

West Ham United Foundation

Impact Report 2019 – 2022



3 Years of Delivery,
30 Years in the Making



FOUNDATION



FOUNDATION



About Us

We harness the power of football to maximise life-chances and inspire better futures. For all.

While the language will have changed over the years, that overarching vision has been the same since our Foundation began as the Community Football department of the Club back in the early 90s. Much has changed: growth during the 00s followed by a greater focus and an increased reach throughout the 10s, before the impact of the pandemic saw us repurpose and refocus our work.

We now stand here in 2023 ready to do what we can, and more, for our communities against a changing societal landscape, tackling long standing inequalities and emerging challenges brought on by the pandemic and the current environment.

That's our promise. From the heart of Beckton, east London. And from the heart of everyone here at the Foundation.

About This Report

The pandemic affected the way we work. Operationally that meant pausing some activities and interventions yet initiating new programmes that responded directly to the issues facing our communities. It also changed our approach to reporting – this report now looks back across the three seasons of 2019/2020 through to 2021/22.



Our Heritage



1900

West Ham United officially forms



1923

Play Bolton Wanderers in our first FA Cup Final



2016

West Ham United move to the London Stadium

1990

Community Development department launched

1992



Premier League is formed

Club moves to Boleyn Ground

1904

Thames Ironworks FC formed

1895



Winners of the European Cup Winners Cup

1965



London Olympics

2012



2014

Community organisation constituted as West Ham United Foundation



Our Key Stats

35+
35+ initiatives delivered annually



50,000+
people reached every year

50K+

£28m+
£28m+ social value arising from Foundation interventions (2021/22)

92p of every **£1** donated goes on delivering our initiatives



Workforce

200+
staff, coaches and volunteers



£9.10 return for every **£1** invested by the Foundation

Increasing to **£17.31** if just looking at project costs (2021/22)



Outstanding rating from teachers and leaders for Players' Project activities

Welcome



Joseph Lyons
Chief Executive, West Ham United Foundation

Stepping up our game when our community needs us most.

It was ten years ago that I joined the Foundation. During the first seven years we drove the Foundation to become a core pillar of the communities we support – here in Beckton, across east London and into Essex, and further afield on a global scale. We reached more people, in more meaningful ways and created a range of innovative and impactful programmes that make me truly proud. Leading the Foundation through the pandemic has both cemented and challenged my thinking – and now more than ever I’m more committed to use the platform we’ve created, the trust we’ve built and the knowledge we’ve developed to tackle key social issues and change lives.

When I think back to 2019, and as we were looking ahead to a new decade, I remember the excitement of planning our 30th anniversary celebrations and preparing to launch a new strategy to take us through to 2024. At that point there was no indication of what the next few years would bring.

But when society entered lockdown we had to rethink, repurpose our approach, and implement a new way of working that would support the people around us when they needed us the most and ensure the future of our Foundation. When I reflect on that period I see that our Foundation team has been through a hugely emotional, challenging, humbling and inspirational experience.

I've been incredibly proud of their efforts. We've volunteered across our community, making calls, donating, packing and delivering essential parcels to people, services and charities across the local area, and partnering with food banks, homeless and refugee organisations. We shifted our way of working as the pandemic evolved, delivering digitally, establishing new partnerships and collaborations and doing everything we can to offer positive connections.

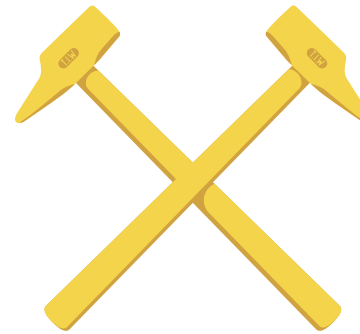


As I look ahead I see the need for our organisation to go further. Inequalities have been heightened, the cost of living is rising, while wider consequences of the pandemic continue to emerge. We need to be brave and bring aspiration and hope by driving collaboration, sharing knowledge and experiences, and act as an enabler for our community.

How do we do that? I'm excited by the vision for our Beckton home, becoming a beacon for the community 365 days a year, and by how our work can create opportunities, support pathways and ultimately, change lives. To do that we need to keep reaching out, connecting, and thinking and acting innovatively so that we can continue making a change for those that need our help most.

“emotional, challenging, humbling and inspirational”

Future focussed,
yet flexible in
our approach



Solid Foundations

In 1990 we were one of the first Clubs to launch a Community Development Team. In 2013 our Community Trust launched its first long-term strategic plan. In 2014 we strengthened our own structure and established the West Ham United Foundation with full charitable status. And in 2019 we set out a new impact focused strategy through to 2024.

At the heart of each of these fundamental steps in our development has been an understanding of the people we work with. We take the time to understand their needs and aspirations. We talk to partners and others who can play a part, provide insight or offer ongoing support, and we develop an approach that fuses all of that together.

