

# chelseafc



CORPORATE SOCIAL RESPONSIBILITY REPORT FOR THE 2009/10 SEASON



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# STRONG FOUNDATIONS FOR THE FUTURE

We have created the Chelsea Foundation to bring all our charity initiatives under the one umbrella, a move which will help us build upon the great things we have already achieved

It is a cause for celebration that this is the last Chelsea Football Club annual Corporate Social Responsibility (CSR) report.

It is not the end of our ground-breaking work, but a new beginning as we have now created the Chelsea Foundation to develop these vital initiatives.

The Foundation will be responsible for expanding existing work already undertaken by our Football In The Community team and will bring together the wider CSR schemes

undertaken by the club, including education, charity partnerships and the work of the Past Players' Trust.

The creation of the Foundation also gives us the opportunity to look back at the development of our community work and the massive strides that have been made, particularly in the last seven years.

When Roman Abramovich arrived he wanted to create a great team both on and off the pitch. He wanted Chelsea to be a force for good within our local and global community – a

huge task, but one we have worked hard to achieve.

From humble beginnings in 1992, a few coaches working with a few cast-off balls and cones started what I believe is now the most comprehensive community programme in the world of football.

Our first CSR report, published for the 2005/06 season, showed we were working with more than 200,000 young people and highlighted a CSR investment more than £4.34 million.

For the 2009/10 season, the club's total CSR investment stands in excess of £6.7million and has engaged more than a million people of all ages, backgrounds and cultures.

The areas in which we work have grown from just London and Surrey to now include Essex, Sussex, Berkshire, Hampshire and Kent – as well as an ever-growing international programme.

Incredibly, the money raised or leveraged for charities has now topped the £2million mark.

As well as working with our official charity partners Help a London Child and Right To Play, we have also benefited more than 100 charities through our work during the season.

I would also like to thank everyone who has helped make our community, environmental, health, charity and anti-discrimination programmes what they are today.

## Funding our good work

Our total Corporate Social Responsibility (CSR) investment was calculated using a series of different totals.

Where necessary, we have attempted to monetise the value through estimates based on the commercial value of gifts in kind or the salaries of staff and players who contributed towards our CSR work.

Of this, £2,938,859.95 was the turnover of our Football in the Community department. Our Education department generated a further £330,000 in turnover,

making a total of £3,268,859.95. Money raised, donated and leveraged for charity and

wider CSR work came to £2,097,679.92.

The club also contributed a further £379,400 through gifts in kind such as free pitch hire at Stamford Bridge and Cobham, free kit and equipment and video production.

On top of these totals, Chelsea staff and players gave £964,500 worth of their time,

furthering our charitable aims and objectives.

Our total CSR investment was £6,710,440.



*Bruce Buck*



## DROGBA KICKS OFF SPORT IN THE CITY INITIATIVE

Didier Drogba launched a sports programme to get young Londoners active during the summer holidays.

Chelsea's UK charity partner Help a London Child ran a Sport in the City initiative offering thousands of seven to 15-year-olds the chance to experience free taster sessions in a variety of sports.

Utilising funding from the Premier League's Creating Chances initiative and Chelsea's Community Shield allocation from The Football Association, a specially-designed programme was drawn up to provide activities in a range of sports. These included football; dance; boxercise; tennis; squash; badminton; circuits; basketball; swimming; breakdance; futsal; trampolining; street dance; table tennis; cheerleading; kickboxing; netball and hockey.



Getting kids active: Drogba with some of the youngsters

The Chelsea striker joined youngsters from a Help a London Child-funded project in north Fulham to kick off the scheme.

"It is really important that kids enjoy sport from an early age and I hope

this campaign will see thousands of young people continue with sport throughout their lives," said Drogba.

"Obviously, sport can promote health, but it also helps bring people together and can help tackle many of the problems that young people face by giving them positive distractions. "I hope the scheme goes from strength to strength and more people get involved."

