All sorts. But it’s not about me, it’s about being able to help people to view things differently. You have to be able to reach back and pull some people up. I often get praise for helping the young players. It’s because I was in their shoes once and you do need an older pro to help guide you. I’m grateful to receive the accolades but it’s not why I do it.

**You were released by Rochdale in the summer – does it hurt a bit more when you have community ties?**

Of course it hurts. I’ve made a lot of friends in the area, people in and out of football. It hurts a little extra bit. But it’s part and parcel of the business and you have to move on to your next club and try to do even better.

**Even to make it as a pro, you have to be resilient – is that a key message for younger people?**

100 per cent. My main message when kids say ‘ah, you’ve met this person, or played at that ground’ is to stress that for all the ups of football there are some real lows. I don’t think it’s that well known how difficult football can be mentally. Through my low periods I have had a lot of people that have helped me. You become resilient through those experiences.

## ■ LEAGUE ONE PFA COMMUNITY CHAMPIONS

Accrington Stanley: **Joe Maguire**  
AFC Wimbledon: **Joe Pigott**  
Blackpool: **Nathan Delfouneso**  
Bolton Wanderers: **Adam Senior**  
Bristol Rovers: **Mark Little**  
Burton Albion: **Ryan Edwards**  
Coventry City: **Jordan Shipperly**  
Doncaster Rovers: **Matty Blair**  
Fleetwood Town: **Lewie Coyle**  
Ipswich Town: **Will Norris**  
Lincoln City: **Aaron Lewis**  
Milton Keynes Dons: **George Williams**  
Oxford United: **Rob Hall**  
Peterborough Utd: **Joe Ward**  
Portsmouth: **Ben Close**  
Rochdale: **Calvin Andrew**

Rotherham United: **Richard Wood**  
Shrewsbury Town: **David Edwards**  
Southend United: **Stephen McLaughlin**  
Sunderland: **Tom Flanagan**  
Tranmere Rovers: **Scott Davies**  
Wycombe Wanderers: **Darius Charles**



**JOEL GRANT**  
**LEAGUE TWO PFA PLAYER**  
**IN THE COMMUNITY**  
**PLYMOUTH ARGYLE**

**How did you get started with community activity?**

Growing up, I wanted to give the best I could in football. I've had that platform on the field. My playing style is all about getting bums off seats and giving the fans something to cheer about. When I got injured I asked myself what I was giving to the football club. I had a purpose on a matchday but I asked 'what do I bring?'. I wanted to give back. Plymouth, being a community club, made it easy for me.

**Your focus has been on fitness clubs for fans...**

Yeah. As a footballer I'm into nutrition and looking after my health, so one of the ways I can really help people is to make them get more active. That's a passion I have.

**During your spell out injured was it good for you to pour your energy into something different?**

Mentally, as a player, the worst scenario is injury. You become a little isolated. I was able to help other people and it kept my mind busy. And the satisfaction I got from still putting smiles on people's faces gave me a boost.