While our reaction to Covid-19 saw us change the way we work, our overarching commitments remain consistent:

Our Vision

Harnessing the power of football to maximise life-chances and inspire better futures for all.

Our Mission

To provide an innovative approach to understanding and meeting the needs of our community; building partnerships and utilising insight and technology to create an environment where all can thrive - from the heart of east London.

 **Create Opportunities**

 **Support Pathways**

 **Change Lives**

Our Strategic Objectives

Responding to local need: Engaging our community to understand their needs and aspirations to ensure that our programmes, facilities and reporting structures are designed around them

Uniting our community: Driving collaboration across our stakeholders and creating the innovative ways of working that overcome barriers and provide lasting benefit to our community

Providing an environment for all to thrive: Shaping the programmes we run and our ways of working to create effective, efficient and innovative mechanisms that support anyone in need of help for as long as they need it.



Progress Against our Strategic Objectives



Responding to local need

Our Objectives

- Build a long-term trust between the community groups, partners, current and future beneficiaries
- Create long-term unique community environments
- Invest in research and capture our programme data in order to drive our mandate forward

Uniting our community

- Showcase the positive work and environments we've created
- Within our collaborations, use our assets as a Football Club that benefit the stakeholders we have a responsibility to serve
- Work with all internal and external stakeholders to utilise technology to support fitter and healthier lifestyles

Providing an environment for all to thrive



- To further develop our sustainable business model
- To provide an environment which will keep staff, participants and the organisation safe
- To be at the forefront of innovative ecosystems to allow optimal success for all stakeholders

Progress 19-22

- Consulted across our multiple stakeholders to shape our work
- Adapted our multi-purpose home in Beckton and expanded our offer across our key boroughs
- Implemented a digital strategy that transforms our operations

Progress 19-22

- Improved online platform; representing news, programmes, opportunities and stories
- Extended our partnerships across football, health, education and the community
- Embraced technology to achieve better outcomes for all

Progress 19-22

- Diversified funding mechanisms to support our plans and our sustainability
- Strengthened our policies to better support our people, partners and participants
- Explored innovative delivery models that support a range of outcomes for our partners



Foundation and Club Working as One

West Ham. United.

We are proud of the scale of our work and our continued efforts to keep improving. Embracing fully the spirit of West Ham United, the Club and Foundation work closely to be a force for social good; being a welcoming and safe space for all, inspiring others and addressing a range of issues facing society.

Players' Project

The innovative and award-winning Players' Project demonstrates how the West Ham United family comes together to address issues and advocate for campaigns important to Hammers' fans and projects which help those most in need in the local community.

Rob Young MBE, Switch the Play Foundation CEO, previously conducted research into the Players' Project and its impact on people in the community and reflected: "Our role was to look at two things. We looked at the Players' Project impact over the first two seasons, so we looked at the impact it's had on the beneficiaries of all the different appearances the players have undertaken. The second part was to understand the factors that help to deliver impactful appearances.

"There isn't much research out there that asks 'what difference do appearances make?' and what is really pleasing to see is it come to life, in terms of the individual stories that we hear, but also when you start to aggregate that up and do some quantitative analysis, it shows that the players are making a difference to the community.

"One of things that is a critical success factor as to why the Players' Project is so effective is because it is a whole-club approach. Right from the top down, you get that sense in the way the players talk about that sense of family and community – the players understand it, the staff understand it, and when it comes to delivering the appearance, everyone values what it is about. I think that is really important and, from what we hear, that isn't always consistent across all clubs."

Equality, Diversity and Inclusion

During the 2020/2021 season, West Ham United's work was recognised with Advanced Level status of the Premier League Equality, Diversity and Inclusion Standard.

Following a rigorous and in-depth assessment by an independent panel, focusing on evidence of equality, diversity and inclusion across all areas of the Club and its charitable Foundation, the Premier League concluded that the Hammers had made fantastic





progress since earning the Intermediate level of the award back in 2018, taking into account the culture, policies, leadership and people, along with the work done to encourage people from all communities to participate in Club activities.

Bill Bush, former Executive Director and current Advisor to the Chief Executive at the Premier League said: "West Ham United have demonstrated a commitment to inclusive practices that has enabled them to achieve the Premier League Equality Standard Advanced Level.

"Their continued support for fans and communities through their flagship programme, the Players' Project, is just one of the exemplary activities that has led to them receiving this accolade.

"We look forward to continuing our work with all at the Club to ensure that equality continues to run through everything they do."

Looking Ahead

The Club is focused on continuing to make a positive difference across the strands represented in the Players' Project, including poverty, equality and loneliness, so that West Ham United can do everything possible to help local communities recover from the impact of Covid-19 and thrive in the future.

Throughout the pandemic, due to social distancing restrictions, the players conducted virtual appearances. Although some digital activations have continued where relevant, during the 22/23 season, players have frequented our programmes in the community in person.