Tamsyn Clark, acting director of charities for Help a London Child, said: "Sport has such a positive effect on young people, teaching them teamwork and communication skills. With the Olympics coming to London, this is an ideal opportunity to get children interested in sport.

"Players like Didier are an inspiration to young people and we are delighted to have both his and Chelsea's support."

The day with Didier was made possible by Chelsea fan Luca Doimi, who won the prize at the striker's Foundation dinner and donated the coaching session to Help a London Child.

Mr Doimi's generous contribution was the inspiration behind Sport in the City and made this fantastic initiative possible.



Hands on: Didier Drogba launches Sport in the City at our Cobham training ground



Mat's the spirit: Henrique Hilario has a go at judo and table tennis as part of Premier League 4 Sport

## HILARIO'S ALL 4 PROMOTING SPORTS

Henrique Hilario was joined at Cobham by more than 50 youngsters and international athletes from across a range of sports as he helped launch Chelsea's Premier League 4 Sport initiative.

The goalkeeper was on hand with representatives from judo, table tennis, badminton and volleyball to launch the scheme.

The initiative uses the power of football to boost sporting participation in local schools and clubs.

Premier League 4 Sport sees top-flight clubs linking up with community sports clubs to help attract young people in their area to take up minority sports. During the visit,

Hilario tried his hand at each of the four sports, with his competitive side shining through on both the judo mat and in table tennis, while the participants immersed themselves in the badminton and volleyball.

"I think it's very important to introduce kids to other sports, it's not only about football," Hilario said afterwards. "It's great that a big team like Chelsea can help kids to find different sports, because there are more sports than football. As we saw, there is table tennis, badminton, judo and volleyball in there.

"It also helps kids to meet more people and stay healthy."

Alison Broe, who competed for




Great Britain in table tennis at the 1992 Olympics in Barcelona, welcomed the initiative.

"This is a fantastic event. Things like this are brilliant and bring more publicity for us as a sport," she said.

"We're getting out into the schools, and linking with a club like Chelsea is fantastic."

## STURRIDGE GETS IN ON THE GOALZ

 Daniel Sturridge joined guests of honour and young people at Cobham to launch a special programme to help tackle youth crime in Surrey.

Chelsea's Goalz project, which is funded by the Premier League's Creating Chances initiative and operates within Elmbridge, works with young people aged between 12 and 16.

Police and the council's Youth Justice and Youth Service departments identify youngsters at risk of offending and refer them onto the programme.

It operates three nights a week, 48 weeks of the year, ensuring long-term contact and positive engagement with the young people.

Participants are offered the opportunity to take part in football and a variety of other sports. These are all linked to a series of workshops incorporating education, advice on

drugs and alcohol abuse, health and a variety of social issues relevant to the young people.

After joining in with a kick about and a session of head tennis, the forward spent time chatting to participants, answering a wide range of questions.

"I enjoy doing things in the community, especially with disadvantaged kids who have obviously had a hard upbringing," said the England Under-21 international.

"Everyone in life deserves the chance to get what they want and sometimes it is a bit difficult for them to just live a normal life. It is always good to talk to them and give them a bit of hope that they can achieve what they want in life."

Surrey Police proved vital to the success of the programme and Sergeant Jerry Milford was on hand

throughout the day, joining in with the activities.

"We have referred some people we think are on the verge of getting into difficult times and some of them are absolutely blooming now after four or five months," he said.

"You saw some of the people ask questions to Daniel with confidence, but they didn't have that confidence five months ago."

Mayor of Elmbridge James Vickers was also impressed with what he saw.

"Elmbridge are involved with Chelsea a lot and we are very much involved with youth and sport," he said.


"With Chelsea on our doorstep here, they are great colleagues and friends to have around and I am delighted to support projects like these.

"Seeing the enthusiasm involved, I think it has a great future and will really take off."



Insight: Michael Ballack chats with Prince's Trust participants

## PRINCE'S TRUST AUDIENCE INTERVIEW BALLACK

 Michael Ballack hosted a group of young people from the Prince's Trust, participating in a question-and-answer session with a difference.

