





**Foundation**

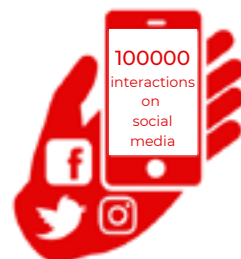


Inspire Confidence Inspire Hope

# Since lockdown we have...



**65**  
free resources in the  
Virtual Classroom



raised by the  
general public



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## **OUR VISION**

Inspire confidence, inspire hope.

## **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.

## **OUR VALUES**

Quality of service, continuous improvement, communication, teamwork and inclusion.

***Go into the world and do well. But more importantly,  
go into the world and do good.***

# **A MESSAGE FROM THE CHAIR OF TRUSTEES**

## **Ray Mallon**

**Welcome to MFC Foundation's Impact Report for 2020. And what a year that was! As the world adapted to a crippling global pandemic, we as a Foundation needed to adapt the way we operate to meet challenges the like of which we've never seen before.**

We had to do that for our own people and for the people we are here to serve.

In March we were named Community Club of the Year for the North East and Yorkshire, a very proud moment for the Foundation and testament to the work we do and of the people within our organisation. We are proud of our area and our vision across all three boroughs remains as steadfast as it has ever been. To receive that award was an honour.

In the summer we took on one of the biggest challenges we have ever faced and worked with the Applebridge Family to provide 30,000 meals to school children across the six weeks of their summer holiday. In October we were called upon to repeat the deliveries as again we tackled child hunger and backed by Ashley Fletcher we raised in the region of £25,000 in a week to make that happen.

We have called on our core values and responded in the best way we know how, head on and with passion and commitment. Make no mistake, when Covid-19 is finally brought under control, the challenges we faced before will remain, they've never gone away. There will still be inequality, there will still be 'advantaged' and 'disadvantaged'. We will always fight against such injustice and will always strive to offer opportunity, to help realise potential and the aspirations of the people of this region.

We will continue to break what for many remains a vicious circle of social deprivation, born from a lack of aspiration and a lack of hope. I've said before, many times, 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.

We have continued working with young people most at risk, providing education opportunities and when that became impossible face-to-face we set up a Virtual Classroom. For the older generation we launched Tackling Loneliness Together, an initiative that offers help and something which used to be taken for granted, the chance to talk.

It was a year where we were encouraged to stay apart as individuals. Through that we have come together more as communities and we have been at the very heart of that.

I would like to thank everyone who supported the Foundation in 2020. Although we are linked to the football club, we are financially independent from them and receive our funding from a variety of sources. Our turnover remained healthy last year at £2.1m but we will always need your help to inspire confidence and inspire hope.

**2021 sees us enter our 25th year as a Foundation, it makes us the oldest charity linked to a football club in the country. We're very proud of that.**



**DID YOU  
KNOW?**

**IN**

The Times newspaper we were singled out by EFL Chairman Rick Parry who acclaimed the Foundation: "Middlesbrough is one of the top clubs in England with regards to supporting the community through the crisis."



# COMMUNITY CLUB OF THE YEAR

**IT was a very proud day for us in early March when we were named as winners of the EFL Community Club of the Year for the North East & Yorkshire region.**

Recognition came at the Houses of Parliament where the reasons behind our award were outlined.

We were chosen for the outstanding impact we had made on the people of our region within their communities.

The awards showcased the quality of delivery taking place across the country at EFL Clubs. The impact of the work is unparalleled and highlights the power of football as a force for good.

**We were one of six regional winners (listed below) selected for the programmes we deliver in a number of important areas, including diversity and inclusion, education and health and wellbeing.**

In particular the judges were taken with our community strategy, one with a core principle of 'making a difference by being different.' Through a number of specific projects, such as RiverSideBySide and the Boro Bus we were able to demonstrate improved community cohesion, health provision and education in one of the most deprived areas of the country for over 35,000 people.