Everyone at West Ham has a strong sense of our community values and the Players' Project will continue to progress and showcase the 'West Ham Way'.

Players' Project

Bringing together Men's, Women's and Academy Squads

11 strands focused on community need

Over 1250 hours of player time dedicated since 2018

"The impact of meeting a professional player does so much for people."

Sue Adams,
Any Old Irons



Our Response to the Pandemic

We immediately took steps to tackle and address the impact of the pandemic and the restrictions it placed on society. As the effects of the virus grew and worsened, we deepened our understanding of these issues and adopted new practices and approaches that were, and remain, needed by so many.

Understanding the impact of Covid-19

We had two clear goals. We wanted people to stay connected, healthy and active, and in control of their own wellbeing during the pandemic. We also knew that we had to understand the short and long-term implications of the virus, and of the lockdowns, so that we would continue to tackle social, health and educational issues now and in the future.



Continue to reach people

Adapt to changing legislation

Understand longer term implications

Tackling Inequalities

Our work has placed us at the heart of social inequalities. Overcoming entrenched views, tackling often hidden health issues, creating opportunity for personal development and growth, and encouraging positive futures. All these issues have been highlighted and heightened by the pandemic. We continue to encourage the dialogue and discussion that allows perspective to be shared, empathies developed, and will keep reaching out to employees, beneficiaries and partners to identify responses that lead to a level playing field for all.



Understand the far-reaching impact of social inequalities

Engage our people, partners and beneficiaries in the debate

Use our voice to bring the conversation to a wider audience



Adopting new Approaches

The pandemic resulted in so much change, with new legislation and regulation designed to reduce the transmission of the virus and keep everyone safe. We quickly adapted and adopted new practices, policies and approaches that did just that. Looking ahead, we will research and identify new ways of working that allow us to keep supporting people and tackling both the ongoing and emerging effects of the pandemic.

Collaboration

Collaboration has been a core focus of our work for many years. By sharing insight, understanding need and identifying opportunity we have been able to develop and deliver our most impactful programmes. With new research and thinking emerging all the time and so many people affected by the pandemic in so many different ways, we must continue to have those conversations that prompt debate and discussion that ultimately lead to new ways of working.



Maintain face-to-face sessions and support wherever possible

Continue to develop and implement digital solutions

Promote dialogue that identifies innovative approaches

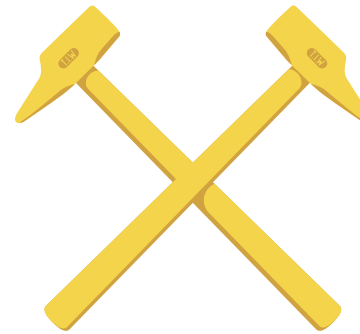
Engage existing partners and explore opportunities

Share insights from across the multiple sectors we touch

Promote the opportunity to innovate and collaborate



Insight led,
outcome focused



Our Impact

Our diverse and multi-layered approach keeps us focused on the needs of our beneficiaries. That includes; health initiatives that support the most vulnerable, providing mentoring, education and employment opportunities, keeping children and young people engaged and challenged in sport and in the classroom, or providing the opportunity to follow their footballing dreams while also gaining qualifications off the pitch.

We reach thousands of people each week through more than **35 initiatives** that deliver against one or more of our key themes. Our programmes are wide ranging and varied – here is a list of projects we’ve delivered over the last three years as well as some highlights from a few of our interventions.

Football Development, Community, Learning

Programme Delivery 2019-2022



- ▶ Careers in Health & Social Care
- ▶ Care Experienced
- ▶ Coach Core
- ▶ East Works Careers
- ▶ Employ Me London
- ▶ Film School
- ▶ Higher Education
- ▶ Leadership Through Sport & Business
- ▶ Moore Family Foundation
- ▶ Moving On Up
- ▶ National Citizen Service
- ▶ Premier League Inspires
- ▶ Stop the Hate
- ▶ The Training Ground
- ▶ Traineeship
- ▶ Twinning
- ▶ Upskill
- ▶ 150Club
- ▶ Active over Alcohol
- ▶ Active United (Walking Football)
- ▶ Advantage
- ▶ Any Old Irons
- ▶ CIN Personal Intervention Programme
- ▶ Divert
- ▶ Foodbank support
- ▶ Jigsaw
- ▶ Newham Athletics Network
- ▶ Patient & public Engagement
- ▶ Premier League Kicks
- ▶ Young Adult Diabetes
- ▶ Youth Investment Fund
- ▶ Inspired Youth
- ▶ Young Person Link Workers
- ▶ Coach Education
- ▶ Community School Hub
- ▶ Football For All
- ▶ Football Programme 16-19
- ▶ Holiday Hammers
- ▶ International Delivery
- ▶ Player Pathway Model
- ▶ Premier League Primary Stars
- ▶ School Hub Model
- ▶ Second Chance Academy
- ▶ Healthy Hammers
- ▶ Fitness Qualification

