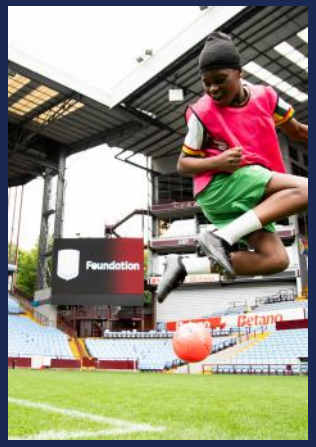


FOUNDATION

ANNUAL COMMUNITY REPORT 2024/25


Foundation
Betano










Seeing eye to eye








Premier League
Kicks


Foundation
Betano


Foundation







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TRUSTEE FOREWORD

I am very proud of how the Aston Villa Foundation continues to go from strength to strength. At a time when the economic and political climate is very unsettled and challenging, the Foundation continues to be a shining light in the city of Birmingham, significantly contributing to social inequalities across the city and making a difference to people and communities that face challenges and obstacles in their everyday lives.

2024-25 is the first year where the Foundation has contracted in terms of its financial performance. This fully reflects the change in strategy we as a board agreed on in 2024, narrowing our focus from working with people of all ages to being a charity that works specifically with children, young people and young adults.

It is a challenging environment for charities currently. There is less funding available, more competition and even more need in our communities than ever before. This means that as a charitable sector we need to work smarter and more collaboratively. Our annual report shares some examples of our partnership work with others to make the best use of the resources at our disposal, in a coordinated manner to have the maximum impact.

Despite the economic challenges reflected by a reduction in our income, the Foundation team are very proud that we have worked with more people than ever before – an increase of 8% between 2023/24 and 24/25. This increase reflects that our more focused strategy is working and that we are achieving more with less, thanks to the hard work of the fantastic Foundation staff team.

As a board we are very proud of the staff team and we share very lofty ambitions and expectations for continued growth of the Foundation with some very exciting conversations, plans and collaborations planned for 2025/26 and beyond.

Tony Colville
Chair of Trustees,
Aston Villa Foundation







INTRODUCTION

The Aston Villa Foundation is a registered charity, delivering the community and impact work on behalf of Aston Villa Football Club.

For over the last 35 years, we have strived to support the needs of local residents and fans, laying the foundations for the club's thriving community work today.

Across the 2024/25 season, we have engaged with over 30,000 participants across over 40 tailored projects and programmes, with over 24,000 of them children and young people. This aligns within our 2024-2029 strategy, implemented in the 2023/24 season, to support those who face significant social inequalities in the areas around Villa Park.

Following our three key strategic functions of Delivering, Connecting and Supporting, we share a drive for the Foundation to be seen as excellent, collaborative and innovative, with the ambition to be an outstanding social impact charity. In all we do, we follow our mission statement of "Working together to Enrich Lives."



Watch our Aston Villa Foundation overview video



Take a look at our 2024-2029 strategy

REFLECTIONS

PREMIER LEAGUE FANS FUND

Aston Villa's Premier League Fans Fund began work in January 2024, to further connect residents to Aston Villa Football Club, who can be impacted heavily due to matchday experiences.

The localised approach to Fan's Fund aligns to the Foundation's strategy of enabling and connecting with local community-based organisations. We aim to bridge a gap, allowing Aston Villa to be seen as a good neighbour in the community.

Since January, we have worked in collaboration with community organisations who have led on the delivery of a range of activities, with the support from AVF staff, and recruited both young people and adults to participate in weekly sessions at Villa Park.

Whilst football was the focus for most, a fitness dance session delivered through Premier League Fans Fund also took place in front of the North Stand, for women who find it difficult to engage with regular exercise.

The weekly session is organised by local organisation Dave Community Well-Being, who - through funding and guidance provided by the Premier League Fans Fund and the Foundation - have successfully engaged with 50 individuals.

Premier League Fans Fund





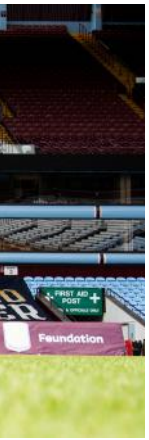














"It was fantastic to see so many pupils taking part in the Premier League Fans Fund Female Football Festival. The work the Foundation does in the community to encourage participation is vital to empower young people and provide them with opportunities both within football and sport.

Events like this will help grow a diverse and sustainable women's game for the future. We've hopefully gained a few new Villa fans too!"

Sarah Breslin
Founder of the Villa Bellas
And Villa FAB Member

Fans Fund Encourages Girls into Sport

Over 80 girls from seven local secondary schools descended to Aston Villa's Inner-City Academy for the final Premier League Fan's Fund Female Festival.

The Premier League Fans Fund provides grants to support football clubs at all levels of the game to strengthen connections between them, their fans, and local communities.

Led by Foundation coaches, participants each took part in six different workshops showcasing a variety of sports-based activities, providing an exciting 'Villa' experience for everyone involved.

Participants also walked away from the event with an Aston Villa goody bag and tickets to see Aston Villa Women play West Ham United on December 15th. For many of the girls, this was their first time experiencing a matchday at Villa Park.

The fund supports a range of localised projects, helping to foster a sense of belonging through meaningful engagement. This includes schemes for under-represented groups, to further develop an inclusive and welcoming matchday experience for everyone.

See our Premier League Fans Fund doing Zumba on the pitch at Villa Park

FOUNDATION DELIVERS ON UK SHARED PROSPERITY FUND

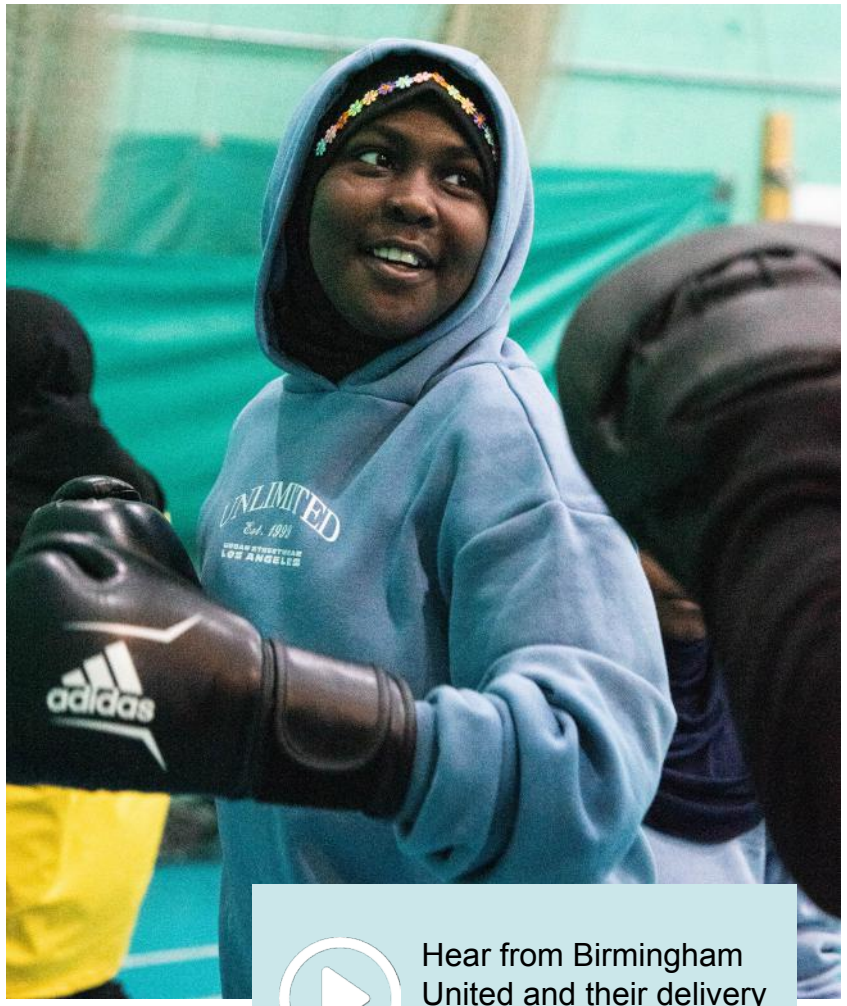
The Aston Villa Foundation is proud to have acted as the delivery partner in the Aston and Newtown Neighbourhood Action Coordination Fund.