The 2020 regional winners for Community Club of the Year were to attend the EFL awards night in London in April when the overall winner would have been announced. We may all have been denied that opportunity, but there is no denying the pride and humility we felt with our award and the difference we continue to make.

- North East & Yorkshire – Middlesbrough FC
- North West – Wigan Athletic
- Midlands – Derby County
- London – Charlton Athletic
- South East – Crawley Town
- South West & Wales – Cardiff City



# STEPPING UP TO THE PLATE

**DURING the summer we undertook one of the most ambitious and ultimately successful short-term projects we have ever been involved with.**

Forging a partnership with the renowned Applebridge Family group of businesses, **we delivered 30,000 hot meals throughout Teesside** during the six weeks of school summer term.

The aim was to produce and distribute approximately 1,000 free meals a day to the children of families who needed it most. **Applebridge donated close on £40,000.00**, covering the cost of purchasing food, packaging and transport to ensure a quality daily meal was produced. It was quite often the only hot meal a child would have all day.

While **Applebridge** and **Quorn Foods** provided the ingredients, chefs from Middlesbrough Football Club volunteered their time to cook in the kitchens of the Riverside Stadium.

Applebridge were inspired by the fantastic work carried out by Marcus Rashford in successfully lobbying the government to provide 1.3-million free school meals for children over the summer holidays and we were humbled they recognised the work we do throughout our communities and chosen us to deliver their vision.

Rashford's commitment would lead to him being awarded an MBE, our commitment was recognised on the ground, by thousands of young people and organisations quick to offer their help.

It was a fantastic gesture from the Applebridge family. We combined their logistics with our expertise to make a positive difference to so many in our communities.

**There was tremendous commitment to make it work, commitment which was evident in everything we did for the rest of the year.**

**DID YOU  
KNOW?**

**20**

young people were engaged in our new Premier League Kicks Targeted programme, providing direct interventions to young people in Middlesbrough

# **NORTH EAST BAKERY GIANTS DELIVERED TREATS ON TEESSIDE**

**A lot of work and a little treat put smiles on the faces of thousands across Teesside thanks to the generosity of Greggs and a monumental effort by MFC Foundation staff.**

It was one of the most logistically challenging enterprises in a year which presented plenty.

Around 70 organisations covering **Middlesbrough, Hartlepool, Redcar and Cleveland and Stockton** benefited, including schools, food banks, hospitals and care homes, as a mammoth 50,000 bottles of orange juice and 40,000 packets of crisps donated by the Tyneside-based bakery giants were distributed from Middlesbrough Football Club's Riverside home.

Local businesses and club staff became involved, working with the Foundation providing logistical support to a small army of workers, helping to distribute deliveries spread over three days.

It was a very busy and a very rewarding enterprise which was pulled together at short notice and evidenced the willingness of everyone to make it work.

**The donations were often included in a sizeable quantity of food provided by the charity His Church and a mini convoy of our staff delivered much of the stock to the Friarage Hospital in Northallerton, from where it was distributed among NHS staff working in South Tees Hospitals.**

**His Church** are a national charity who redistribute surplus or donated stock from the country's leading supermarkets and manufacturers. They work through a support network of more than 3,000 charities, one of which we are one.

The scale wasn't quite as large when we were needed again in October, but still 2,000 parcels were to be created and delivered.

**Boro star Ashley Fletcher** publicly encouraged as many as possible to get involved in donating food or whatever could be afforded, following the lead of his former Manchester United teammate Marcus Rashford. We were doing our bit to try and ensure no child on Teesside would go hungry – it's something that just shouldn't happen in this day and age.





# EAST CLEVELAND

**Pavement artistry was hailed as a saviour of some communities in an area stretching from Saltburn through East Cleveland.**

Working in association with Youth Focus North East, we challenged communities to chalk their street.

The results, on and off the pavement, were spectacular.

The residents of one street, Coral Street in Saltburn, bought into the initiative wholeheartedly with both sides of the road adorned with chalk messages and drawings.