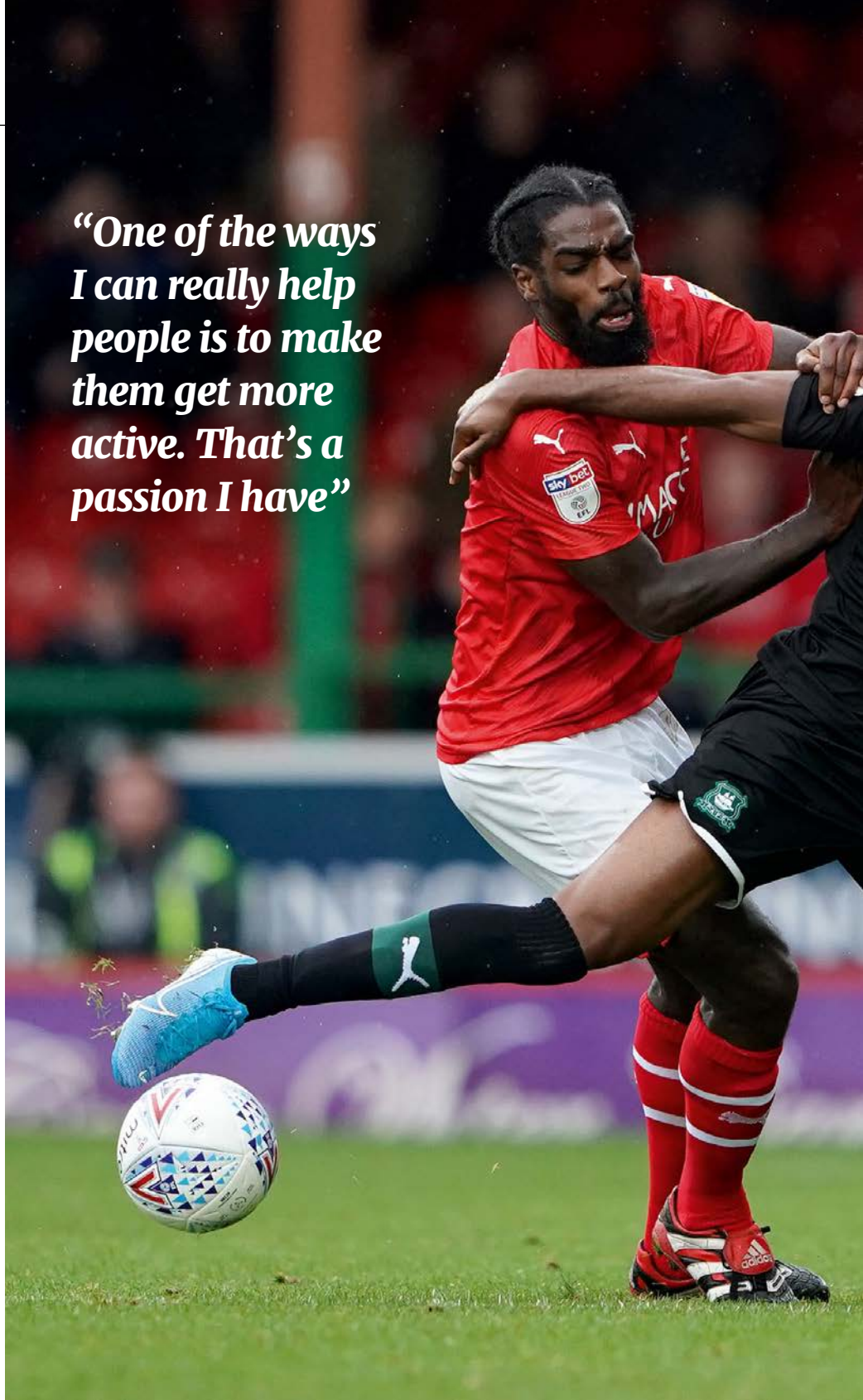
**You were released by Plymouth at the end of the season, that must have been hard...**

It was a huge disappointment. I have pride in my own game. On the bright side, I almost feel I left a mini legacy. I would like to think I have a reputation in Plymouth not just on the field but off it. It's something I want to take forward to whatever city I'm living in.

**Does the community activity keep you grounded?**

It reminds you how important it is to be a footballer and what it means to people. You're not only playing for yourself and your family, but it means a lot to the community too. It's a

*"One of the ways I can really help people is to make them get more active. That's a passion I have"*



reminder to give 100% on the field as well as doing your duty to give back off the pitch. I saw things almost from a fan's point of view.

**What would you say to younger players who think community activity is a chore?**

I think you grow as a person. Your

football career is going to end, so being in the real world only helps you develop as a person. To be the best you can be, I encourage players to get out there and mix in and help.

**What's next for you?**

I've signed with Swindon for the new season. I'm sorting out my personal





When injury kept him off the pitch, Joel threw himself into community work as a way of continuing to contribute to his club and the area.

life. But I have already thought about helping out in Swindon's community work. It's a difficult time with all that's going on with the pandemic – that definitely makes things a lot harder. But when I can get out and mingle I will be one of the first to put by name down – especially if fitness is involved.