The UK Shared Prosperity Fund is a UK government programme that provides funding to local areas for growth, with the aim of improving pride of place through communities, local businesses and people and skills.

81
Activities & Events

651
Local People Engaged

18
Local Organisations Engaged



Hear from Birmingham United and their delivery through this fund

BU FOUNDATION

BANGERS N' MASHUP CIC

KING EDWARD VI ASTON SCHOOL
Educational excellence for our City

Communities Engage and Thrive CIC

GAME CHANGERS







KNOWLEDGE TRANSFER PARTNERSHIP

The Knowledge Transfer Partnership (KTP) continues to play a vital role in strengthening our evaluation culture and enhancing our ability to evidence impact across programmes. This season, we focused on embedding evaluation frameworks and tools across core pilots including Teamwork+, Everybody's Game, and Active Through Football, supporting teams to build clarity around outcomes linked to the Foundation's strategy.

Through collaborative meetings and training, we strengthened staff confidence in data collection, reflective practice, and impact storytelling, helping establish a shared understanding of psychosocial, social and self-efficacy outcomes. Following successful early implementation, KTP support was expanded to additional delivery areas, including Catering Club, Seed to Feed, and Alternative Education, to test and refine tools across varied programme environments.

Early learning highlights the importance of tailored evaluation approaches, consistent support, and combining qualitative and quantitative insights to capture the depth of our impact. Over the next phase, we will consolidate learning into a cross-programme evaluation toolkit, continue developing capacity-building resources, and launch the foundations of our impact dashboard, supporting a sustainable, organisation-wide learning journey.

Aston University
BIRMINGHAM UK

DELIVERING



ENGAGEMENT, SPORT & WELLBEING

Delivery of our Engagement, Sport and Wellbeing division looks to provide children and young people opportunities to take part in sport and physical activity, to support both their physical and mental health and wellbeing.

Our programmes instil responsible citizenship and social responsibility with those we engage with and give young people a grounding for decisions, behaviours and opportunities they may receive through us and in their future endeavours.





















PREMIER LEAGUE INSPIRES CHALLENGE: THIS IS EVERYONE'S GAME

Secondary school students from Aston Villa's Premier League Inspires programme entered the Lion's Den to pitch their concepts around this year's Premier League Inspires Challenge theme 'This Is Everyone's Game - Gender Equality'.

Pitching to a panel of Foundation staff, students developed projects that align with the Premier League's commitment to combating discrimination in football. The winning school, Stockland Green, represented the Aston Villa Foundation in the finals at Wembley Stadium. Prior to their journey to the capital, the girls were also invited to Bodymoor Heath and met with players from the Aston Villa Women's team to sign their pledge encouraging more girls into the game.

Premier League Inspires is a personal development programme, funded by the Premier League and Professional Footballers' Association (PFA) through the Premier League Charitable Fund. The programme uses the power of football to inspire young people aged 11-18 to develop the personal skills and positive attitudes needed to succeed in life.

Premier League Inspires





See our winners meet the Womens' team at Bodymoor Heath

SHAYAN STRIVES THROUGH TEAMWORK+

TeamWork+ harnesses the power of sport and the Aston Villa brand as an effective tool to break down stigmas around mental health. By delivering support in accessible, non-clinical environments, the programme creates safe spaces where young people feel comfortable exploring wellbeing topics. This approach has been particularly successful when delivering workshops for schools, external organisations, and Foundation departments.

Shayan was introduced to the Foundation through Teamwork+, an initiative offering 12 weeks of free 1-to-1 wellbeing sessions for young people aged between 8-25. Shayan was referred to the programme by his school, having moved here from Iraq in 2022.

Shayan reached all of the goals he had set for himself by the end of his time with the programme, being then referred to Premier League Kicks, taking place at Aston Villa's Inner-City Academy. Shayan has thrived at these sessions, playing football every week and building a great rapport with his coaches and fellow players, and representing the Foundation at the 'No Room For Racism' tournament in October 2024.

As part of our community feature on BBC's Match of the Day, Jacob Ramsey surprised Shayan and his friends at their Friday night Premier League Kicks football session. The Villa midfielder spoke to him about his mentoring with Wellbeing Practitioner Sean, as well as the challenges and barriers he has faced and overcome since moving to England.

Teamwork+ Statistics

413

1-to-1 sessions delivers to 42 individuals

26

Workshops delivered, reaching 496 people





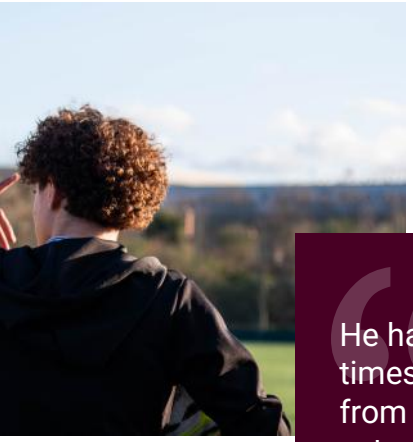


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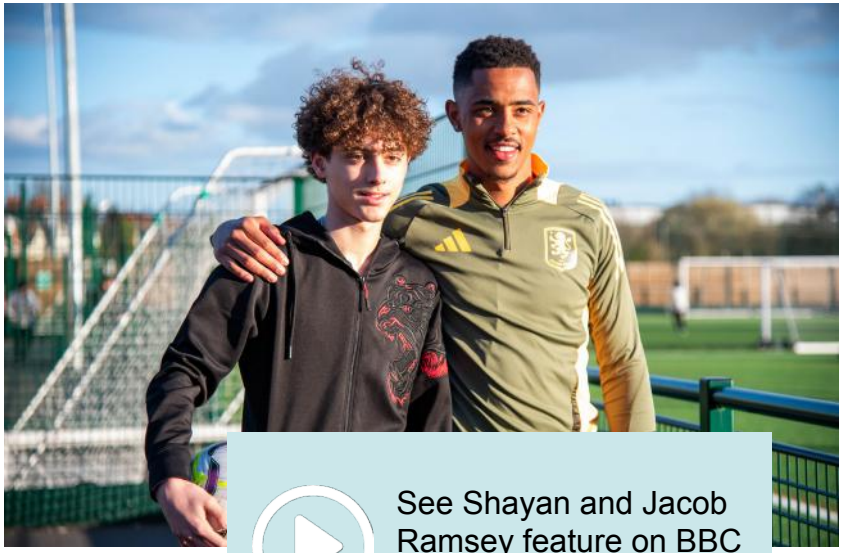
Premier League

Professional Footballers' Association









See Shayan and Jacob Ramsey feature on BBC Match of the Day

He has found such a big transition difficult at times and his school felt like he could benefit from a 1-to-1 intervention to help boost his self-esteem and confidence.

"During our sessions, we focused on his strengths, looked at the challenges he has faced and worked around resilience to encourage him to keep pushing himself to reach his goals.

Sean Holding
Wellbeing Practitioner

Ramsey is our Community Champion

Jacob Ramsey also received the Professional Footballers' Association Community Champion Award for the 2024/25 season.

The midfielder was selected for his continued commitment to the community with the Aston Villa Foundation.



NATHAN BAKER VISITS TEAMWORK AND ACTIVE THROUGH FOOTBALL FOR 'TIME TO TALK' DAY

Celebrating Time to Talk Day, a campaign to encourage people to be open in talking about their mental health, we invited former Aston Villa player Nathan Baker to visit our Teamwork and Active through Football participants for a celebration at Aston Villa's Inner-City Academy.

Participants asked Nathan questions about his time and career with Aston Villa, and shared thoughts with one another over a coffee after a game of football.

TeamWork Football uses sport to offer anybody with a mental health problem the opportunity to improve their wellbeing. Engaging with young adults aged 18-35, we provide weekly football sessions and workshops for people of any footballing ability, with the overarching theme of offering a healthy coping mechanism for mental health through football and physical exercise.

425

Working age adults taking part in Teamwork project





BREAKING BARRIERS TO MENTAL HEALTH

Working collaboratively with our counterparts at West Bromwich Albion Foundation and Wolverhampton Wanderers Foundation, Villa Park was also host to over 30 participants from respective Mental Health programmes, for an event focusing on the '5 Ways to Wellbeing', and featured a football tournament at our Inner City Academy.





