

**National Partnership, Local Impact –  
How Premier League Football Is  
Providing Opportunities For All**

**Nick Perchard – Director of Community,  
Premier League**

**Alex White – Chief Executive, Premier  
League Charitable Fund**



## Five things you might not know about us...

- **2.5m+ people** have benefitted from Premier League community programmes
- We fund **two of the biggest sports charities** in the world
- We support **164 clubs** to deliver in the community
- **87,000+ teams** played at **Football Foundation** funded sites last season alone
- **1,000+ women's and non-league** stadiums improved

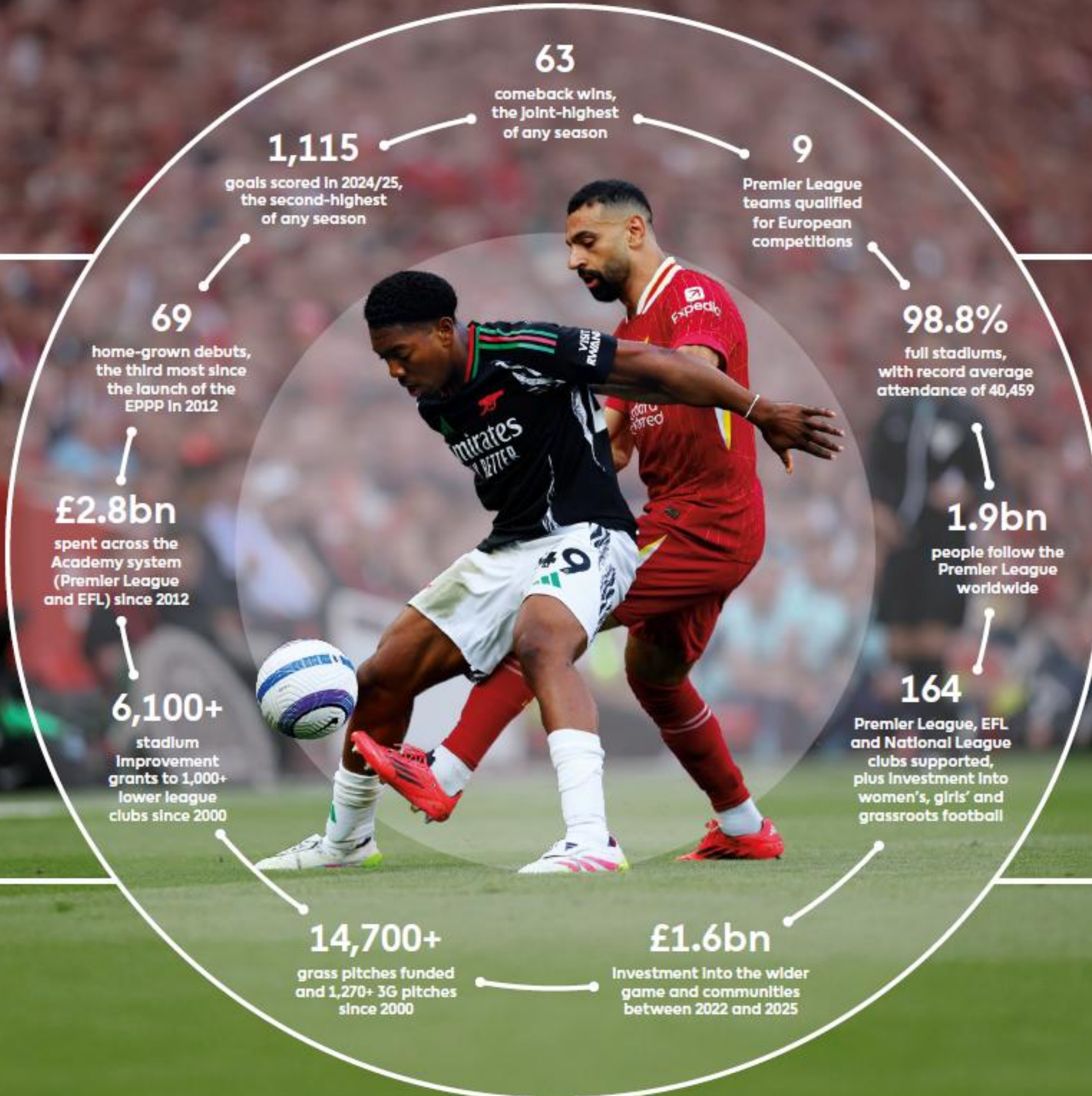


1 Competitive football, brilliant to watch

4 Responsible distribution across the game

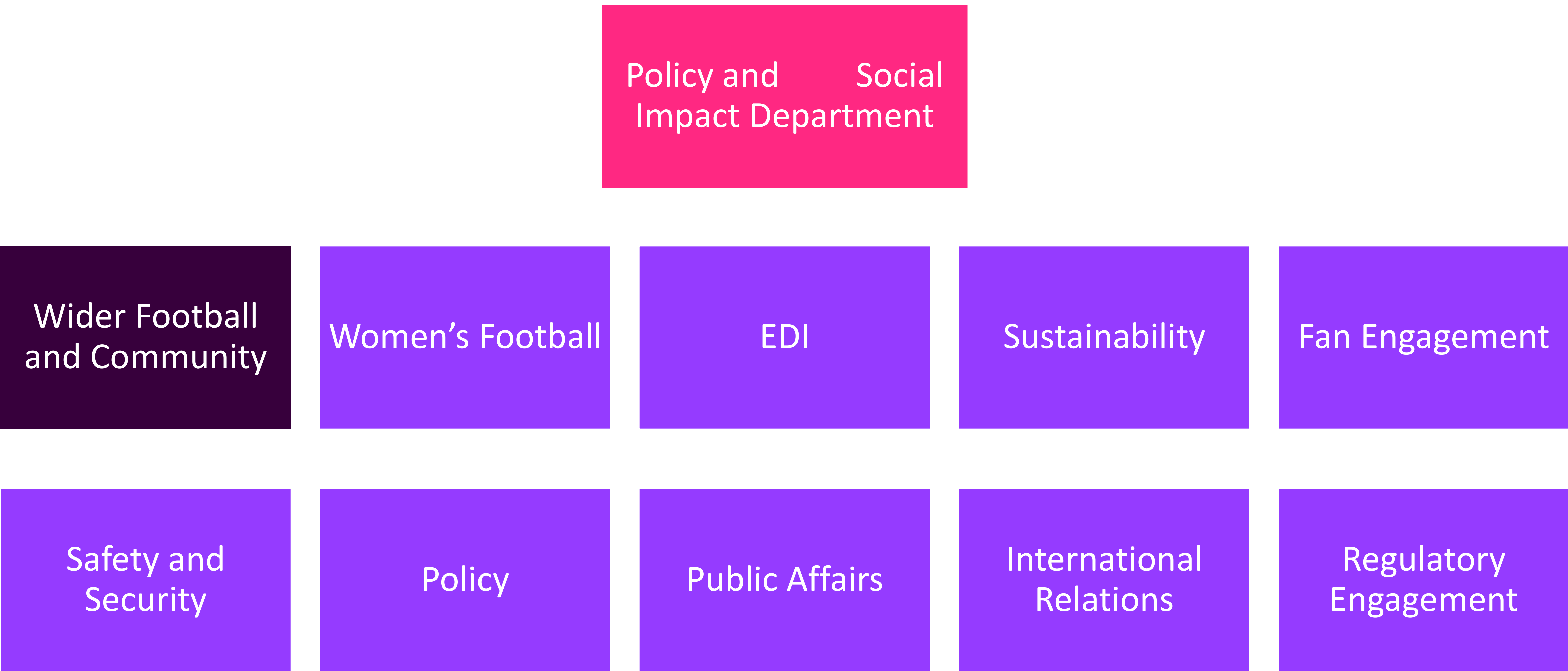
2 Passionate fans, everyone's game

3 Generating income for clubs, supporting the football pyramid





# The Policy and Social Impact Department





Firm Foundations



Diverse Talents



Stronger Communities





Working with partners to support the game.

Working alongside National Associations to support football development



Supporting clubs across men's and women's football.



Collaborating with organisations to enhance the game for everyone.



Investing in 164 clubs to positively impact their communities





# Public Sector



# Private Sector



# Charity Sector

CALL SAMARITANS  
FOR FREE  
DAY OR NIGHT  
ON 116-123

OR VISIT:  
[PREMIERLEAGUE.COM  
/TOGETHERAGAINSTSUICIDE](https://www.premierleague.com/togetheragainstsuicide)









# Premier League Charitable Fund



Corporate Charity Partnerships Conference 2025



## Our purpose

We use the power of football to change lives and communities.