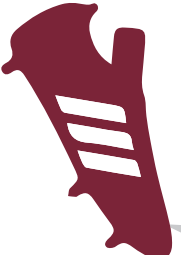
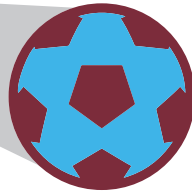






Educational and Career Outcomes

Pathways to Qualifications and Careers

Our Learning programmes encompass a range of topics for all ages. Inspirational schools programmes that reconnect young people to the curriculum, personal and professional development courses that provide opportunities within sport beyond participation, to interventions that raise awareness and understanding of important social issues. Our intention is to use the influence of sport to create real and accessible opportunities for education and employment.

Key Stats 2019 to 2022

 <p>13,000+ participants benefitting from intensive learning experiences</p> <p>250+ learning accreditations achieved since 2019</p> <p>The Training Ground: Personal development programme for 16-25 year olds where 39 participants each receiving 80 hours of support</p>	 <p>PL Inspires: 1,300 students engaged since 2019 with 90% showing improved educational engagement</p>	 <p>Moving On Up: In 2021/22 76 young black men from Newham completed the careers development curriculum. 80% of participants seeking work have been supported into employment</p> 	<p>Employ Me London: Launched in 2021 these employability workshops reached 20 SEND students with 33% of participants moving into employment</p> 	 <p>Stop the Hate: 10,200 students from 19 schools: 32% increased understanding of racism and 49% understanding of extremism</p>
---	--	--	---	---

Employment

The Training Ground programme targets young people aged 16 to 25-years-old from across east London. Participants receive support with core employability skills such as: CV development, job searching, job application, networking, interview skills, communication skills, professional workplace and employer insight experience.

A structured 10-week programme delivered at the Foundation's facility in Beckton includes one-to-one and group mentoring sessions, fun sports sessions every week and a curriculum that encourages and enables personal development and growth.

Our participants report a range of benefits; signposting with regular updates on opportunities both internally and externally through networks of trusted partners, development of new employability skills and accreditations, as well as improved self-esteem, confidence and motivation. The coaching and mentoring provided targets improved goal-setting and ambitions and overall progression along their career pathway.

As an ex-offender 'DM' was referred on to our Training Ground programme. He joined weekly employability workshops that boosted his knowledge and confidence, and enabled him to create a Professional Development Plan.

DM said: **"I have gained confidence and I feel empowered. The Training Ground Programme has given me a second chance to change my mindset and focus on my long-term goals"**

University

We partner with the University of East London to provide pathways towards a degree. Students can study for a BSc (Hons) in Sports Coaching and Performance or an FdSc in Community Sport Management, which we are proud to have launched in 2020. More than 100 students have enrolled in these higher education courses which combine classroom learning with practical experience here at the Foundation. In the pandemic nearly 600 hours of lectures and seminars were delivered annually as we sought to continue their education during the lockdowns.

School

The power of football to provide a platform to tackle key issues cannot be understated. Since 2015, in association with Show Racism the Red Card, the West Ham United Foundation has proudly led the Stop the Hate initiative. The programme, which aims to tackle hate crime and discrimination, helps raise awareness of contentious topics such as unconscious bias and extremism. Through interactive school workshops, students increase their understanding of these issues in order to challenge racist and prejudicial behaviour.

Thanks to the Players' Project, the WHUF has managed to raise the profile of this programme through Ben Johnson, the Foundation's ambassador for Equality.

"Discriminatory abuse is something that needs to be out in the open and the platform that I have, I am privileged to be in this position and I really want to make a difference."

Connections Through Football

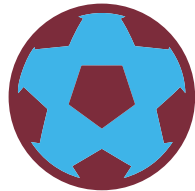
Community programmes that break down barriers

Football has a unique platform that removes stigma, enhances understanding and creates connections. Connections that allow and enable us to create positive outcomes that would otherwise be missed. From using conversations about famous ex-players to reconnect isolated older people, to using the West Ham name to give people the confidence to take more exercise, improve their education or join playing opportunities that overcome local and personal barriers. We want to give everyone the opportunity to learn and grow by harnessing the power of our Premier League Football Club.

Key Stats 2019-2022

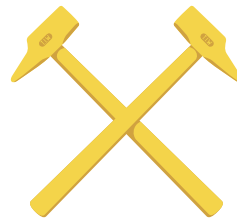
150Club

Since 2019
6500+
 referrals,
1180
 programme
 completers,
318% increase
 in physical
 activity



Premier League Kicks

4,500
 participants
 between 2019 and
 2022 with **88%**
 of those involved
 feeling more
 confident and
93% being more
 active



Any Old Irons

300 over-60's
 actively engaged
 in a range of
 activities and face-
 to-face and digital
 sessions that tackle
 social exclusion
 and loneliness,
 encourage social
 participation and
 digital inclusion

Active Over Alcohol

12-week research
 project with
 Queen Mary
 University
 London aimed
 at improving
 physical activity
 levels and dietary
 intake for people
 in recovery from
 alcohol misuse/
 addiction

Advantage

20 participants,

with an average age
 of **16.2**. Participants
 reported life
 functioning increased
 by **32%**, **30%** felt
 less stressed and
 everyday wellbeing
 up **50%**.