> We really enjoyed attending the event, it was really valuable for participants and staff alike. Our participants gained lots of insights into improving their mental health outcomes. Highlights were meeting players from other organisations and sharing experiences, learning about the link between mental health and diet and having a friendly kickabout as a team representing our Foundation.

Tom Lane
Wellbeing Co-ordinator for the Albion Foundation





INCLUSIVE SPORT DEVELOPMENT

As part of our Inclusive Sport programmes, we have delivered several pilot initiatives that have helped us capture the voices and experiences of participants across key areas of development. These include the SEND Youth Club at King Edward VI Aston School, the FA Para Talent Hub, and the Schools Ability Counts League.

Drawing on local insight, we have successfully onboarded a range of partners who will play a vital role in delivering and shaping the programme. These partners will contribute their expertise through regular steering group meetings, helping us to further develop the project throughout the funding period and beyond. Their networks and relationships will also support wider engagement and ongoing consultation.

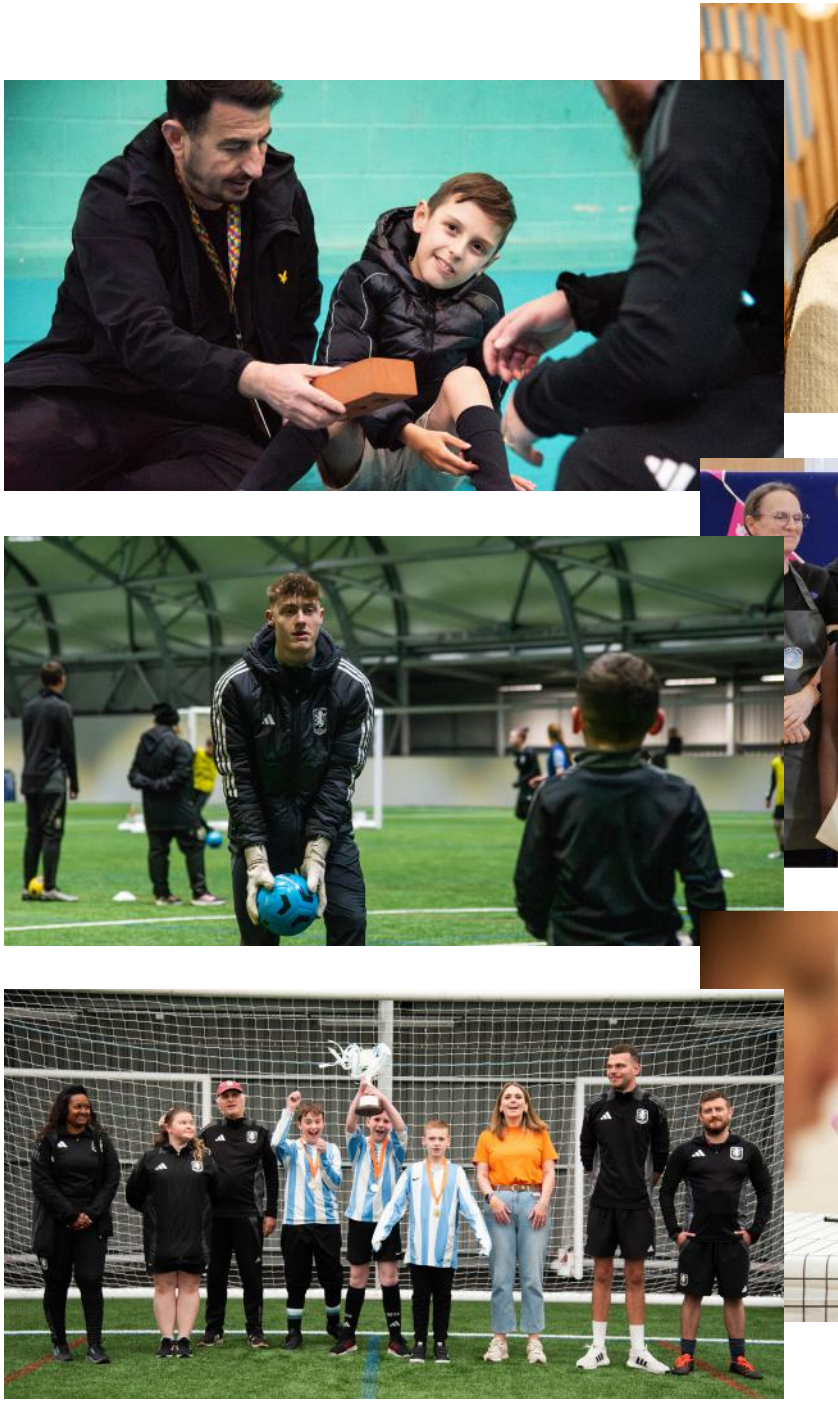
In November, players from our Ability Counts programme welcomed six of the club's Under-18 and Under-21 goalkeepers for a coaching session at the Inner-City Academy. The session offered valuable insights into professional training routines and concluded with a lively penalty shoot-out involving both groups.

110

Participants across our Ability Counts, SEND and FA Para Talent Hub provisions

130

SEN KS2 & KS3 Schools League participants









SEED TO FEED PROJECT CELEBRATES ONE YEAR ANNIVERSARY

The Foundation held a one-year celebration event for the Seed to Feed project in October 2024, with Director of The National Lottery Community Fund Phil Chamberlain in attendance.

Seed to Feed aims to address issues of household food poverty, focusing on nutritional education, family engagement, personal development and life prospects.

Since its launch in 2023, the project has made a significant impact on families in Birmingham by enhancing their knowledge of nutrition, healthy eating, and active lifestyles.

The Foundation has collaborated with nine local partner schools to provide 66 sessions to 181 children, focusing on portion sizes and the importance of fruit and vegetable intake.

Partnering with Bangers n' Mash Up CIC the project hosts family 'Community Hubs', bringing families from different backgrounds together for free and interactive food-related activities and cooking sessions, increasing the knowledge and skills around cooking and eating on a budget.

COMMUNITY FUND



Hear from the National Lottery Fund speaking about Seed to Feed



EDUCATION & EMPLOYMENT

Our Education and Employment division has a dedicated and skilled team that support and promote education and personal development from an early age, achieved through creative and innovative practice that starts within primary education and flows through to further and higher education courses and qualifications.

Each programme within the division has a bespoke vision to achieve its desired outcomes, but all are within the division's overarching mission to enhance peoples long term prospects and potential.



















EDUCATION & EMPLOYMENT IN NUMBERS

15,277
Students engaged in schools

78
Primary schools

34
Catering Club graduates

203
Students studying BTEC, A Levels or Foundation Degree

48
Teachers Supported through continued professional development

238
Alternative Education students

1,606
Students received a vision screening check through Villa Vision







CATERING CLUB SERVES UP A STORM

The Villa Catering Club is delivered with South and City College Birmingham, supported by the West Midlands Combined Authority and the Department of Work and Pensions. The course provides learners with real life work experience, advice on setting up their own food business and qualifications in catering and hospitality. 27 of the participants have actively received work experience opportunities through Levy UK, Constellation and the Foundation's very own Kerbside Cobs.

The course aims to bridge the current skills gap in catering and hospitality, providing participants with industry recognised qualifications and opportunities to develop their skill sets across a range of food-related dishes.

Tutors also support the students with skills to enhance their employability, such as CV writing and interview techniques, to give them the best possible chance of securing sustainable employment beyond the completion of the course.

SOUTH & CITY COLLEGE BIRMINGHAM

West Midlands Combined Authority

Department for Work & Pensions

BANGERS N' MASHUP CIC

NCASS NATIONWIDE CATERERS ASSOCIATION



Spotlight Moment

In November 2024, The Mayor of the West Midlands Richard Parker paid a visit to Villa Park to witness the Catering Club programme in action.

Kerbside Cobs at Villa Park

Alongside Socios.com Supports and Bangers n' Mashup CIC, the Foundation operates a catering van on matchdays and external events.

This provides vital work experience and employment opportunities to graduates of our Catering Club programme, helping them to kickstart their journey within the hospitality sector.



