



Foundation

Making a difference by being different





Foundation

MFC Foundation 5 year plan 2019-2024

Prepared by Middlesbrough Football Club Foundation
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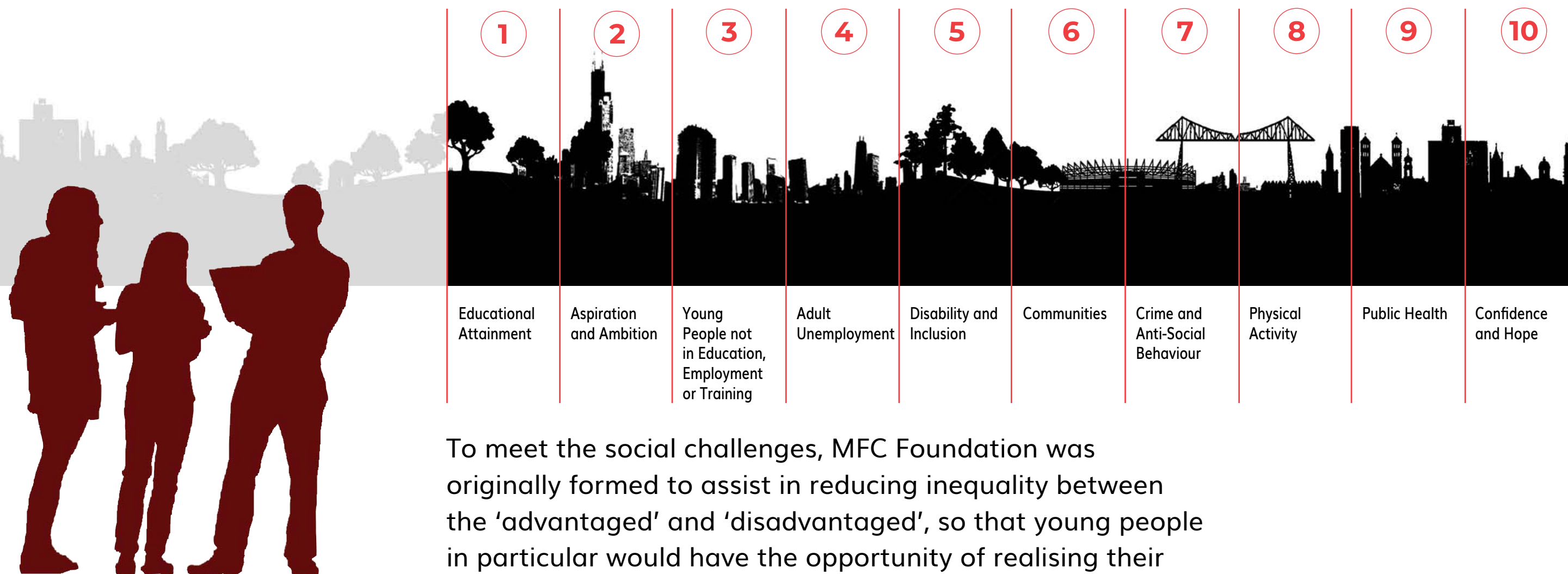
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ENVIRONMENT

Middlesbrough Football Club Foundation (MFC Foundation) covers the geographical areas of Redcar and Cleveland, Middlesbrough and Stockton-On-Tees. We are proud of our area and are ambitious to support all three boroughs to improve the social challenges.

Our geographical area has many challenges:



To meet the social challenges, MFC Foundation was originally formed to assist in reducing inequality between the 'advantaged' and 'disadvantaged', so that young people in particular would have the opportunity of realising their potential and fulfilling their dreams and aspirations.

ENVIRONMENT

Continued

However, the social and economic challenges are still considerable, with too many young people and adults, being subject to poverty and lack of opportunity, who then become part of the vicious circle of social deprivation, due to having a lack of hope or aspiration.

'Hope' could be argued to be one of the best things in life, as 'Hope' can lead to ambition, aspiration, self-belief and greater self-esteem.

Our Foundation has been working for 22 years to successfully address many of these challenges.

We will continue to work in partnership with local services to build upon our successes to help reduce social deprivation within our region and support the positive action already taking place to improve our area.

Our strategic agenda has been developed with these in mind and our vision and objectives set the future direction of our Foundation with a primary aim of addressing and tackling these issues.



Premier League Kicks participants celebrating with MFC Player George Friend.

OUR VISION

Inspire Confidence

Inspire Hope

Summer National Citizen Service students
with first team player, Adam Clayton.





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OUR MISSION By using the power and influence of Middlesbrough Football Club

we will deliver bespoke programmes providing opportunities to raise aspirations and improve the life chances of people across our local communities.



First team player George Friend speaking to men affected by redundancy.



First team player Stewart Downing supporting pupils taking part in an MFC Foundation 'Stepping Up' lesson.



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CORE VALUES

*"MFC Foundation
has helped me get my
life back on track.
I am no longer alone."*

Participant from 'Think
With Your Feet' mental
health programme



Quality of Service

Trustees and all members of the workforce will always take into account 'quality' in performing their individual and collective responsibilities, both internally and externally.

Continuous Improvement

Personal performance improvement and development will be a constant, in our quest for individual, collective and continuous organisational improvement.



*'Think With Your Feet'
participants taking part
in a mental health
focussed football session
on Saltburn Beach.*



*Young people taking part
in after school provision.*

Quality
means doing
the right thing
when no one
is looking.