In 2022/23
 Advantage
 expanded to
**4 more London
 boroughs**

“I’m so happy I completed the programme. I got fitter and now I can share my experience with my patients. It offers flexibility with its evening and early-morning sessions. Also, the fact that at the end of it, you get a discounted membership to some leisure centres, is great for people who might be struggling financially.”

Nora Castro, Social Prescriber and 150Club completer

150Club

Our 150Club works with people referred to us via their GP as they are on the path to being affected by health conditions like diabetes. Our accessible coaching sessions break down the barriers to regular activity enabling participants to boost their physical and mental health.

This free 12-week tailored physical activity programme is available to participants over-18 and at risk of cardiovascular disease (CVD) and/or type 2 diabetes. The 150Club was developed in partnership with NHS Newham Clinical Commissioning Group (NCCG) and Newham Council and we’re truly proud of all this innovative programme has achieved so far.



Advantage

The pandemic caused the mental health of young people to deteriorate dramatically. As well as being unable to connect with friends, accessing support became more difficult. Furthermore, some young people were waiting as long as 12 months to be seen by the NHS due to the immense pressures they were facing. As a football club deeply rooted in its community, the West Ham United Foundation (WHUF) wanted to do something about these issues, not only to assist young people to get the mental health support they needed in their communities, but also to help alleviate pressure on the NHS.

West Ham United Foundation led efforts to partner the NHS with the charitable arms of football clubs across the country and develop the Advantage mentoring programme. As well as increasing access to NHS Child and Adolescent Mental Health Services (CAMHS), the programme offers young people aged 14-21 the chance to informally connect with mentors in their community.

The Advantage programme offers an informal setting where young people aged 14-21 can connect with mentors to improve their ability to cope with stress, relationship skills, self-confidence and increasing their emotional wellbeing. Participants also develop wider employability skills too – Jamie joined the course to reduce stress and reconnect, and now he’s a volunteer coach here at the Foundation.

Following the success of the scheme since launch, Advantage is now a registered as a community interest company (CIC) and is being delivered nationally in collaboration with the NHS and clubs across the Premier and English Football League.

Football is Only Half the Story

Community programmes that break down barriers

Our Football Development programmes use sport to inspire positive outcomes. Whether that's helping young players get into football or work towards the elite game, offering a second chance to those whose development may just need an extra season, or tackling key social concerns such as holiday hunger. We use football as a way of connecting with people and helping them map out a better future.

Key Stats 2019-2022

Post 16

Over the last 3 years **180+** learners joining 5 x weekly sessions. **95% pass rate** on level **3 qualification**. **8 learners** from the last year are now volunteering with the Foundation

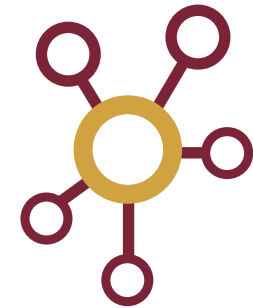
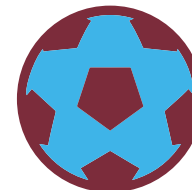


Healthy Hammers

Since 2019 **4,000** participants have received **14,000** meals

Premier League Primary Stars

3,000+ children engaged every year, **225** teachers trained, **73%** of participants show improved wellbeing



School Hub Model

3,420 from reached since 2019 from across local schools, **22%** completing intervention activities



Healthy Hammers

In recent years there has been much-welcomed coverage of the need to support families whose children would normally access free school meals during term time. This is an issue that's been close to our hearts for a long time – our Healthy Hammers programme was created in 2017 to do just that.

Working with school partners we saw the impact that a lack of food, or of too many unhealthy foods, could have on a child when they return to school. We tackle holiday hunger by working with key partners to offer free access to coaching sessions and healthy meals and snacks during holiday periods.

Now, the cost of living crisis will cause further effects. As such, continued collaboration and communication across the voluntary, public and private sector will play a crucial role in helping those most in need and we are committed to playing our part.

At all of our sessions across East London and Essex, we receive incredible feedback about just how much it means to parents and carers. Here's one example:

“It's been a huge relief financially and also just to be able to offer my daughter a safe place to go where she can meet and play with others in the holidays has been brilliant.”

16-19 Football & Education Programme

Our Post 16-19 Football & Education Programme supports young people looking to combine education with their passion for football.

Supporting people who want to create a future for themselves within the game, whether that's on or off the pitch, our provision, delivered in partnership with learning providers, engages teenagers to advance their personal and professional skills.