LOCAL SCHOOLS CELEBRATE 150TH ANNIVERSARY WITH SPECIAL EVENT

Premier League Primary Stars is a primary school education programme funded through the Premier League Charitable Fund. The programme uses football to enhance learning in multiple subjects across the national curriculum.

150 pupils from five local primary schools were invited to attend a special celebration event at Villa Park to commemorate the club's 150th anniversary season. The day started with Aston Villa Foundation staff walking pupils from each school to our famous stadium, stopping at points on the walk to talk about key historic buildings and areas to teach the children more about the history of their local community.

Pupils were treated to a series of workshops throughout the day, exploring the history of the club, its origins in football and the area of Aston. They also learned about the evolution that the club and its local area have undergone during its 150-year history. To top off the day, pupils took a tour of the stadium and had an opportunity to take a photo with the Premier League trophy.

The event was part of a season-long campaign called AV150, celebrating the club's 150th anniversary. There were a series of AV150 events throughout the year, one of which was the AV150 heritage walk, donations from which funded the schools event.

Premier League Primary Stars

AV150

















> Just a huge thank you firstly for the AV150 event.
>
> It was absolutely incredible, and the children have not stopped talking about it to their friends. Foundation staff put so much hard work in and it really showed through, we cannot thank you enough.
>
> Our children struggle with their place in the community, and this really helped them to feel a greater part of it.

Adam Mountney
5S Class Teacher
Yew Tree Primary School





Take a look at what the kids got up to at our AV150 event

FOUNDATION DEGREE STUDENTS TAKE ON WORK PLACEMENTS



The Aston Villa Foundation's Sports Coaching and Development Foundation Degree - delivered collaboratively with Birmingham City University - is a route for young people to become sports practitioners.

Harry and Kian are current Level 5 students who have received mentoring within their degree studies, working with experienced Foundation coaching staff from Football Development and Primary School and Sport Education provisions.

Harry joined the Foundation's Post-16 Further Education course in September 2021 before progressing to the degree. He is on track to achieve his aspirations of becoming a football coach.

Foundation Degree Lecturer Jonathan McCarthy said "The Foundation is a working organisation, which is invaluable when looking for opportunities for students to take on work placements. This is something unique about our course.

"While students need to gain relevant knowledge, certifications, and qualifications, the transfer of knowledge from experienced coaches to the students on a physical level is unteachable in the classroom."



> It has been a great experience to learn outside of the classroom in varied facilities, different environments, and from staff who can share their experiences in sports coaching.

Kian
Foundation Degree Student









> I had opportunities to work in schools with year 2 and year 6 pupils, which opened my eyes to the varied needs and learning styles of different age groups. Such experiences have boosted my confidence and improved my ability to learn and adapt in real life work settings.

Harry
Foundation Degree Student

BIRMINGHAM CITY University

VILLA VISION

Villa Vision, designed and delivered by the Foundation's dedicated eyecare team, is funded by the Premier League and Professional Footballers Association, and strategically supported and funded by Aston University, the Wesleyan Foundation, and the OneSight Essilor Luxottica Foundation.

The initiative is the first of its kind in the UK, delivering workshops, vision screenings, and eye testing in primary and secondary schools across Birmingham.

Villa Vison project manager Nikhil Sonpal was invited to speak to over 100 eye health and visionary professionals at the Visionary Annual Conference. Delivered with Leon Davies, Professor of Optometry & Physiological Optics at Aston University and president of The College of Optometrists, the talk offered insight into the work of the award-winning initiative, which has recently celebrated 15,000 individual interventions across primary school children in Birmingham.

Mr. Gill, a teacher at a participating schools shared his positive experience with the programme. One pupil in Particular stood out. Previously quiet and disengaged, the child was identified as needing glasses.







> Since wearing the glasses, the change in the student has been noticeable. Better concentration, confidence, and classroom participation.
>
> **Mr. Gill**
> *Teacher at participating school*



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Premier League

Professional Footballers' Association

Aston University BIRMINGHAM UK

ONESIGHT EssilorLuxottica Foundation

WESLEYAN we are all about you









See Villa Vision from a child's point of view!

Villa Vision numbers for the 2024/25 season

20 Schools visited

2,065 Children received an educational workshop

112 Pairs of glasses dispensed

1,606 Children received a vision screening check

74 Children received a fully comprehensive eye test

56 Children received free glasses

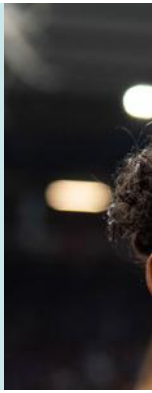
CONNECTING

FAN ENGAGEMENT

Mascot Moments

Over the 2024/25 season, we were able to provide 65 mascot places to a variety of Foundation participants, and to children from Aston Villa's club charity partners Acorns Children's Hospice and Birmingham Children's Hospital.

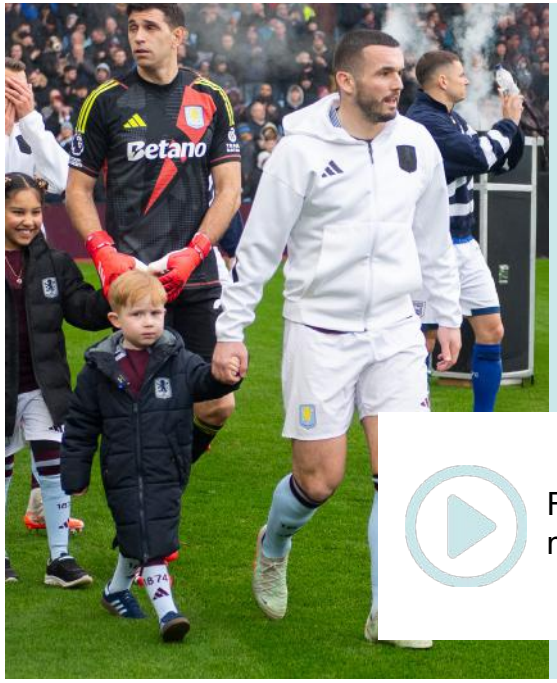
Jamil



Jamil, a regular attendee of Premier League Kicks, was hit by a car in September 2024 whilst on his way home from school.

After making a full recovery, he was invited by the Foundation to become a mascot for Aston Villa's game against Manchester United, where he walked out with Ezri Konsa.

Follow Jamil through his mascot experience



Billy

We were pleased to have five-year-old Billy Villers as a matchday mascot for our dedicated game, after losing his father Mark suddenly in May last year.

Mark was an avid Aston Villa supporter, and after his passing, Billy now takes over his father's season ticket, attending games with his grandfather and mother. On matchday, he walked out on to the pitch with captain John McGinn.

Follow Billy through his mascot experience



Ethan

Following a visit from Diego Carlos, Lamare Bogarde and Sil Swinkels to our Sutton Coldfield Soccer Schools in October, young Villan Ethan Hall was awarded a mascot experience for Aston Villa's game against Southampton.

Ethan lives with alopecia, an auto-immune disease, which causes the body to attack the hair follicles, causing hair loss. Over 100,000 people in the UK live with the condition.

> Ethan has experienced moments in his journey where it has been quite tough, but he is at an age where he just wants to take the opportunity to educate people about the condition.
>
> Today's event has been quite emotional, meeting the players and seeing Ethan's face when he was presented with the mascot opportunity was just magical. He is going to be talking about this all year.

Carla & Ken
Ethan's Parents



Follow Ethan through his mascot experience

Military Mascots

To recognise the military service of fans as part of the club's Remembrance Day commemorations, we were pleased to offer the opportunity for the children of current and former serving military personnel the chance to be a mascot for the Bournemouth game on Saturday, 26th October.





MATCHDAY EXPERIENCES AND TICKET DONATIONS

Throughout the 2024/25 season, the club and Foundation has continued to strengthen its ties with the local community through a range of match day initiatives. Children from Yew Tree Community School, located just a stone's throw from the Doug Ellis Stand, had the unforgettable opportunity to be mascots during the Champions League match against Club Brugge.

Across the season, the club donated 200 further tickets to the Champions League game v Bologna, 880 Women's Super League tickets, 2,000 tickets for both the U18s FA Youth Cup Final and the Youth Premier League Final.