The Blues midfielder discussed a variety of topics with his young audience, explaining that his chosen super power would be the ability to see into the future.

He also revealed that as a youngster he had supported the German side Werder Bremen.

The Chelsea Prince's Trust initiative offers a 12-week personal development

course for disadvantaged and unemployed 16-to-25-year-olds.

Chelsea has been working with the Prince's Trust since 1999, helping hundreds of young people back into education, training and employment.

Through providing club facilities, educational workshops and delivering sport, coaching and exercise sessions, the programme has had a huge impact with fantastic results.

Indeed, 78 per cent of youngsters involved move into work, education or training.

## COACHING CELEBRATES PARALYMPICS HANDOVER

Chelsea celebrated the handover of the Paralympics by hosting a coaching session for disabled footballers.

The event took place in the London borough of Merton, with more than 60 people from the local area joining the club's Football+ development officer Rob Seale for the expert tuition.

"It is really important that we can come out to areas like this, so the guys can come across and get some physical exercise," explained Seale.

"The sort of team mentality that football offers is great. It's lots of fun and everyone enjoys themselves.

"It is not only the physical benefits but also the banter and the lifelong friendships that are made as well."

Cassie Bridger, a development officer, helped organise the event, added: "Chelsea have been a great support today, they have been able to provide taster sessions and we wouldn't be able to provide this opportunity without them.

"In terms of Chelsea, they show the possibilities, opportunities and the potential available through the club for other disability sport teams in the area."



Teamwork: Daniel Sturridge, centre in the grey V-neck top, with some of the people associated with the Goalz project

## MILESTONE IS A GOLDEN MOMENT IN GAMES BUILD-UP



Friendly: Training session

To mark the 1,000-day point before the start of the Paralympics, participants from the Elmbridge Inclusive Multi-Sport Club began their quest for medals with a coaching session held by Chelsea's Football+ project.

The scheme provides local children

and adults with special needs the opportunity to experience sport in a safe and friendly environment.

The football coaching was provided by Chelsea as part of the "Playground to Podium" initiative and the session was taken by Football+ development officer Rob Seale.



## BLUES' GIRLS AND BOYS LEAD THE WAY

Male and female teams representing Chelsea were winners of the national Kickz tournament held at Old Trafford.

After more than 600 regional qualifiers, Chelsea's teams from Southfields Community College (girls) and Ashburton Youth Club (boys) triumphed in the national finals.

The competition brought together more than 2,500 teenagers from towns and cities throughout the country and conveyed powerful messages on the dangers of excessive alcohol consumption.

Kickz uses football and the appeal of professional soccer clubs to build safer, more respectful communities through the development of young people's potential.

Nicola Carter, a teacher at Southfields Community College, said: "The Chelsea staff were fantastic, they have formed great relationships with the students and the girls look up to them as they are great role models."

"A big thank you to everyone who made it possible for the girls to go on the trip, it will be a memory they will treasure for ever."

Statistics show the impact our anti-crime initiatives are having:

- **Hammersmith & Fulham – Linford Christie Stadium**  
All crime down 24.1 per cent; Robbery down 82.4 per cent on scheme days; Violence against the person offences down 55.6 per cent on scheme days.

- **Kensington & Chelsea – Avondale Park**  
House burglary down 28.8 per cent on scheme days; Criminal damage down 45.6 per cent on scheme days; Robbery down 56 per cent on scheme days.

- **Wandsworth – Henry Prince Estate**  
Criminal damage down 17.9 per cent on scheme days.



Motivated: A Jobcentre Plus group talk held by Chelsea

## PARTNERSHIP A PLUS POINT FOR JOBSEEKERS

Chelsea teamed up with Jobcentre Plus to provide support for long-term unemployed people in west London.

The innovative 10-week course, based at Stamford Bridge, is using football coaching as a motivational tool.

Jobseekers are now receiving specialist work search and CV preparation advice from Jobcentre Plus, alongside morale-boosting health and fitness sessions from Chelsea's award-winning community coaches.