## ■ LEAGUE TWO PFA COMMUNITY CHAMPIONS

Bradford City: **Ben Richards**  
 Cambridge United: **Leon Davies**  
 Carlisle United: **Jack Iredale**  
 Cheltenham Town: **William Boyle**  
 Colchester United: **Ethan Ross**  
 Crawley Town: **Glenn Morris**  
 Crewe Alexandra: **Charlie Kirk**  
 Exeter City: **Jake Taylor**  
 Forest Green Rovers: **Joseph Mills**  
 Grimsby Town: **Max Wright**  
 Leyton Orient: **Joe Widdowson**  
 Macclesfield Town: **Fiacre Kelleher**  
 Mansfield Town: **Ryan Sweeney**  
 Morecambe: **Sam Lavelle**  
 Newport County: **Mark O'Brien**  
 Northampton Town: **Matt Warburton**  
 Oldham Athletic: **Zak Dearnley**  
 Plymouth Argyle: **Joel Grant**  
 Port Vale: **Cristian Montano**  
 Salford City: **Liam Hogan**  
 Scunthorpe United: **Alex Gillead**  
 Stevenage: **Scott Cuthbert**  
 Swindon Town: **Jerry Yates**  
 Walsall: **Stuart Sinclair**





# WORKING TOGETHER TO MAKE A DIFFERENCE

**Charitable support has always been an integral part of the PFA's focus within corporate social responsibility and the union has built a number of successful partnerships over the last 30 years...**





**T**he PFA are proud to work with a variety of organisations that share our expectations and aspirations in areas such as Health, Social Inclusion, Equalities and Education. Through the power of football, a massive difference is made to thousands of people's lives in the UK every year. The PFA's range of support has included both nationally recognised charities and those individuals who just want to make a difference through their time, effort and charitable giving. The union strives to inspire and help as many as possible for maximum impact in our society.



### THE PREMIER LEAGUE/PFA COMMUNITY FUND [www.premierleague.com/communities](http://www.premierleague.com/communities)

The Premier League/PFA Community Fund (PL/PFA Fund) is an open and flexible fund. It supports local projects led by a local club to tackle specific issues around sports participation, health, education and community cohesion. The PL/PFA fund is hugely diverse and reaches a wide range of people from various backgrounds. The fund has responded flexibly to the needs of local communities and has supported projects lasting 1, 2 and 3 years. For projects that are able to clearly demonstrate their impact, the fund allows them to come in for multiple rounds of funding, while also seeking to support new areas of work.



### THE ENGLISH FOOTBALL LEAGUE TRUST [www.efltrust.com](http://www.efltrust.com)

The EFL Trust is a national charity that uses the power of football to change people's lives. The EFL Trust unites the inspirational work delivered across England and Wales by the dedicated network of community trusts associated to the 72 EFL clubs. Based in the heart of their communities, trusts use the magnetism of their club badge and player power to connect and inspire people through powerful projects built upon a foundation of four key areas – sport, education, health, and community engagement. All this is possible thanks to the backing and core funding from the PFA and significant support from player involvement.



### THE NATIONAL LEAGUE TRUST [www.nationalleaguetrust.org.uk](http://www.nationalleaguetrust.org.uk)

The National League Trust supports community programmes at clubs across the three divisions of the National League. This support comes in the form of grant aid and development advice. The aim is to encourage every National League club to become involved in their community. Projects range from music, dance and other arts activities, helping disability groups to play sport, and creating educational initiatives for both adults and children. There has been work with isolated community groups, green projects, information about healthy eating and lifestyle, and working in partnership with schools to deliver football coaching and other initiatives.





## SHOW RACISM THE RED CARD

[www.theredcard.org](http://www.theredcard.org)

The UK's anti-racism educational charity utilises the high-profile of football and players to help tackle racism in society. The majority of the campaign's output is the delivery of education to young people and adults in their schools, their workplaces and at events held in football stadiums. Across Britain, Show Racism the Red Card delivers training to more than 50,000 individuals per year. The charity celebrated its 20th anniversary in 2016 and throughout its existence has enjoyed the backing of the PFA and its members.



## KICK IT OUT

[www.kickitout.org](http://www.kickitout.org)

Kick It Out is primarily a campaigning organisation that enables, facilitates and works with the football authorities, professional clubs, players, fans and communities to tackle all forms of discrimination. The campaign has been pivotal in persuading and supporting the game's stakeholders to take their equality responsibilities seriously. The role of professional footballers in promoting Kick It Out's messages of equality and inclusion is essential as the organisation continues to challenge discrimination across football and society.



## THE BOBBY MOORE FUND

[www.bobbymoorefund.org](http://www.bobbymoorefund.org)

Stephanie Moore MBE set up the Bobby Moore Fund in partnership with Cancer Research UK in 1993 following the death of her husband, Bobby Moore OBE, from bowel cancer. Bobby was just 51 years old when he died from the disease. Since the Bobby Moore Fund was established, bowel cancer mortality rates have fallen by more than a quarter (28%), and over £23.5 million has been raised for research. But they still have so much more to do. The purpose is simple – to bring forward the day when bowel cancer is cured.