Commenting on the project, one lady who simply wanted to be known as Michelle said: "It was amazing just to have the opportunity to take part. There is not one person on our estate who isn't thankful for that. People will talk about this and how much they loved it for a long time. It brought everyone together and talking to each other.

These were communities that were living behind closed doors, lonely and scared in the early stages of a global pandemic. This brought man out on the streets, speaking to their neighbours (socially distanced). There was laughter and enjoyment.

It was part of some outstanding work undertaken in Redcar, Saltburn and East Cleveland. Work which has brought communities back together and some together for the first time.

The impact the Foundation has made on the region has been undeniable.

Two new PL Kicks sites were set up, **engaging over 250 young people. Around 40 individuals were actively engaged in weekly Team Talk sessions**, a programme engaging adults with poor mental health. Four participants have now moved into employment. Weekly Kitchen Therapy sessions learning about cooking with Chef Matei Baran, helped to tackle mental health and isolation. Couch2 5k programmes have been popular, increasing participants physical activity through supported walking and running sessions.

Well in excess of **10,000 meals were delivered** in a programme which we will run for a long as we can where it is safe to do so.

In addition, well over 3,000 school breakfasts have been delivered and close on 2,000 food packages prepared by Chef Baran and distributed to care homes, teachers, GP practices, hospital staff and blue-light workers.

**DID YOU  
KNOW?**

**4,000**

leaflets detailing the support available to people during lockdown were delivered by 15 members of staff





# VIRTUAL CLASSROOM

**WHEN the first lockdown was introduced the nation's children rejoiced, no more school! It very quickly became apparent that Covid-19 wasn't going away in a fortnight and that a long-term strategy was needed. The novelty of staying away from school had worn off.**

A child's education is so important. It shapes them for life and there was a real danger of long-term damage.

We acted quickly and created the Virtual Classroom. An online resource covering literacy, numeracy, community and personal development with some physical activity thrown in for good measure.

We made it **free for schools, teachers, parents and children and each week day for 100 days** a new resource was made available. A lasting resource, each element as relevant now as the day it was published.

Foundation staff were inventive, bringing a fun element to learning and as home schooling became a new skill to many parents, the Virtual Classroom was there to help.

All ages were catered for as Squad Number Maths engaged students with a love of football in a way a maths book might not. Creativity in literacy was encouraged, minds were expanded, and new territories explored.

Primary and secondary school education in line with the national curriculum was supplemented, support given to those transitioning between the two and projects for all ages provided.

We will continue to develop this resource which has already come a long way from a standing start, helping so many.



## DID YOU KNOW?

# 302

entries were received for a Love of Teesside art competition inspired by internationally-renowned artist Mackenzie Thorpe





# EDUCATION AND EMPLOYABILITY

**We were determined to step up to the challenge set by schools who faced unprecedented challenges for three quarters of the year.**

Supporting physically and virtually with online learning supplementing our face-to-face engagement, we were able to maintain pathways to the national curriculum despite many closures and seemingly insurmountable hurdles.

**127**

Youngsters aged 11-16 engaged with on our PL Inspires programme designed to support those who are marginalised or at risk of not reaching their potential

**65**

Activities launched in the Virtual Classroom, an online resource developed to cover English, Math, PE and social action after practical delivery had to come to a complete halt in schools early in the first lockdown

**93%**

Of Year 6 children involved in our transitional Stepping Up programme stated they were better prepared for starting secondary school

**245**

Hours of targeted education delivery in a support of 14 cohorts across 7 different schools

**3,000**

Young people engaged in physical activity sessions in primary schools, through delivery of our Premier League Primary Stars programme

**45**

Young people engaged in real life learning opportunities despite the restrictive climate for much of the year





## FUNDRAISING

**There is no doubting the ability of every charity to raise the sums they would like during much of 2020 was severely restricted.**

For us, our matchday routes such as the Half-Time Draw and Round to the Pound were taken away. Our annual dinner and golf days were put back by at least a year, events and initiatives that in the past have brought in close to £50,000. Like everyone else, we had to be resourceful and inventive.



