

ADAMS PARK STADIUM,  
HIGH WYCOMBE  
@WWFCFDN



# 2023-24 IMPACT REPORT WYCOMBE WANDERERS FOUNDATION

# NOT YOUR ORDINARY IMPACT



Football is a powerful catalyst for positive change, championed by clubs and community organisations across the country. Its power to connect, unite and empower is unrivalled and that power is not lost on High Wycombe. Wycombe Wanderers Foundation (WWF) continues to deliver programmes and projects that promote physical activity, education, health & well-being, and social cohesion. This impact report and accompanying video provide a snapshot of our achievements in season 2023-24. Our efforts continue...

“In a community and county of diverse contexts, we’re proud of the reach and impact of our Foundation, the opportunities we’re providing and lives we’re touching, thanks to our dedicated and incredibly hard-working team of staff.”

**Arif Hussain**, Chair of Trustees



# KEY OBJECTIVES

**VISION** - An educated, healthier, more connected community.

**MISSION** - Place WWFC at the forefront of supporting local people and communities to thrive.



## EDUCATION & EMPLOYABILITY

**Provide education and employability opportunities. Deliver programmes and projects that encourage learning and provide opportunities for people to improve their knowledge and skills in order to succeed.**

High Wycombe has a lower proportion of 'school ready children' (71.6%) than the national average. WWF selected three schools in the area, where we felt we could have the most significant impact...

- **15** teachers supported with their PE lesson delivery.
- **3** social action projects delivered.
- **6** anti-discrimination workshops delivered.
- **10** education activations with **99%** of participants leaving the workshops with an increase in confidence & **75%** leaving inspired.
- Over **100** participants joined our Show Racism the Red Card events at Adams Park, where **98%** left with a stronger understanding of stereotyping, and all participants now feel equipped to recognise and address discrimination.
- **120+** SEND children engaged through high-quality, health & fitness holiday camps.
- Supported pupils who are disengaged, disruptive at school, low attaining, low achieving, low attendance, as well as low self-esteem and self-worth. **89%** of participants reported increased confidence in all areas.

## HEALTH & INCLUSION

**Promote health, well-being, social and community cohesion. Deliver programmes and projects that effectively tackle a wide range of existing and emerging public health and social issues, breakdown social barriers and encourage young people to live harmoniously. Provide inclusive opportunities that build and develop social networks.**

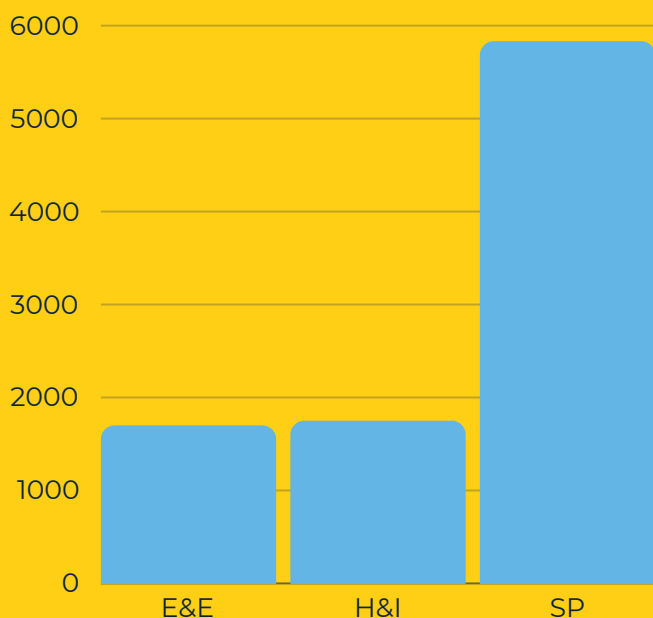
- **1000+** unique participants engaged across seven headline programmes.
- **360+** unique participants across our PL Kicks sessions.
- **91%** reported that PL Kicks had been a positive influence in their lives. **84%** reported an increase in confidence.
- Hosted our first-ever PL Kicks Grassroots Cup with **100+** participants.
- 'Changing Lives Through Football' with Street Soccer: **16** unique participants, two national tournaments attended.
- Taking steps to a healthier lifestyle with 'Walking Football', approx **10.8million** steps taken throughout 23-24.
- Our first-in-football darts provision took flight, with all of our mental health initiatives achieving **100%** participant satisfaction.
- Breaking Barriers with Rothschild Foundation: **15** local schools engaged and **750+** young voices heard.
- Inclusive, free after-school sessions delivered for underprivileged children, **85%** of whom had never attended an extra-curriculum provision before.