Through the programme, players can study level 1-3 BTEC/NCFE Sports course, learn from UEFA and FA Qualified coaches and scouts, and go into higher education including university and gaining college scholarships in the USA.

Furthermore, through the networks across West Ham young people receive unique experiences, such as, attending Premier League or Cup matches.

Frankie, a lifelong Hammers supporter and programme participant, said: **“To be able to train here on this programme is brilliant. It gives me the chance to follow my ambition to become a top footballer as well as continuing to get my qualifications.”**



Our Foundation

As a charitable organisation working in some of the UK's most deprived areas and supporting so many disadvantaged and vulnerable people maintaining a robust approach to governance is vital. It protects the people we reach, enables our staff to work safely and to their potential, and it provides reassurance to our partners and funders.

We set organisational KPIs to stretch ourselves in this area.

- **To increase fundraising donations by 40%**
- **To achieve 90% staff satisfaction rate**
- **100% programmes meeting minimum standards**
- **100% of stakeholders satisfied**
- **100% of participants feeling safe**
- **Website visits increased by 40%**
- **80% of participants have improved happiness, health and wellbeing**

Our Trustees:

Andy Mollett, Chair of Trust

Henri Brandman

Jeremy Crook OBE

Jackie Ferdinand

Marie Gabriel CBE

Jeffrey Hayes

Ben Illingworth

Our People

Investing in our people to enhance our impact

We employ **54** core members of staff plus **77** sessional coaches. We also have over **100** volunteers, apprentices and trainees. It's our people that make our work so effective - from developing projects and implementing our safeguarding procedures, to their first interaction with a new attendee. They create an inclusive and welcoming atmosphere where everyone feels they can try new things, make new friends and learn new skills.

Many of our staff have themselves come to the Foundation through one of our programmes. This progression delivers our aim of creating better futures and it means that our workforce understands and empathises totally with the participants they are engaging with. Staff are encouraged to develop through regular CPD days and we look to encourage an approach where staff seek to improve their work and take responsibility for activities like managing risk.



Governance

It is essential that our staff are trained to recognise and respond to safeguarding concerns. Through our people we build the trusted relationships where issues can be shared and where support and signposting can be provided. To aid our employees we use data to inform our thinking and shape our approach to managing risks.

We offer inclusive and accessible services and so ensuring our practices and governance processes are transparent and fit for purpose is a key commitment.

Trustees

Our Board of Trustees brings together a great breadth of expertise and experience to oversee the Foundation and provide direction to strategic thinking and decision-making. In-house, a strong executive team provides daily direction and ensures compliance with all aspects of governance.

Safeguarding

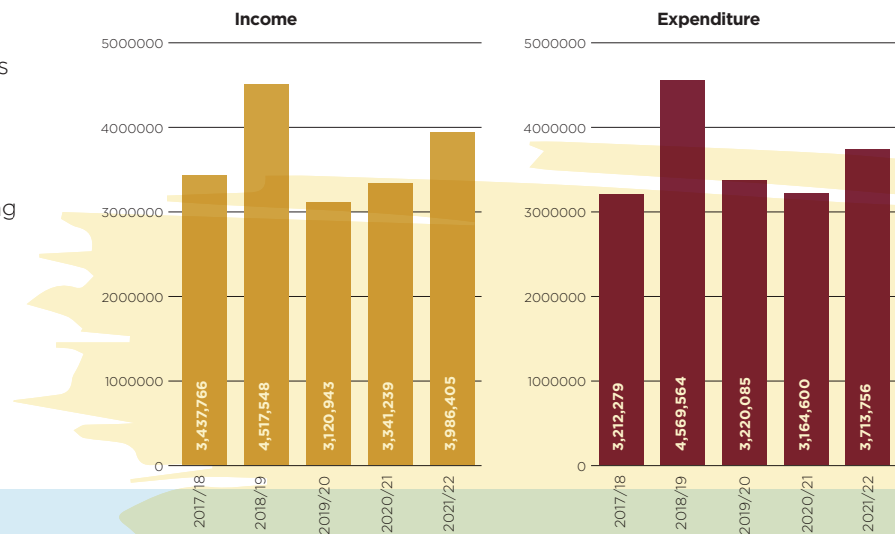
It is critical that our staff are trained to understand and raise safeguarding concerns. We look to our people to build the trusted relationships where issues can be shared and support, and signposting can be offered. We use data to inform our thinking and shape our approach.

Forums & Working Groups

A range of forums share and progress best practice responses to critical issues (see below).