### DID YOU KNOW?

**203**

treat packages were delivered to care workers providing support to our key workers during the pandemic

**37**

Friends of the Foundation signed up on business terms ahead of an individual launch in mid- December

**£7,000**

raised by the general public through individual fundraising efforts including sponsored runs, walks and challenges

**£2,900**

raised by one Boro fan, auctioning shirts, prints and memorabilia.

**£4,250**

raised from a match-worn and match-issued shirt auction when Kindred Group donated their shirt sponsorship to us for the game against QPR

**2**

New shopping platforms (Amazon Smile and Fantastic Fanatics) signed up to ensuring a percentage of every purchase represents a donation to us

**smile.amazon.co.uk**



# SPORT AND PHYSICAL ACTIVITY

Restricting the spread of Covid-19 was of critical importance and that impacted greatly on the ability to deliver to our usual level. However, sport and physical activity is the lifeblood for young and not so young alike and we maintained an engaging level of provision across different programmes.



**1,450**

young people were engaged in Premier League Kicks sessions, on sites which fall into the top 1% of most deprived wards nationally

**775**

boys and girls aged 5-14 took part in MFC Foundation holiday courses and tournaments

**47**

physical activity sessions per week on average delivered to schools on our PL Primary Stars programme

**60**

participants per month took part in FIT BORO programmes, a weight loss and healthy eating programme, both face to face and then online

**250**

children per month were engaged in our Joy of Moving initiative; a programme designed to encourage healthy lifestyles in young people

**100,000**

interactions on social media through virtual, physical activity challenges created by MFC Foundation staff during the pandemic

# HEALTH AND WELLBEING

Never before had the health and wellbeing of individuals been under such scrutiny. While the medical profession weaved their magic and coped in extraordinary circumstances, we did what we could on a personal level.



**91**

children were engaged in a brand-new Health Matters course, delivered weekly to Year 7 pupils at one school

**8,402**

miles covered by the Boro bus in helping schools and rural communities. For many, this was the only interaction with health provision as they had difficulty, or little enthusiasm, in visiting a GP surgery

**250**

pupils per month learned the benefits of healthy eating in a Powered by Water programme run in association with Northumbria Water

**3,000**

Letters sent to elderly and vulnerable people throughout Teesside with the offer of help and support, if they needed it

**1**

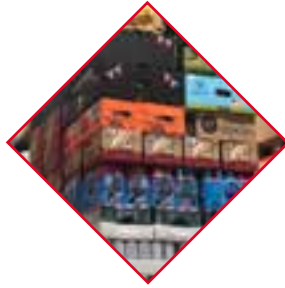
new allotment created from the transformation of wasteland by members of our Team Talk group in Skinningrove. This will now be a sustainable resource producing fruit and vegetables for local residents.

**30**

football and fitness sessions delivered face to face and online with adults suffering from poor mental health as part of our Think With Your Feet programme

# SOCIAL INCLUSION AND COMMUNITY COHESION

We continued to use the power of football to unite and empower communities in times that brought challenges to everyone.



**3,650**

hours of meaningful social action delivered by our NCS programmes

**527**

phone calls made to elderly and vulnerable Boro season card holders as part of our Tackling Loneliness Together initiative

**350**

girls took part in our Premier League Kicks sessions in the first quarter of the year alone

**217**

pupils from four different schools took part in a day-long Show Racism The Red Card event at the Riverside designed to promote new and diverse connection, interaction and engagement experiences