CORE VALUES

Continued

Communication

We will use the power of verbal, written and other communication techniques, so that, we lead, motivate and influence one another and all of our client groups to positive effect.

Team Work

We will work together to achieve our goals.

Inclusion

We will provide opportunities for all.



Children taking part in Primary Stars lesson at Rockliffe Training Ground.



Liam Watson mentors Harry Rowlands, a Royal Foundation Coach Core apprentice. In 2018 Liam was named Coach Core 'Mentor of the Year' by the Duke and Duchess of Sussex.



Isaac takes part in the Premier League BT Sport Disability Programme.

STRATEGIC PRIORITIES

Organisational Excellence

Building our Capability; developing our people and complying with charity governance.

Business Development

Growing our income and reach. Working in partnership.

Head of Foundation, Helena Bowman, receives the North East and Yorkshire Community Club of the Year Award 2018 on behalf of the Foundation, alongside a student from Unity City Academy.



"It was the best day ever!"

Shannon, pictured above, on visiting the House of Commons with MFC Foundation



Local school children attend a Middlesbrough FC game during the Foundation Week of Action.





STRATEGIC PRIORITIES

Continued

Delivery

Demonstrating excellence in service delivery.

Marketing and Promotion

Promoting our impact and brand via effective communication with all stakeholders.

Monitoring and Impact

Demonstrating value of the work we deliver. Doing the right things, well.



Quality is remembered long after the price is forgotten.

"It was a great experience and I now know what I want to do in the future! I did not have any goals but I do now!"

Jade, PL Works participant

Children at a local primary school enjoying a Premier League Primary Stars PE lesson led by MFC Foundation.



STRATEGIC OBJECTIVES

"I have become a lot more confident, thanks to PL Kicks. It has helped me improve as a coach, player and person."

Paul aged 16, Premier League Kicks Participant

1 Ensure effective and appropriate training is provided to the workforce and volunteers, which will encourage positive attitudes, personal aspiration, ambition and empowerment across the organisation.

2 Prioritise our activities and implement a programme of bespoke initiatives, designed to cater for the needs of our participants.

3 Set high standards consistently across the charity, monitor and review effectiveness to ensure continuous improvement.



Students from Freebrough Academy accepting their certificates as finalist in the Premier League Enterprise Challenge.

You can find inspiration in everything. If you can't, then you're not looking properly.





STRATEGIC OBJECTIVES

Continued

4 Maximise funding through growth of core initiatives and business development.

5 Create a state of the art facility at the Herlingshaw Centre, which will be the operational centre of excellence of the Foundation as a whole.



NUR Fitness enjoy a behind the scenes tour of Rockliffe Training Ground as part of the 'Football Fans in Training' initiative.



Children celebrate excellent attendance at school via the 'Roary's Class Acts' Initiative.

"The Children have responded really well to the MFC Foundation Enterprise programme. They are more confident at school, much more engaged in lessons and they are starting to understand there is a world outside the school gates."

Pastoral Learning Manager,
St Michaels Secondary School

Respect
isn't given,
it is earned.



THEMES OF DELIVERY

We will continue to focus our activities on four key areas but we will adapt and embrace new ideas to ensure the ongoing organisation is fit for purpose.

1 Sport and Physical Activity

Providing football and multi-sport physical activity opportunities for young people and adults through delivery in schools and community venues.



Young people representing MFC Foundation at Premier League Schools Tournament.

2 Inclusion and Community Cohesion

Using the power of football to unite and empower communities. Inspiring and enhancing skills of young people and adults, particularly those within socially deprived wards.



Premier League Reading Stars supporting literacy in schools.





THEMES OF DELIVERY

Continued

3 Health and Wellbeing

Improve the health and well-being of the local community by providing programmes, which are designed to promote healthy living.



Young people from MFC Foundation's Disability Project attend a fun afternoon on the River Tees.

4 Education and Employability

Deliver educational courses and workshops, which will assist young people and adults in obtaining knowledge, skills, qualifications and employment.



MFC Foundation Health Bus delivering health and well being initiatives to local communities.



'Club Together' provides a lifeline for new arrivals to Middlesbrough who are seeking asylum.

"High quality learning experiences have lead my children to flourish, giving them confidence to try new things."

Class Teacher,
Whinney Banks Primary
School, Middlesbrough

OUR STORIES



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"I simply cannot praise MFC Foundation's Stepping Up programme enough. It is simply outstanding and it has had an enormously positive impact on our Academy"

Head Teacher, Unity City Academy,
Middlesbrough

Our Transition Project, 'Stepping Up' is a new strategic initiative, unique in its field, designed to cater for the needs of vulnerable children 'crossing the bridge' from Primary to Secondary education.



Many are from our most socially deprived areas, who experience serious psychological challenges in adapting to the change required, when entering the Secondary school system. For some children the change can be overwhelming.

In some cases, children rebel and become disengaged, which leads to their education and life chances, being adversely effected.

Members of the Foundation now act, as mentors of the children in their final year of Primary school and first year of Secondary school, which allows an easier transition from one to the other.

This is a strategic initiative, which has the potential to make a huge difference to the lives of many vulnerable children and will also assist, in breaking the vicious cycle of social deprivation within our communities.

We will think outside of the box and create other initiatives, which will be designed to make the greatest strategic difference.





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