# Premier League Charitable Fund

## About us

- **Established in 2010** we are now one of the largest sports charities in the world.
- We support **104 professional football club charities** across the Premier League, EFL and National League.
- More than **2.5m participants** have benefited from regular face-to-face delivery on Premier League programmes.
- Investment has almost quadrupled in over a decade, with **more than £340m invested** in communities.
- Over **7,400 people are employed** by football club charities to deliver Premier League-supported activity.





# THEORY OF CHANGE

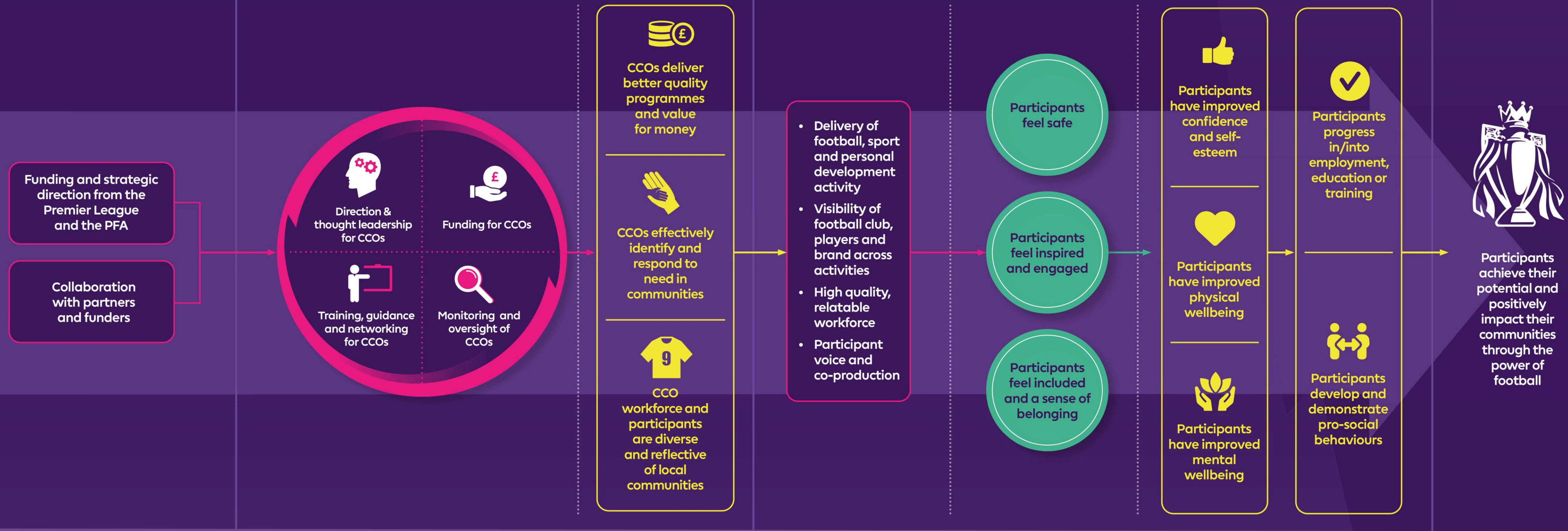
OVERVIEW

## PARTNERSHIPS

## SUPPORTING THE WORK OF CCOS

## PROGRAMMES FOR PARTICIPANTS

## GOAL



### KEY

 Outcome  Activities  Change Mechanism  Goal

CCO - Club Community Organisations

**Enablers:**

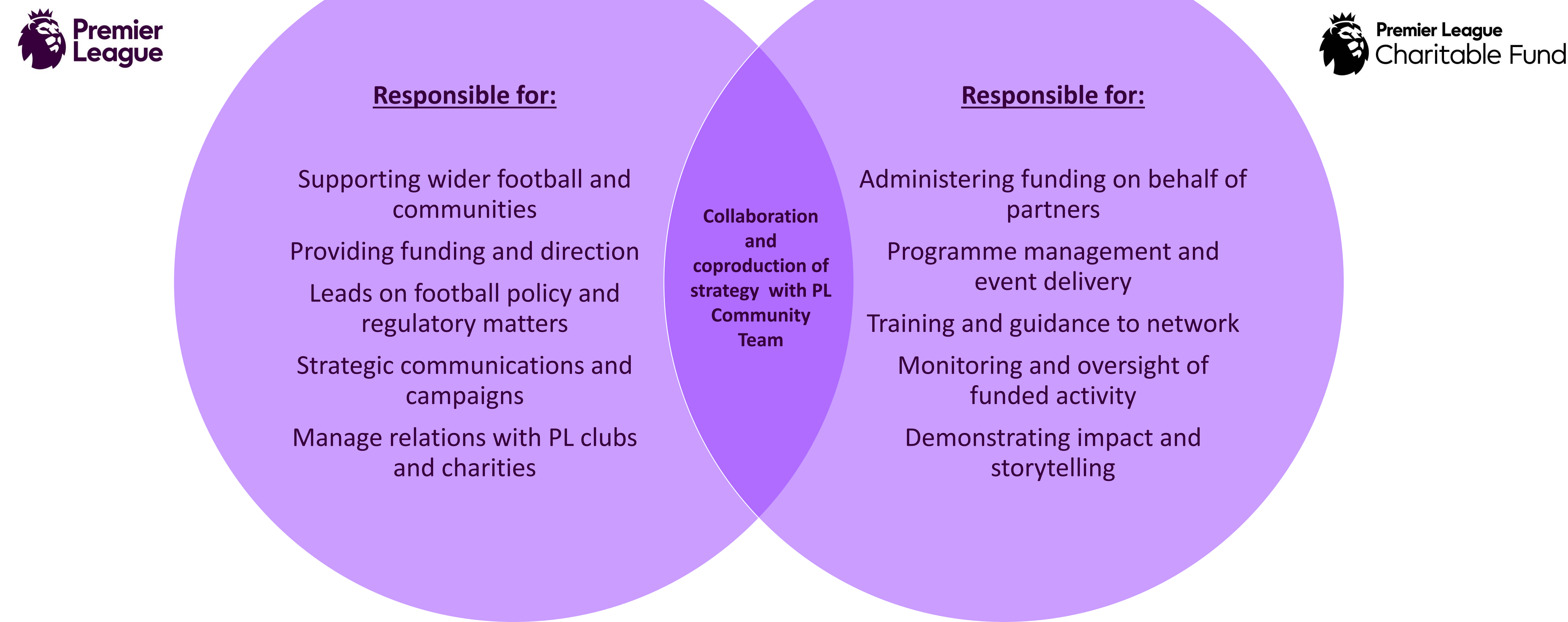
- Football has wide-ranging popular appeal and footballers are popular role models
- Clubs & CCOs offer a sense of belonging & identity
- Clubs & CCOs have unique connections & platforms in communities

Corporate Charity Partnerships Conference 2025



# Partnership Working

How we work together with the Premier League







# Using the appeal of football to help children be active and develop essential life skills

Premier  League More than a game.

**104**

professional football club charities supported to deliver activity in local schools



**19,000+** primary schools in England and Wales have taken part

**650+**

free resources available



**70,000+** teachers have engaged with the free resources



**1.3 million+** school sessions and events delivered



**20 million+** attendances by primary school pupils at club-led sessions



**“I would say this is fun and it helps you a lot”**

Normally a happy and bubbly person, last year Arya developed significant anxiety about attending school.

Thanks to weekly **Premier League Primary Stars** mentoring, Arya is enjoying school again and able to show up with confidence ✨



**Arya**

Saints Foundation participant







## Using the power of football and sport to inspire young people to reach their potential

Premier  League More than a game.

**93**

professional football club charities funded to deliver free football, sport and education sessions



**1 million+**  
hours of sessions delivered



**600,000+**  
young people have taken part in Premier League Kicks

**5,000+**

delivery venues across England and Wales. More than half located in areas of high need

**36%**

of participants from ethnically diverse communities

**£96m**

Invested by the Premier League



"I would not be where I am now without **Premier League Kicks**. I told my former coach that it was all because he made me feel welcome on that first session. Being a police officer, basically my dream job, is all thanks to these guys."