In addition, generous fans donated their season tickets to the Foundation, which provided the opportunity for local people to attend home games throughout the season, and hospitality spaces were generously offered throughout the year by club partners.









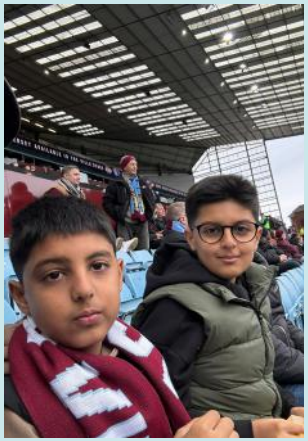







bet365
UEFA CHAMPIONS LEAGUE










UEFA
CHAMPIONS
LEAGUE



AMBASSADORS SUPPORT MATCHDAY ACTIVATIONS

Foundation Ambassador Ian Taylor and avid Aston Villa and Foundation supporter Nigel Boyle were cooking up a storm during our Premier League 'More than a Game' dedicated matchday fixture, giving fans the chance to win a free cob from the Foundation's food truck, Kerbside Cobs!

The van, redeveloped from a former crime scene investigation unit, provides culinary education to communities in Birmingham. It also operates as a food vendor at community events and matchdays at Villa Park, as well as visiting local schools and community organisations to provide further food and health education to promote healthy lifestyles.

Also with us was actor and lifelong Villa fan Oliver Phelps, who featured on VillaTV with Kate Tracey, Alan McInally and Stiliyan Petrov. Oliver discussed the impact of the Foundation on fans and the local community, along with his role as an ambassador for the charity.



See Ian Taylor and Nigel Boyle give out free cobs with Kerbside Cobs

AARON IS ASTON VILLA'S 2025 COMMUNITY CAPTAIN

Disability Officer Aaron Drakeley is one of over 100 individuals who have been recognised by the Premier League across England and Wales, being named Aston Villa's Community Captain for 2025!

Aaron came to the Foundation as a youngster, taking part in the 'Villa in the Community' football schemes in the late '90s.

Having been employed by the Foundation for 13 years, Aaron has worked across a multitude of programmes, most recently with the Foundation's Villa Catering Club, which sees local people gain qualifications and employment within the hospitality industry.

He was presented with the award by midfielder Amadou Onana and Head of Foundation and Community Guy Rippon, receiving a special award with a shirt and pennant signed by Villa captain John McGinn.





FUNDRAISING

Round up donations from matchday ticket sales have raised over £70,000 since the initiative was introduced in 2021, with £20,000 raised during the 2024/25 season. When purchasing tickets online, fans have the option to either donate or round up their purchase to the nearest pound. 100% of proceeds are donated to the Foundation.

Money raised has had significant impact on our disability programmes, providing our Ability Counts players with training and playing kit and sports equipment for our SEND Youth Club.

The round ups also provide funding for fan and community events and provides local people who have made a positive contribution to their communities with VIP Matchday experiences, giving them and their families memories they will never forget.

In partnership with club charity partner Acorns Children's Hospice, the 2024 Holte End Abseil raised £19,000 for both charities. Participants, including ambassador Katharine Merry, bravely descended from the rafters of the Holte End to support the fundraising effort.







£136

Net total raised f

during the 202









3,897

from fundraising

24/25 season







Brand Recognition: Front of Shirt Sponsorship

During the summer of 2024, Aston Villa were pleased to reveal a special, one-off kit worn during the first two matches of pre-season. The all-white adidas kit bared the Foundation's name across its front and featured the club's 150th anniversary marque on the rear collar.

These kits were not available for retail but auctioned off after the matches against Walsall and FC Spartak Trnava. Approximately £4000 was raised through various auctions and fundraisers, with all proceeds going directly to the Foundation disability activities, a vital part of our work, which sees over 100 players represent Aston Villa in regional pan-disability leagues. The proceeds also supported sporting activities run for day care centres, in addition to youth clubs for children and young people with special educational needs.

Fan-led Engagement: Footsteps 4 Families

As part of a fan-led initiative, four men walked 77 miles (124km) non-stop from Villa Park to Old Trafford football stadium, to raise money for the Aston Villa Foundation and Acorns Children's Hospice.

Mark Barber, Chris Roberts and Mike Prosser, all from Halesowen, and Craig Rice, from Redditch, raised over £10,000 for both charities, setting off from Villa Park and reaching Manchester United's ground after 30 hours of continuous walking before the last game of the season. We would like to thank Mark, Chris, Mike and Craig for their efforts on behalf of both charities, with the money raised funding a respite day for the families of those receiving care through Acorns Children's Hospice.

OUR WORK WITH CLUB PARTNERS

Emmiera Group Crowdfunder

During Easter 2025 Soccer Schools, with the support of club partner Emmiera group, we offered 30 pupils from partner schools Deykin Avenue and King Solomon Primary School the opportunity to take part in football-based practices along with different themed tournaments delivered by our Football in the Community Coaches. Nearly £3,500 was raised through a public crowdfunder, for two fans winning a Hospitality Experience.

The football programme offered daily practical sessions for children aged between 5-12 years old over the course of four days. The schools were chosen as they are local to Villa Park and therefore able to attend the selected football course as well as having incredibly high numbers of children eligible for pupil premium (at least 50%). We worked in partnership with the schools to identify children who have an interest in playing football but do not often get the opportunity to participate in organised events. By providing them with these tickets, we were able to break down the financial barrier to participation and give these children a fun, active and memorable week during the Easter holidays.

Emmiera Group









Foundation work with Premier Skills and British Council in South Africa

Alternative Education Coordinator Ryan Goodman travelled to South Africa with the Premier League and British Council to assist in developing the skills and confidence of teachers in schools and communities from the province of Mpumalanga.

Ryan shared theoretical and practical teachings and experiences of supporting teachers and young people in Birmingham, helping to develop the coaching method of more than 40 teachers. Following the conclusion of the five-day course, teachers were able to demonstrate their findings through a sports festival, enabling them to display high-quality PE coaching to 60 young people.

Ryan joined the organisation as an officer within the Premier League Primary Stars provision in 2022. He has since progressed into his role as Alternative Education Coordinator, providing an opportunity for secondary school students who require alternative methods of learning outside the classroom environment.

> Coaching can be seen as an internationally recognised language, in which we all share a passion for wanting to deliver engaging and inspiring sports sessions to young people,
>
> The teachers we worked with in South Africa showed spirit which was second to none - warmly welcoming myself and colleagues from the Premier League and British Council - and were engaged with everything we demonstrated, reflecting a sense of community and inclusion in everything they do.
>
> Ryan Goodman
> *Alternative Education Co-Ordinator*

Young people play at Villa Park with JD

Participants from our Everybody's Game programme had a once-in-a-lifetime opportunity to play on the pitch at Villa Park, thanks to official club partner JD.

Over 150 participants from 15 local grassroots football clubs took to the turf, taking part in training exercises and small-sided games. The clubs in attendance have been impacted by the Foundation's Everybody's Game programme, funded by the Premier League Charitable Fund, the Professional Footballers' Association and Islamic Relief.

The programme is designed to bring more inclusive opportunities for British South Asian communities and Women and Girls to get involved across mainstream football, either as players, volunteers, coaches or referees.

Since the inception of the programme, over 45 coaches have received one-to-one mentoring from dedicated coordinators, building positive relationships with grassroots clubs in Aston and the surrounding areas.

Sarju Mistry, a coach for BPM sports said "The kids are thoroughly enjoying the experience. Our role as coaches outside of training and playing is all about inspiring young people and players from the local community to aspire to play in venues like Villa Park one day."





> JD are delighted to offer the Aston Villa Foundation our 'Play on the Pitch' right to use as part of a local community activation. Community is at the heart of JD as a brand, and a key element of our Forever Forward campaign is propelling youth culture forward.

Declan Walsh
JD Sports Partnerships Manager



Big Toy Trade with Trade Nation

Working with principal partner Trade Nation, we encouraged fans to donate pre-loved or new toys to Villa Park, helping us spread holiday cheer to children in the community.

250 donations were made, with toys distributed to participants from Foundation programmes and projects as well as Home-Start Birmingham North and Inner City, who have remained a solid link in the community for the Foundation.