**87**

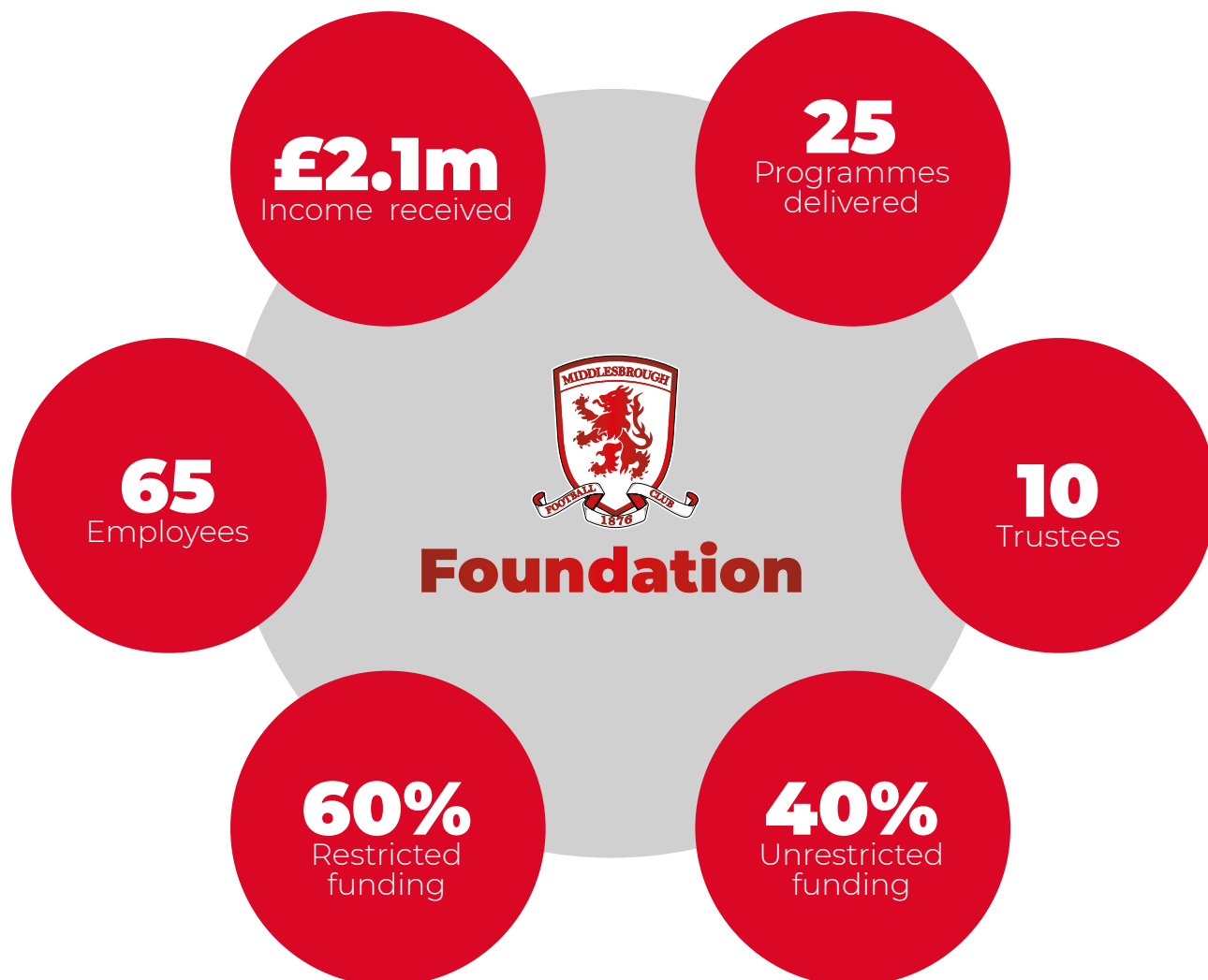
participants took part in disability specific sessions on our Premier League Kicks programme before lockdown in March

**22**

male participants meeting under the Football Welcomes banner were able to share online skills sessions with four members of Boro's Academy



# SUMMARY



# PARTNERS





## **Foundation**

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