Dave Ashdown, district manager for Jobcentre Plus in west London,

said: "We work with jobseekers to help them get back into work, whether it's through interviews, mentoring, on-the-job training or work trials."

"This course will boost self-esteem as well as providing practical help and new skills."

Chelsea's London development officer Michael Cole added: "Chelsea is delighted to be involved with this outstanding programme."

"We hope it will become the blueprint for how clubs can make a difference to people's lives and employment prospects, as well as their local community."



## POSITIVE MOVES TO HELP GIRLS STAY AWAY FROM CRIME



As part of the National Girls Get Moving Week, Chelsea

Ladies held a girls-only football coaching session and knife-crime tackling workshops.

Emma Whitter and Ruby Staplehurst from the Ladies squad delivered the football session and lent their support to the initiative, which is targeting girls at risk of being drawn into crime.

The week, the first of its kind, was at an adidas Blue Pitch at Battersea Park School.

It was aimed at inspiring more girls to take up physical activity and support the government's drive to tackle youth crime, particularly the rise in underage drinking among girls which leads to crime, disorder and nuisance.

Chelsea's successful anti-crime projects engaged hundreds of young people every week in south-west London and the club swept up half of the prizes at this year's Positive Futures national award ceremony.

Striker Whitter said: "Having grown up in London, I know the issues facing these girls and the pressures they face."

"Sport helped me get some direction in my life, so it's great to be able to give something back."

The government's Youth Crime Action Plan was a three-year programme to tackle youth crime, targeting intensive activity in priority

Coaching exercise: Emma Whitter of Chelsea Ladies helped deliver a football session



areas. It was organised through the Catch22 charity, whose chief executive is Joyce Moseley.

She said: "Positive Futures' projects are fantastically successful in engaging girls in fun and exciting activities."

"This is clear when you look at the

diverse range of activities on offer for Girls Get Moving Week.

"When our project workers can build relationships of trust and respect with girls, they open up new opportunities for achieving, education and employment."

## COMMUNITY CLUB COME BACK WITH EUROPEAN CUP

Chelsea Community FC, the official pan-disability football club of Chelsea, were overjoyed to win the Fuorigioco European Cup, pictured left.

The tournament was held in Mantova, Italy, and captain Sami El-Kashef described how the team ran out victorious while making new friends along the way.

"The entire experience was a fantastic

one," he said. "The hosts treated us very well. We sampled local dishes, walked around the famous Lake Garda and experienced what it was like to be out of a big city."

"The football was just as good. We won all our group games, the opposition were tough but fair and the entire competition was played in the right spirit, proving that winning isn't everything."

"The lads played very well, rose to the occasion and the crowd got behind us, too."

"Local children presented us with drawings of Chelsea Community FC. Even though there was a clear language barrier, we did our best to communicate how proud we were that we could inspire young disabled children to want to compete in tournaments like this."

# Help a London Child and Chelsea make the perfect team

Chelsea's first season working with Help a London Child proved a great success.

To launch the partnership, the first team and Capital FM Breakfast Show hosts Johnny Vaughan and Lisa Snowden joined children from the Brunswick Club in Fulham at our Cobham training ground.

The three-year partnership is raising significant funds by engaging fans and players to show support for children and young people experiencing abuse, poverty, homelessness, disability and illness throughout London.

In our first year, an amazing £186,000 was contributed towards alleviating poverty in our home city.

Capital's breakfast show host Vaughan said: "As a supporter of both Chelsea and Help a London Child, to me this is an ideal partnership – the two best teams in London are joining forces to help London's children.

Snowden added: "It's fantastic that Chelsea have teamed up with Help a London Child, it really reflects the commitment in helping disadvantaged children and young people in the capital.

"It is going to be amazing to raise awareness for this great charity, who do so much for children and young people – it's a really worthwhile cause.

"It's great to have Chelsea as a partner in it all for the next three years."