Participants of our Care Leavers programme were also on hand to help wrap the presents.

TRADE NATION

> I would like to say the biggest thank you to Aston Villa, the Foundation and Trade Nation for supporting us. We work and support families in Aston, and it is such a nice way to round up and support the families this Christmas, to make sure they have everything they need.
>
> Although it is a difficult time for some, it is a time for people to gather around and help, and Aston Villa is one of them.

Nafisa Gharda
Home-Start Birmingham North and Inner City


ONANA
ROGERS
27


ASTON VILLA
Foundation



















OPENING DOORS TO ALL

Community Groups get festive

Over 70 guests from Age UK's Dementia Café and local community groups were invited to attend a Festive Meal with the Foundation at Villa Park.

The meal, organised by the Foundation's Community Relations department, is an opportunity for smaller organisations in Birmingham to connect with us and the club, building and strengthening relationships and ensuring Aston Villa is a good neighbour in the community.

Guests were treated to a delicious festive lunch, courtesy of catering partner Levy, as well as taking part in a Christmas-themed quiz, hosted by talkSPORT's Rupert Bell.

They were also joined by eight players from Aston Villa's Under-18s academy, who joined in the quiz and handed out gifts to our guests.

Celebration of Life

One of the most significant events of the year was the Celebration of Life, held at Villa Park at the end of the season. Designed as a reflective and inclusive space for people to remember loved ones who have passed away.

Over 70 individuals attended, including family members of former player Gary Shaw and former Villa player Kenny Swain, and Aston Villa Representative Richard Stevens also participated by offering a reading. The event continues to offer an important and compassionate expression of remembrance and hope within the Villa family.

Open Iftar returns for a Third Year

Aston Villa were also proud to host an Open Iftar at Villa Park for the third consecutive year on 21st March 2025.

Organised alongside the Ramadan Tent Project, the community event brought together hundreds of Muslims to break their fast at the stadium. The Adhan, the Muslim call to prayer, was recited pitch side to mark the end of the day's fast.

The event was first held at Villa Park in 2023 and aims to increase community harmony, belonging, and turning strangers into friends while breaking fast.

SUPPORTING

REMEMBERING BENJAMIN ZEPHANIAH



Named as one of Britain's top 50 post-war writers in 2008, Benjamin Zephaniah was a lifelong Aston Villa fan, enjoying close ties to the club through his work and as an ambassador for the Foundation.

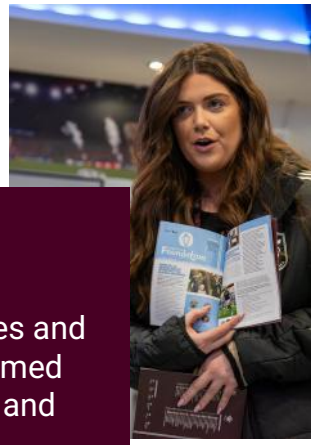
To commemorate the first anniversary of his passing on 7th December, the Foundation's Primary School Sport and Education team, who deliver the Premier League Primary Stars Programme in local schools, worked closely with Benjamin's family to hold a poetry competition for young poets inspired by his writing.

Receiving over 50 entries, the winning poet would enjoy a stadium tour of Villa Park for their whole school class as well as being awarded a trophy.

Selected by Benjamin's family, eight-year-old Mumeen from Warren Farm Primary School was chosen as the winner. Mumeen was presented with the prize and read his poem aloud in front of his classmates.

> "It's about localism. To me, it's not just a club that plays games, it's about being part of the community."
>
> Benjamin Zephaniah







> My sister Millicent and I each independently looked at the entries and chose Mumeen's poem as he seemed to have understood the concepts and philosophies of Benjamin's work.
>
> He is so young, but he seemed to understand so much of what Benjamin would have wanted to hear in terms of racism, people coming together and unity.
>
> **Joyce**
> *Sister of Benjamin Zephaniah*















Mumeem's Poem

Hear Mumeem read it himself

There's no room for racism, not a single space. No place for hatred, no time to waste.

In hearts, in homes, in every street. Let kindness and respect be what we greet.

The colour of skin, the shape of your face, Should never decide your worth or your place.

For in this world, we all belong, United in spirit, together we're strong.

No room for the whispers that tear us apart, No room for the anger that poisons the heart.

In the light of compassion, let darkness fall. We're all the same, no matter how tall.

A world where every soul can stand, No judgement passed, no heavy hand.

Where love and empathy are guiding way, Racism has no voice to stay.

So let's build a world where all are free, To live in dignity, in harmony.

No room for hatred, no room for fear, In this world, let equality appear.

No room for racism, no room for hate, Only for justice, love and fate.

Together we rise, together we see, A world where we're truly, finally… free.

BENJAMIN ZEPHANIAH LOCALISM AWARDS

The Aston Villa Foundation celebrated the work of 10 individuals through the Benjamin Zephaniah Localism Awards.

The awards connect to the ‘supporting’ pillar of the Foundation’s strategic function, exploring how we can play a role in empowering and becoming an advocate for micro-community and charitable organisations within the city of Birmingham. Coinciding with Benjamin Zephaniah Day, the awards honour the life and legacy of the legendary writer, poet and former ambassador, casting a spotlight on those who have embodied ‘localism’ in their community. The awards were presented pitch side at Villa Park by Benjamin’s sister, Joyce Zephaniah.





- Through his initiative ‘Why Not I,’ Kofi Josephs integrates mental well-being education into athletic training, emphasising the development of mental resilience alongside physical skill.
- Darnish Amraz MBE works with thousands of young people at risk of involvement in serious violence, changing their attitudes by building relationships and supporting them into further opportunities.
- Through ‘Transformation for Change’, Jadieal Millwood has developed a mentoring and youth outreach framework, providing over 2,000 young people with access to trusted adult mentors.
- Keith Shayaam-Smith is described as a positive role model for local black creatives and social entrepreneurs. He is nominated for the award for his contributions to the Legacy Centre of Excellence in Newtown.
- 17-year-old Jacob volunteers at The Good Food Club and Community Café, displaying empathy, kindness and care to others.
- Toqueer Quyyam is a climate and social justice campaigner, passionate about championing for those from ethnic minorities to talk more openly about climate change.
- Anwar Khattak and Waheed Ayoob have served their community for the last 25 years with Birmingham Youth Sport Academy. They are active within the communities around Villa Park.
- Through sports and art workshops, Leon Moses has made impact reducing knife-related incidents, fostering a culture of positivity, reliability, and safety, ensuring that every young person feels supported and valued.
- Amran Ellahi created a supportive, inclusive, and thriving environment for all volunteering at The HeArt Centre, a local voluntary community project.

Aryan

Nine-year-old Aryan has helped campaign for children with further needs to receive free school breakfasts, as well as making the community a safer place for children. Aryan has non-verbal autism.



CONTINUED SUPPORT WITH YOUTH ENDOWMENT FUND

During the 24/25 season, on behalf of the Youth Endowment Fund, we successfully allocated and commissioned close to £50,000 for environmental specific projects across several schools and community organisations within the Lozells and Newtown wards of the city.

This pot of funding was intended to support community-based and youth-led environmental projects that address growing concerns around issues such as fly-tipping, poor lighting or loss of green spaces.

The successful applicants are delivering projects to empower and educate young people and families on environmental awareness and green space development, focusing on the public parks in the areas.

In addition to this, a further £65,000 was allocated to five community organisations from the Community Chest and Flexible Response funding pots to deliver a range of diversionary activities and detached youth work provision, aimed to positively engage motivate and divert young people away from negative influences in their communities, and towards positive opportunities and pathways.

YOUTH ENDOWMENT FUND





Hear from some participants of the Youth Endowment Fund





CONTINUING RELATIONSHIPS: ISLAMIC RELIEF

Our continued partnership with Islamic Relief has seen us support vulnerable young people and their families close to the stadium with a series of food parcels and cooked meals, thanks to support from local supermarkets and Bangers n' Mashup CIC.

In total, close to 2,000 food parcels/meals were prepared at Villa Park and distributed to local families.

ASPIRATIONS

PLAY IT FORWARD

We are excited to be working with the Kaizen Foundation - Betano's own charity, on the development on the 'Play it Forward' project, which will tackle inequalities in physical activity and access to facilities by funding community-led spaces.