Finances

Our accounts are audited annually prior to submission and publication with the Charity Commission. There's been notable activity in the past five years. This includes a strategic change in structure during 2018/2019 period with West Ham United Women's Football Club becoming independent of the Foundation. Furthermore, our accumulated unrestricted funds were utilised for the benefit of the community in the period of 2019/2020 and so there was a minor reduction in expenditure in comparison in the 2020/2021 period. However this is only to be expected since the organisation took the necessary steps to manage its costs in order to continue its good health. In the past 12 months, we have been pleased to significantly grow our work and attract and deliver even more funds for the benefit of the community.



Forums & Working Groups

Staff & Well-being - Training & Workforce - Youth Forum - Environmental Sustainability
Operations Management - Business Development - Equality - Safeguarding

Our Future

Investing in our home at Beckton

Over the years our work has grown to include health interventions, employability programmes, youth work that supports children in care and young people most at risk within our communities. Long standing inequalities in society, and more recently the pandemic, have created real challenges for residents living near to our Beckton home with many of the communities we engage in Newham, east London and Essex being disproportionately impacted. In response we've changed how Beckton functions - we've pulled down walls, turned offices into classrooms and enabled more staff to work remotely. But it's not enough; our building is overflowing and is no longer fit for purpose. We now need our facilities to evolve to continue to meet the needs of our community. We want our home to become a Community Hub.

The benefits of a Beckton Community Hub

Respond to Local Need

Reduce digital poverty

Tackle food and fuel poverty

Reduce health inequalities

Challenge child poverty

Unite Our Community

Making intergenerational connections

Boosting wellbeing

Raising community consciousness

Increasing accessibility

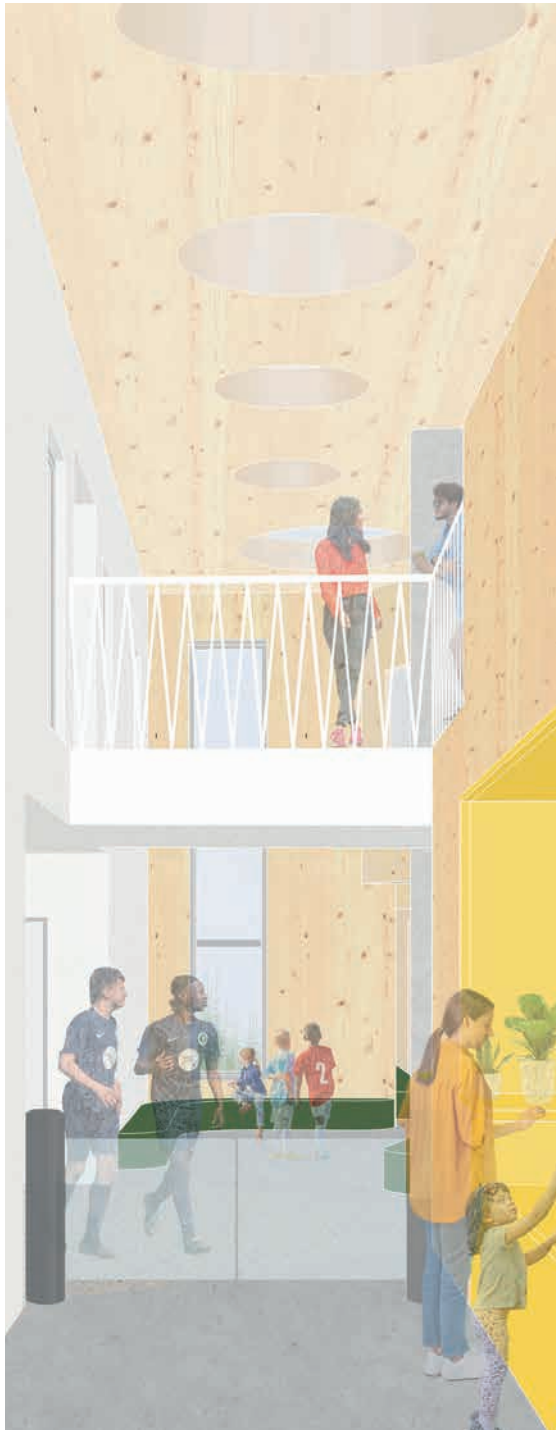
Provide an Environment Where All Can Thrive

Developing our own specialist services

Developing comprehensive employability structures

Developing prevention and intervention methods which protect and educate

Developing athletes



Our ambitious plans need the support of our industry partners, local stakeholders and wider supporters. We need to raise **£4.7m** to create our Community Hub and enable us to support the residents of East London and Essex to rebuild, recover and thrive.



Our Future

Supporting our communities

As we look up from the last three years we recognise that the societal imbalances we address are now more pronounced than ever before. But we know what we need to do. We will continue responding to need and new issues as they emerge. We'll keep having difficult but insightful conversations with our staff, stakeholders and our beneficiaries that keep us focused on the right issues. We'll adapt our way of working and use our home at Beckton to inspire the collaborations that create real and sustained change. We remain committed to our 2024 strategy yet we recognise the importance of being adaptable, inclusive and innovative over the next ten years.

