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Foundation continues to flourish

The 2012/13 season was another exciting one in the development of the Chelsea Foundation, which continued to go from strength to strength, building on the success of the previous campaign and developing new areas and innovative programmes of work.

The 10th anniversary of Mr Abramovich’s purchase of the club gave us an ideal time to reflect on just how far the community and charitable commitments of Chelsea have come. From a couple of coaches working in a portable building in the car park of Stamford Bridge, the Foundation now employs 250 coaches and works throughout the world, using football to help individuals and their communities.

As Chairman of Chelsea Football Club, as well as the Foundation, I feel it is one of our proudest achievements.

Key to this success has been our strong link-ups with funding partners, local authorities, schools and agencies. Communities know above anyone else what they need and all of our programmes work in consultation with the partners themselves, constructing innovative and tailor-made programmes to respond to local needs.

This is as true for our international projects as it is for our work in London and the South-East. Using this principle we have been working with Barclays Spaces for Sports and Right To Play, our global charity partner, to provide a social inclusion programme in Hong Kong. The groundbreaking initiative is tackling the issues of gang membership and anti-social behaviour by harnessing the talent and energy of young people in the region and focusing them in positive activities.

Whether at home or abroad the love of football can be used to educate and motivate. The power of the game to engage is one of its greatest strengths, and its ability to inspire can never be underestimated.

Our Asian Star initiative has helped seven young players into professional football club
Academies and, importantly, is playing a vital role in breaking down barriers between the Asian community and football. The programme has helped to showcase the passion and the talent of players within the Asian community and this innovative scheme is rightly seen as industry-leading.

The London Olympics also helped raise the profile of female sport and the creation of the FA Women’s Super League provided a new focus for the women’s game. Mirroring this upsurge in the popularity of female football, Chelsea Ladies are now one of the country’s elite teams and we are proud to be named as one of the eight sides in the top league of the revamped WSL for the 2014-18 seasons. The creation of a standalone department within the Foundation dedicated to providing opportunities for female players has been a huge boost for our work.

The first-ever Chelsea Cup took place in the 2012/13 season, a tournament for girls’ teams held at our world famous Cobham training ground. Forty teams in three age groups brought together 250 players from London, Surrey and the surrounding areas to compete in what will now become an annual event. On top of this, our open trials for the Chelsea Ladies Centre of Excellence attracted more than 500 players – a number far higher than previous years. We were also honoured to host the Women’s Champions League final at Stamford Bridge in March.

Our disability programme was awarded funding from the Premier League to develop new and exciting opportunities for players with a wide range of disabilities. Four players and the manager of our disability programme were also nominated by Lord Coe to have the great honour of carrying the Paralympic torch through London, a day the players, manager and their families will never forget.

Our International Department has seen Foundation coaches visiting South America, South East Asia, the US, the Caribbean and Africa working alongside Samsung and adidas and other partners to deliver a range of inclusive activities.

Closer to home, the work of the Past Players’ Trust continues providing funding and support for our former players, enabling us to give something back to those who helped make this club what it is today.

Once again we were proud to carry the logo of our charity partner through the team’s European campaign, which again ended in triumph in Amsterdam as the world saw those three little words which mean an awful lot to a great many people – Right To Play. We were delighted to extend our relationship with the humanitarian charity for another three years. This wonderful partnership has seen more than £2 million raised and the charity’s work is now reaching an amazing one million young people each week.
Providing young people with a great start in their sporting lives helps maintain an active lifestyle into adulthood. Chelsea Foundation coaches deliver hundreds of programmes each week. Every one is designed to foster team spirit and fair play but most of all to be fun, bringing the love of sport to a new generation.

408
Number of schools the Foundation works in

£3.1M
Invested in sports development
SPORT DEVELOPMENT

Number of clubs we have an association with: 387

Number of different sports taught by Chelsea Foundation coaches:
- Football
- Badminton
- Table tennis
- Volleyball
- Judo
- Handball
- Athletics
- Cricket
- Rounders
- Gymnastics
- Boxing
- Tag rugby
- Dodge ball
- Basketball
- Hockey
- Cross country
- Triathlon
- Netball
- Swimming
- Trampoline
- Floorball
- Gaelic football
- Tennis
- Boccia
- Futsal

Participants on our sport development programmes: 726,997
PROMOTING EQUALITY

ASIAN STAR PROGRAMME NOW IN ITS FIFTH YEAR
Asian Star

The ground-breaking Asian Star initiative continued during the 2012/13 season, with nearly 400 youngsters bidding to follow in the footsteps of former winner Sam Khan (bottom right).

Sam won the Under-9s age group in 2011 with his success and talent swiftly recognised by Birmingham City Football Club, who asked the Coventry-born youngster to join their Academy.

Now in its fifth year, Sam is one of seven past winners who have gone on to join professional football club Academies and the aspiring footballer praised the now annual initiative.

“Winning Asian Star was very important because it boosted my confidence and self-belief. It made me feel there was a real possibility of becoming a professional footballer,” said Sam.

“Asian Star is very important because lots of children want to play football but there aren’t many Asian children I know who play football so it’s great that Asian Star is concentrating on bringing more Asian children into the game.