With additional support and funding provided by the Football Foundation, the Premier League, the Professional Footballers Association and Birmingham City Council, Kaizen Foundation will support 350 additional hours of activity to take place on outdoor mini pitches in lower socio-economic areas across Birmingham.

The Play it Forward programmes allows Foundation staff to support a number of community groups local to the Play / It Forward sites, including sharing learning on grants and fundraising, safeguarding, governance and risk management to help these community partners become more sustainable and resillient.

In addition to off-site spaces, the development of the Warehouse space at Villa Park will see two multi-use games areas installed next to the Warehouse allowing local children to take part in organised sport on the grounds of the club stadium.

kaizen | foundation



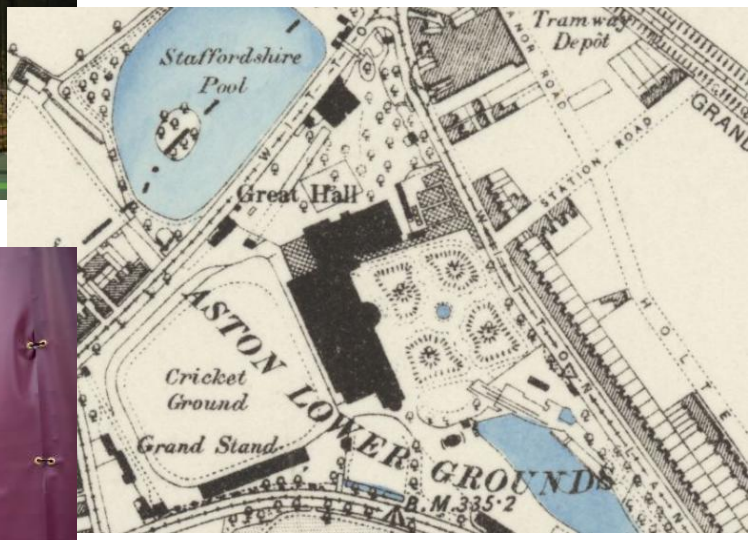














A NEW ERA: THE BUILDING OF THE ASTON VILLA FOUNDATION'S NEW COMMUNITY HUB

We are excited to announce the significant progress in discussion to create a new hub site for the Foundation on the North Stand car park.

Located on the old Aston Lower Grounds, there has been a building on the site since approximately 1884. The building became 'The Pavillion Electric Theatre' in 1911, with other known uses for the building acting as a social club, bingo hall, roller skating rink and a snooker club.

The building will be utilised primarily for education, training and employment programmes, acting as a central venue for our work with local Primary and Secondary schools, as well as a home for our Alternative Education and Further and Higher Education courses.

In addition, the Foundation will run it's employability training skills and qualification programmes there acting as a hub site for essential services in the local community, and offer a central meeting space for local groups and networks, A multi-use games area (MUGA) is currently being developed outside the building located next to the new Warehouse space. The MUGA will be open on non-match days, offering football activities and wider sports such as basketball, tennis and cricket.

2025/26 will see the Foundation embark on a design, planning and funding feasibility study to help to turn the vision into a reality.

FOUNDATION'S CONTINUED COLLABORATION WITH WEST MIDLANDS COMBINED AUTHORITY



Over the course of the season, the Foundation has fostered a relationship with the West Midlands Combined Authority, to partner on several employment opportunities that support and align with the Youth Plan, a targeted initiative in the West Midlands, pledging to support young people who are furthest from the labour market.

The continued collaboration for the 2025/26 season sees the expansion of the existing Catering Club programme, which with assistance from the Combined Authority, will be cascaded into other football club charities, sports venues and training providers across the West Midlands.

The Villa Coaching Academy, another pilot programme delivered by the Foundation, is designed as a 12-week course to support young people into sports and coaching industry, by funding them through entry level qualifications, gaining experience in different coaching settings and environments, placement opportunities across our partner network of grassroots clubs and organisations, and support them onto positive destinations into higher education qualifications and employment.

Head4Health is a project that aims to improve the mental well-being of working-age adults to help them get back into work through informal but educational workshops, mentoring and physical activity.

West Midlands Combined Authority

> Our region's football clubs make a huge contribution to our communities and local economy, which is why I've signed an agreement to work with the Premier League to provide even more training and career opportunities for local people.
>
> Aston Villa Foundation's Catering Club and Coaching Club show partnership working at its best, giving residents the skills they need to land jobs in the sports and hospitality sectors.
>
> **Richard Parker**
> *Mayor of the West Midlands*