## SPORTS PARTICIPATION

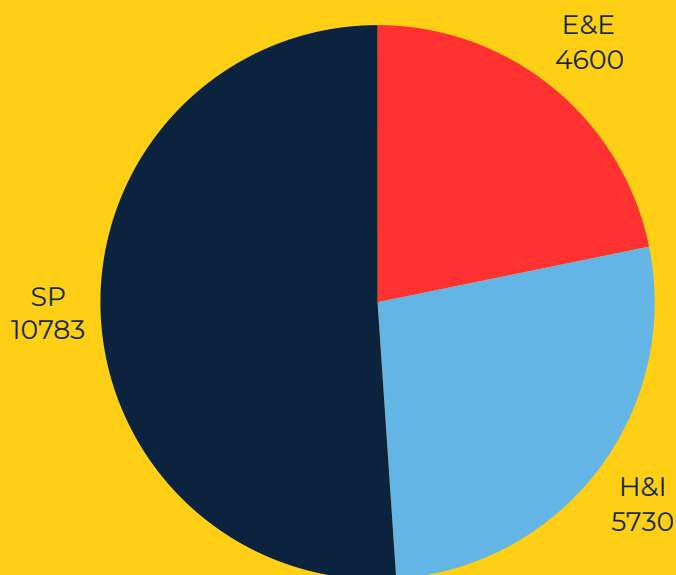
**Increase participation in sport and physical activity. Deliver programmes and projects that encourage physical activity and provide opportunities to participate in sport regardless of personal and social circumstances.**

- **3000+** participants engaged across our in & after-school provisions.
- **1563+** participants engaged across our development pathway.
- **220** development fixtures played.
- Adams Park Grassroots Cup hosted at the home of WWFC for **600+** players & **190+** fixtures.
- **630** unique participants engaged across our holiday camps.
- **200+** free spaces utilised with Kelloggs Camps.
- **17** players signed to professional academies.
- **NFYL Trophy winners**, in collaboration with the Henley College.
- Launched (via E&E) provision at Our Lady school, to increase girls' participation in sport and physical activity with over **20** girls attending extra curricular sessions, who then attended and won the Bucks Girls Final Tournament.

# HEADLINE NUMBERS



**Participants Engaged**



**Community Project Hours Delivered**

- **28** different programmes & projects engaging over **9,250** participants!
- **Over 21,000** hours of community project delivery!
- **Provision designed specifically to support** the following community groups... youth, the education sector, over 65's, disengaged, underrepresented groups, disadvantaged, SEND, gifted and talented, women's football, the homeless & those at risk, vulnerable adults, those facing mental health challenges.

# CASE STUDIES



## ABI

### Premier League Kicks

In February, we launched a girls-only Premier League Kicks session, where one of the first participants was nine-year-old Abi. Initially shy and withdrawn, Abi kept to herself, only participating when encouraged by WWF staff. Her teaching assistant, Mrs. B, noted that Abi was similarly quiet at school, finding it difficult to make friends, though she was exceptionally well-behaved. At home, however, Abi's parents faced daily challenges getting her to attend school.

Since joining Premier League Kicks, Abi has attended every session without fail. Her confidence began to blossom, with her parents noticing that "Abi absolutely loves it; she's like a completely different person." Now, Abi initiates play with others, even asking the boys to join their games, and brings her own football to school every day. Her progress was celebrated when she was chosen to represent Wycombe Wanderers as the Official Mascot at Wembley Stadium for the Bristol Street Motors Cup Final in April 2024. Her family shared, "Thank you so much for what you've done for Abi - you've changed her life."



## EBENEZER

### Street Soccer

"Becoming a Street Soccer participant has changed my life," says Ebenezer. His love for football has been a constant, but his journey has been far from easy. After signing a professional contract in Accra, Ghana, Ebenezer faced a tumultuous path, enduring being trafficked across several countries, injury heartbreak in the Philippines and Turkey that dashed his football dreams, and a challenging transition to life in the UK.

Despite his determination, success in football and employment proved elusive, and he moved through 23 different accommodations, battling mental health challenges and coping with the loss of his mother. "I was very depressed; it felt like there was nothing for me in the UK," he recalls.

We first connected with Ebenezer through the job centre, offering him a place in the Street Soccer programme. Designed to help participants unlock their potential, the program combines football coaching, mindset training, and employability workshops - resources Ebenezer embraced wholeheartedly. He accessed multiple development opportunities, reshaping his outlook and his future. "Before Street Soccer, I didn't want to be alive anymore; I had nothing. I cannot put into words how thankful I am to WWF for every opportunity and the impact it has had."