Understanding the impact of Covid-19

The pandemic has had a clear impact on our community but the ramifications of this will continue to be felt for years to come. We must continue to adapt our services to meet the needs any future restrictions placed on society may pose, while helping address the immediate and emerging social, health and educational issues and putting longer term plans in place.

Tackling Inequalities

We've been targeting inequalities across our 30 year history. Inequalities heightened by the pandemic and by global events that have threatened progress made on issues of ethnicity, gender, etc. With our Football Club we will use insight from our employees, beneficiaries and partners to develop and implement responses that seek a level playing field for all.

Our new normal

While we must respond to the issues created by the pandemic we cannot lose sight of the importance of our work before this. Individuals, communities and other groups still need the help and support our outreach was previously offering. We will need to deepen our work in some areas to reach those who have been severely impacted by Covid-19 and react to the state of our community.

Collaboration

Our collaborative approach has enabled us to get to where we are today. It's been a core contributor to the growth of our Foundation. Strengthening and challenging our networks and partnerships to make a real difference remains a priority for the Foundation and all of West Ham United.





FOUNDATION

Like football our work is a team effort

Although we are an independent registered charity, we are indebted and forever grateful to receive tremendous backing from our football club, as well as additional support from external funders, patrons, friends of the foundation, ambassadors, boards and committees who help us to make an even bigger difference.

Patrons:

- Lorraine Barclay
- Paragon
- Tony Gibbon

Friend of the Foundation:

- Nick Bayley

Ambassadors:

- Barrington Atkins
- Bobby Seagull
- Councillor Darren Rodwell
- Leroy Rosenior
- Mark Hunter
- Marlon Harewood
- Zakir Khan

Grants, funders and other supporters:

Our commitment to providing positive outcomes to the individuals, groups and communities that we reach is reflected in the wide range of support we receive. Please contact the Foundation to find out more.



Fundraising and Events

As we've continued to grow over the past eight years, we've seen the importance of sourcing additional funds in order to increase our impact and fulfil our roles and responsibilities as a charity which is relied on by our community.

The pandemic brought this into sharp focus with the vital need for the voluntary sector to remobilise quickly and provide crucial frontline support.

As an organisation, fundraising and events is an area we have been developing over the past couple of years and with schemes like Patrons, Friends of the Foundation and broader activities, we feel proud of the support we've garnered from people and organisations across the community and further afield.

In the past few months we were delighted to host our second annual Charity Golf Day which was a triumphant success on many levels and we can't wait to build on this success to offer a calendar of annual events which engage even more West Ham United supporters and people who care about making a positive difference in our community.



Charity Golf Day

Supported by Paragon, the event saw Hammers legends and fans come together in May 2022 to raise £28,675 for charitable causes. Hosted at Thorndon Park Golf Club, the event proved a huge success, with attendees enjoying a full day of golf and games with Hammers legends including James Collins, Marlon Harewood, Jimmy Walker, Kenny Brown, Stuart Slater, Steve Jones, Brian Dear, Martin Allen and George Parris.

The former footballers teamed up with golf-playing supporters to raise impactful funds for the Foundation, who deliver and assist a range of social-good initiatives to assist families living in poverty, tackle anti-social behaviour and provide employability support.

Attendees had the option of entering the Golf Day's 18 holes either as a four-ball team, or as a three-ball team with a legend as their fourth player.

Funds were raised on the course with support from hole sponsors AMG Waterproofing, AMOS Properties and UFL, and players striking up penalty shots – with rules for fines set out by former Club captain Mark Noble in commanding form!

To golfers' delight there were fun competitions spread across the green, including 'Beat the Pro' (against PGA Professional James Wood), 'Nearest to Pin' and 'Longest Drive', each drawing prizes, while refreshments before tee-off, at the Halfway House and after their rounds saw entrants well catered for.

As players returned to the Clubhouse, they received goody bags, a two-course dinner, took part in a raffle and enjoyed an in-depth Q&A session with the legends themselves. Capping off a brilliant day, Walker hosted a spectacular fundraising auction, with prizes ranging from a signed Declan Rice England shirt and a squad-signed West Ham shirt to hospitality match tickets, VIP hospitality at the O2, and sports memorabilia.



James Collins commented: **“It was a brilliant day. I’d been looking forward to the event for a long time, and it was great to see so many people out there enjoying it.”**

“What the Foundation do is brilliant. There’s so much work that goes on in the community and you can really see the difference it makes in people’s lives, particularly when these fundraising events come about.”

“It was a good day, I’ve met a lot of really nice supporters, and I’m already looking forward to the next one.”



From 1990 to 2022. Throughout the pandemic. Each and every day. Our commitment has remained the same - to our communities, to our people and our partners. Be a part of our future and help us continue our work.



     @WHUFoundation

Website: whufc.com/club/community/foundation

Email: foundation@westhamunited.co.uk



FOUNDATION