FOUNDATION

## Zak

Former Aston Villa Foundation participant and West Mercia Police Constable







Premier  League More than a game.

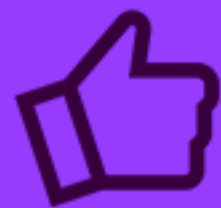
Working with young people  
to develop personal skills and  
positive attitudes using the  
power of football



**54 professional football club charities  
funded to deliver Premier League Inspires**



**135,000+ hours of targeted support for  
people aged 11-18**



**40,000+ participants have benefitted to date**



**45% of participants are female**



**1,000+ schools and educational facilities  
engaged across England and Wales**



**“Premier League Inspires** has made a big difference to me. It's helped me develop traits within my character to be the best possible version of myself.”



**Hamta**

Newcastle United Foundation participant





# Impact of Premier League Inspires



92%

of schools said that Premier League Inspires is helping to **improve participants' behaviour**



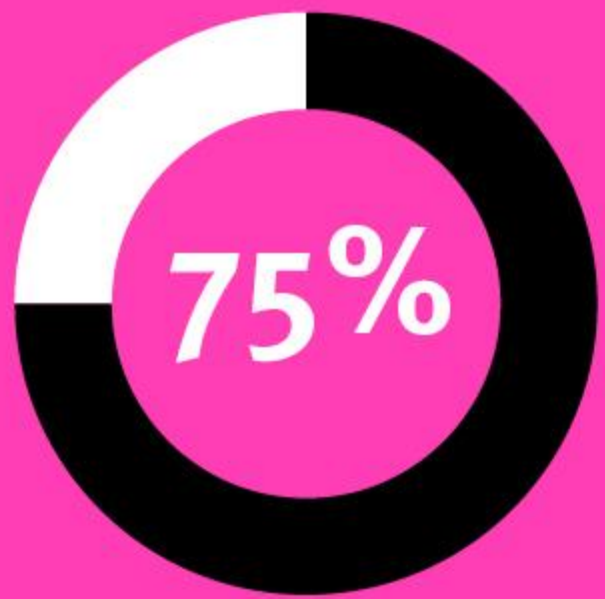
100%

of schools said that Premier League Inspires had a positive impact on pupils' **perceived opportunities, future aspirations and education**



92%

of schools said that Premier League Inspires provides a service they are unable to deliver themselves



of schools state that Premier League Inspires is **better than other programmes they have tried to address attendance and behaviour**



79%

of schools reported that Premier League Inspires is **helping to reduce absenteeism**



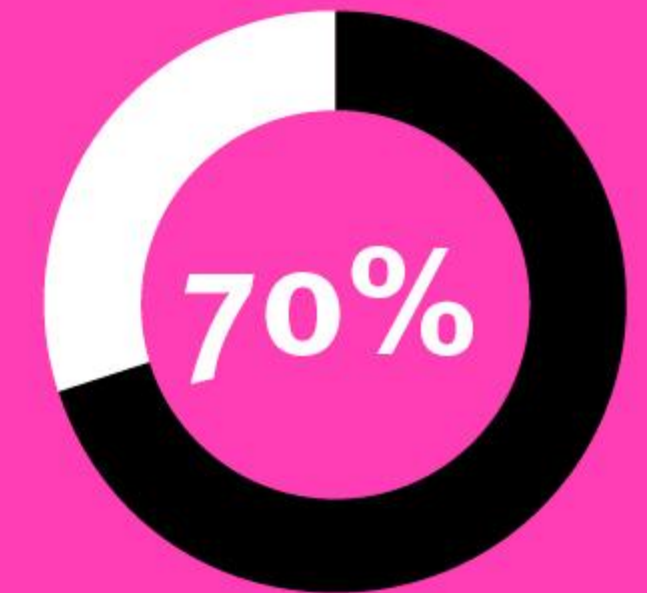
96%

of schools said that Premier League Inspires is **helping to improve participants' engagement in class**



86%

of schools said that Premier League Inspires is **helping to reduce participants' risk of exclusion from school**



of schools felt that the **Premier League brand added value to the programme**





PROD. Premier League Inspi  
ROLL B SCENE 1 TAKE 1  
DIRECTOR: CP FC  
CAMERA:   
DATE: 23/04 Day/Night Int Ext Mos  
Filter Sync





# Questions





# Thank you