# PROGRESS MARKERS

1

Launched a detailed EDI Action Plan.  
Increased female representation in WWF  
by 300%

2

Increased additional areas of diversity  
within the board of trustees & team of staff

3

Launched a Foundation degree programme  
in partnership with Bucks New University

4

Have improved from satisfactory to very  
good in our capability code of practice

5

Launched a 'first in football' community  
darts programme

6

Over 1 million impressions on Foundation  
social media platforms

7

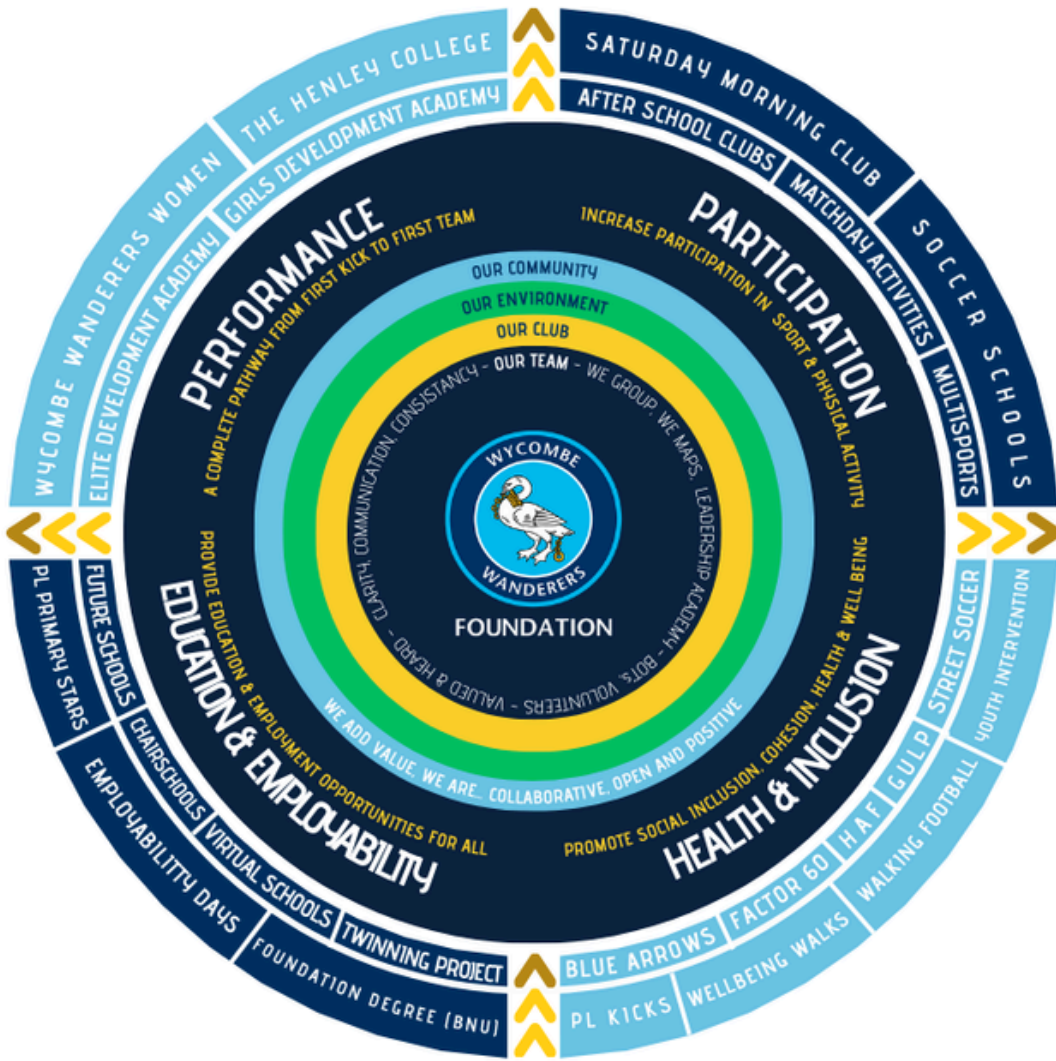
Fully digitalised safeguarding infrastructure  
and launch of a 'speak up' platform w/iTrust

8

Taken the lead of Wycombe Wanderers  
Women's FC

9

Delivered consistent progress with WWFC  
on our environmental sustainability with  
the launch of the BeOne Strategy and  
working group



# WYCOMBE WANDERERS FOUNDATION

Find out more...

[www.wycombewanderersfoundation.co.uk](http://www.wycombewanderersfoundation.co.uk)

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[@WWFCFdn](https://www.instagram.com/WWFCFdn)