“It helps with the confidence of Asian children and hopefully will help them achieve their dream.”
PROMOTING EQUALITY

BUILDING BRIDGES CAMPAIGN PROMOTING EQUALITY THROUGHOUT OUR COMMUNITIES

SUPPORTED SHOW RACISM THE RED CARD’S ANNUAL AWARDS

HOSTED THE BLACK AND ASIAN COACHING ASSOCIATION AT COBHAM
Using the power of football to engage and inspire, our innovative programmes are custom made to deliver according to the needs of the communities we help. From tackling youth crime, gang membership and anti-social behaviour, to providing opportunities for education and employment, the Foundation’s initiatives develop both participants and the communities they live in.
COMMUNITY ENGAGEMENT

4,180 Hours of coaching

10,035 Participants took part in inclusion programmes

£905,317 Invested in social inclusion programmes
COMMUNITY ENGAGEMENT

LAUNCHED GROUND-BREAKING PRISON-BASED PROJECT, UNLOCKING POTENTIAL, TO DETER YOUNG PEOPLE AWAY FROM CRIME
Football can be much more than a sport. The popularity of the game can be harnessed to engage reluctant learners in innovative programmes using examples from the game itself. From primary schools to pensioners, our schemes are encouraging learning across the generations.
EDUCATION

10
Schools providing Breakfast Clubs

Pensioners took part in Silver Surfers IT programme

107

Pupils took part in Education Through Football programme

1,668

Subjects covered by our education programmes

60
Schools worked in
Building on the ground-breaking work of the Foundation at home in the UK, the newly formed international department has been travelling throughout the world, passing the ethos of the Foundation to thousands of young people around the globe.

Participants on international projects: 8,413
New coaches trained by Foundation

LAUNCHED HONG KONG SOCIAL INCLUSION PROGRAMME

FOUNDATION COACHES BUILDING ON THE LEGACY OF OUR HERE TO PLAY, HERE TO STAY TOURS

223
Number of foreign countries the Foundation has worked in:

A comprehensive programme for female football is a vital component of the Foundation’s vision. From grass roots to the high performance of the FA Women’s Super League, Chelsea Ladies are creating new and exciting opportunities for girls and women to get involved with the game.
Chelsea Ladies

Stamford Bridge played host to the UEFA Women’s Champions League final.

Female teams registered for first Chelsea Cup:

- 40

Number of schools visited by Chelsea Ladies:

- 16
CHELSEA LADIES

CHELSEA LADIES AWARDED MEMBERSHIP OF THE FA WOMEN’S SUPER LEAGUE 2014-18

Chelsea Ladies selected for Team GB

CHELSEA FOUNDATION REVIEW 2012/13 SEASON
Our fully inclusive programme is committed to providing a range of opportunities for players with a wide range of disabilities. Our Cerebral Palsy Centre of Excellence was one of only four centres in the south of England.

**DISABILITY**

- **443** hours of coaching
- **14** Number of towns and cities in which programmes are run
DISABILITY

3
Number of disabled football clubs we coach in

14
Number of schools we work in

6,040 participants
Disabled team nominated to carry the Paralympic Touch

Chelsea Football Club’s continued support of disability sport was recognised in 2012 as members of our Chelsea Community FC team carried the Paralympic Torch ahead of the opening ceremony.

Players Sami El-Kasef, Gareth Canning, Jay Beckford and Matt Slough, plus the Chelsea Foundation’s Football+ development manager Rob Seale, ran from Westminster Abbey along Artillery Row in the direction of Victoria on 29 August.

Seale and representatives of Chelsea Community FC, which is our official pan-disability football club, were nominated for the honour by Lord Sebastian Coe as the Paralympic Torch Relay entered the final stages before reaching the Paralympic Stadium later that evening.

“It’s a massive honour,” said Seale. “Obviously it’s not just for me but the whole team of coaches and support staff we have got working for us, and it’s just a shame we can only select five people to represent the club.”
Through providing signed merchandise and offering matchday collections at Stamford Bridge during 2012/13, we once again showed our full commitment to helping a number of charities raise funds for their vital work.
£20,000  Amount raised for British Legion on Remembrance Sunday

50  Tickets donated to Tickets For Troops for every home game
CHARITY

250 charities supported

£114,000
Raised through signed merchandise
Chelsea’s partnership with our global charity partner Right To Play continued to develop throughout the 2012/13 season. Right To Play share our ambition of using sport as a force for good within communities. Like the Foundation, the charity’s ground-breaking work is now delivering a range of play activities to some of the most vulnerable people in the world.
RIGHT TO PLAY

**£533,693**
Value of media coverage for Right To Play during our 2012/13 European campaign

**51 MILLION**
Global audience for Chelsea’s Europa League triumph, with the Right To Play logo on our kit

**1,000,000**
Young people engaged every week
RIGHT TO PLAY

£175,000
Raised at annual pitch event

KITS FOR KIDS INITIATIVE LAUNCHED TO RECYCLE KIT FOR RIGHT TO PLAY PROJECTS AROUND THE WORLD

£71,000
Raised from an exclusive charity event at Audi City in London, which was attended by Chelsea’s first-team squad

3
Three-year extension to partnership between Chelsea and Right To Play
The Chelsea Foundation is fully committed to celebrating the club’s history and looking after the welfare of the players and members of staff who played a part in making Chelsea Football Club what it is today.
PAST PLAYERS’ TRUST

£28,000
Raised at the
Annual Lunch