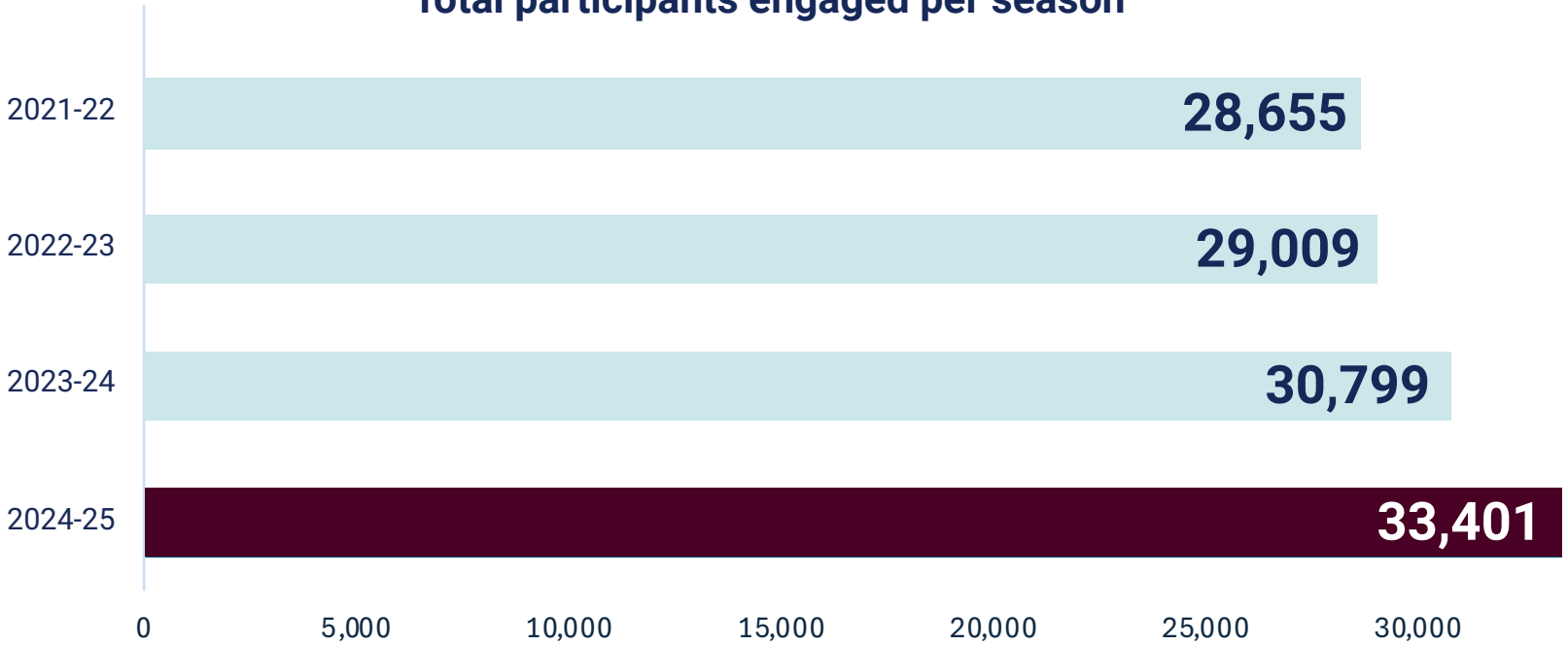




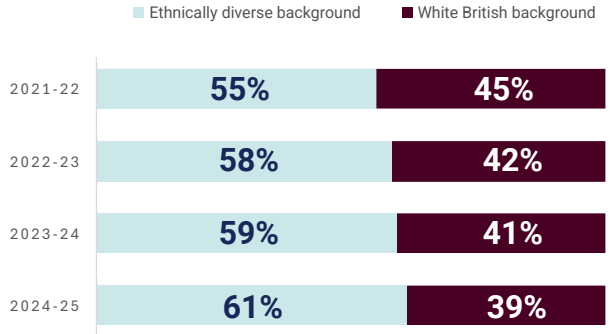


INCLUSION DATA

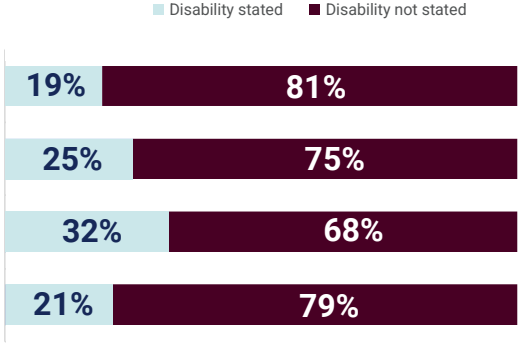
Total participants engaged per season



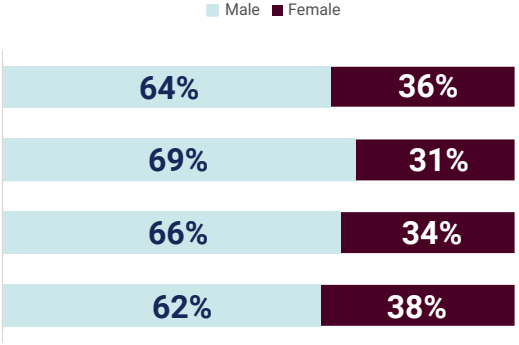
Ethinic Diversity Statistics



Disability Statistics



Participant Gender Statistics



SOCIAL CONTENT AND ENGAGEMENT

929,127

Audience reach on Facebook

1,900,000

Instagram post views

23

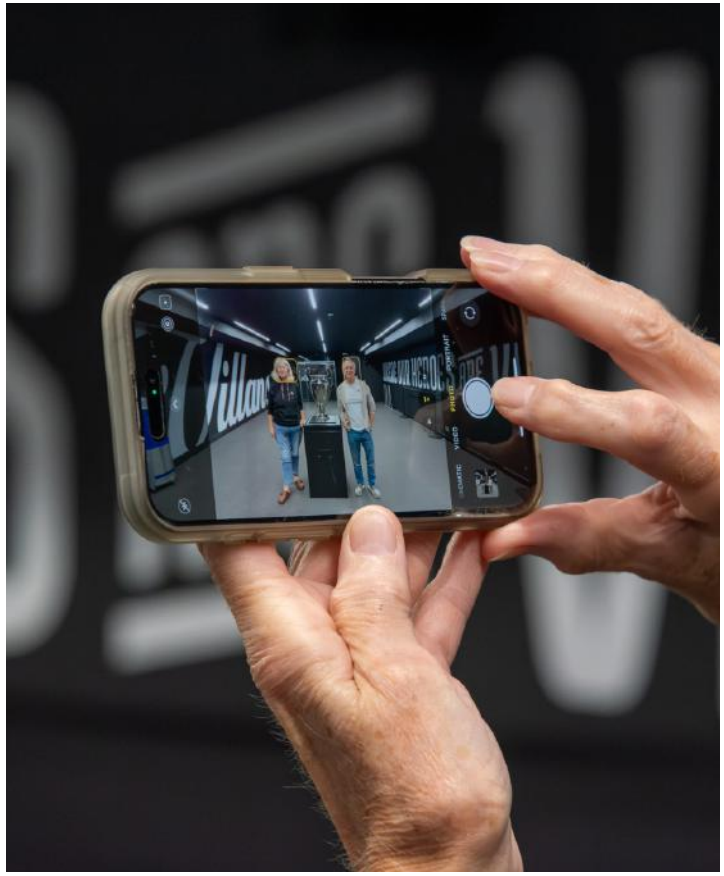
Players engaged

21

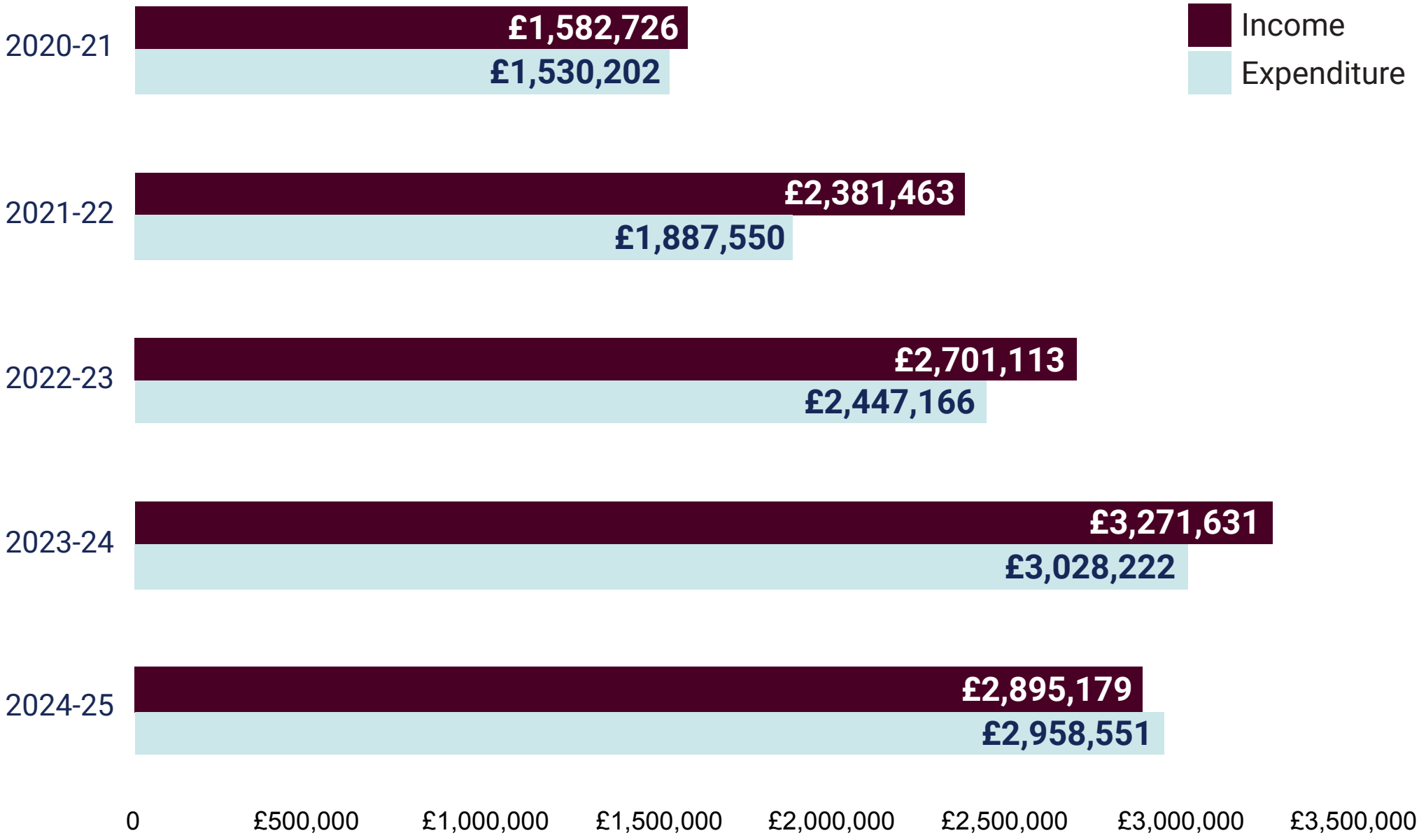
Articles published

1,140,000

Engagements on X



FINANCES


2020-21
£1,582,726
£1,530,202
2021-22
£2,381,463
£1,887,550
2022-23
£2,701,113
£2,447,166
2023-24
£3,271,631
£3,028,222
2024-25
£2,895,179
£2,958,551
Income
Expenditure
0
£500,000
£1,000,000
£1,500,000
£2,000,000
£2,500,000
£3,000,000
£3,500,000

FOUNDATION

Registered Charity No. 1152848

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