## DIANE MODAHL SPORTS FOUNDATION

[www.dmsf.org.uk](http://www.dmsf.org.uk)

Founded by former Olympic athlete Diane Modahl in 2010, the Diane Modahl Sports Foundation (DMSF) is a registered charity that works with young people from disadvantaged areas across the North West, enabling them to make the most of themselves in sport, school and life. Strong evidence supports the conviction that sport encourages aspiration, improves health and fitness, and brings communities together. Yet despite this, far too few young people – particularly in deprived areas – have access to good sporting facilities, coaches and role models.



Prince's Trust

## THE PRINCE'S TRUST

[www.princes-trust.org.uk](http://www.princes-trust.org.uk)

In 1997, HRH The Prince of Wales launched the Football Initiative. Since then, the ongoing support of the Premier League and the PFA has enabled the Trust to help over 25,000 young people through football: encouraging them to develop their confidence, motivation and team-working skills as well as gain new qualifications that have helped three in four young people into jobs, education or training. Young people taking part in programmes delivered by clubs have been inspired by the support of over 170 professional footballers.







## SPORTING MEMORIES

[www.sportingmemoriesnetwork.com](http://www.sportingmemoriesnetwork.com)

Sporting Memories, the world's first charity dedicated to Sports Reminiscence & Physical Activities, is tackling dementia, depression and loneliness through the power of sport. It works with a growing number of community foundations to run sustainable, evidence-based, weekly Sporting Memories clubs for older fans and former players – talking about their own sporting lives and their favourite moments in sport in order to encourage memory and interaction. Working with the PFA and Leeds Beckett University, a free guide to dementia has been produced, offering practical advice.



## CHILDREN TODAY

[www.childrentoday.org.uk](http://www.childrentoday.org.uk)

Founded in 1994, Children Today was created to help children and young people with disabilities up to the age of 25 years old across the UK by providing grants for specialised equipment. Often children and young people with disabilities remain excluded from a lifestyle that other people may take for granted. They want to join in and take part in the same sorts of activities or lifestyle, within their capabilities, as other children. They want to gain more independence from their parents as they get older, but are often prevented from doing so.



## TACKLE AFRICA

[www.tackleafrica.org](http://www.tackleafrica.org)

TackleAfrica uses the power of football to deliver sexual health education to young people across the continent. They train African coaches to deliver fun football drills with inbuilt health messaging to young people in their communities. Football is a great way to engage with young people – providing a platform for regular health education and creating a safe space to discuss sensitive issues. Their programmes improve understanding of sexual health issues, encourage the skills and confidence to make safe decisions, and provide access to services such as HIV testing and counselling.







# RAISING AWARENESS

The PFA are committed to raising the profile and awareness of the extensive work and participation of players in support of community and charitable activities. PFA Community involvement extends across many areas, including: Health, Education, Social Inclusion, Sports Participation and Equalities, underlining our commitment to making a positive difference in society. As a department we continue to be proactive, continue to raise standards of support to players and encourage greater support from football clubs to adapt their philosophy towards corporate social responsibility. The PFA's various digital communication platforms highlight the great work the players undertake in the community...

## [THEPFA.COM/COMMUNITY](http://THEPFA.COM/COMMUNITY)

The latest news from the PFA Community department and player contributions around the country are highlighted on the PFA website.

As part of the Club's Capability Status, each community department is requested to submit three articles on player involvement to be featured on the website to promote community appearances on a day-to-day basis.



## SOCIAL MEDIA

Along with the PFA website, social media platforms such as Twitter and Instagram have also been a great way to promote player engagement within the community.



@PFA



@THE\_PFA



# THE PLAYERS' BIGGEST SUPPORTER

- Contract advice
- Disciplinary representation
- Dispute resolution
- Coaching
- Legal advice
- Medical insurance
- Hardship grants
- Insurance with regard to permanent total disability
- Physical and addictive rehabilitation
- Non-contributory pension scheme and death benefit
- Financial advice
- Education and vocational training
- Equality, diversity and anti-racism
- Community and charity initiatives

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