What a team: John Terry with Capital FM's Johnny Vaughan and Lisa Snowden during the launch of Chelsea's partnership with Help a London Child at Cobham

Blues skipper John Terry also threw his weight behind the partnership.

"We are in a fortunate position to be able to help good causes and the whole team is looking forward to supporting Help a London Child and the fantastic work it does with kids," he said.

Defender Ashley Cole, who is from the capital's East End, added: "I grew up in London and I know the problems that a lot of these kids face every day.

"As a London boy, and as part of a London team, it's important we give something back to our communities."

Midfielder Frank Lampard was another who welcomed the new relationship.

"It's a fantastic partnership," he said. "Chelsea has been heavily involved in charities in the last few years. The lads always appreciate it when it's a very local charity, so we can get hands-on with it and we can see the effect it has."

## STEPPING OUT ONTO THE PARK

During the Christmas period the squad were guests at a project funded by Help a London Child to see first-hand the vital work the charity undertakes and how their fundraising is helping some of the most marginalised children in the capital.

The Lady Allen Adventure Playground in Wandsworth is a secure oasis in the district providing a safe place to play for autistic children and young people.

The players joined the children on their specially constructed swings, slides and play structures and received an almighty cheer when they arrived.

After posing for photos and signing autographs, the team stopped for a chat with the youngsters to discuss Christmas plans and hand out festive goodies.

John Terry and Ross Turnbull even took to the swings with one lucky youngster.



Oasis: Didier Drogba, Ricardo Carvalho and John Mikel Obi at Lady Allen Adventure Playground



Having a ball: Graeme Le Saux, Petr Cech and British tennis player Anne Keothavong at the Right To Play sports day on the Wentworth Estate. Inset, Sir Steve Redgrave and Mark Foster

## Star-studded sports day hits the right spot

The entire Chelsea squad displayed their skills and helped to coach children at a Right To Play Sports Day.

The event was put together by our global charity partner to help raise awareness and funds for the worthy cause. As part of the scheme, the Chelsea team hosted training sessions with children before taking part in five-a-side matches against the young fans.

However, it wasn't just footballers at the Sports Day at Wentworth Estate in Surrey, as the charity event included names from a range of sports.

Stars including Will Carling, Anne Keothavong, Mark Foster

and Sir Steve Redgrave were on hand to coach children in their field throughout the day.

One of the greats offering advice to youngsters at the event was five-time Olympic gold medallist and Chelsea fan Sir Steve Redgrave.

"It's been a great day, the Chelsea boys have made it into a really good occasion for the youngsters as well," he said.

The event raised hundreds of thousands of pounds. This went towards providing teachers, coaches and programmes to tackle health problems and conflict among some of the world's poorest children in Africa, Asia and South America.

## MARATHON EFFORT FROM STAMFORD



Lionheart: Stamford on a training run Chelsea mascot Stamford the Lion helped to raise funds for the Help a London Child partnership by running the city's Marathon.

He raised more than £11,000 for the charity and certainly put in the training on the capital's streets in preparation, as well as working out at the Chelsea Club at Stamford Bridge.

The mighty lion completed the 26.2-mile run, in six hours and 25 minutes.



## FASHION HOUSE OF FUN

The Chelsea squad helped raise more than £70,000 for our charity partners Right to Play and Help A London Child at the Armani store on the capital's Brompton Road.

For the third successive year, for one evening the store was turned into part auction room, part gaming room, as around 100 young fans gathered to meet their heroes.

The children and teenagers also got to test their skills against the players on games like FIFA 10 and Grand Slam Tennis, while their parents were able to bid for a number of fantastic prizes.

Among the items going under the hammer were Chelsea Champions League trips, the opportunity to become Chairman for the Day and a day at our Cobham training ground.

Non-Chelsea articles included a breakfast show slot with Capital FM

presenters Johnny Vaughan and Lisa Snowden, who each had a turn on the microphone.

Petr Cech got involved in the bidding at the charity auction, taking home a guitar signed by several top musicians who had performed at the Capital FM Summertime Ball, which also supports Help A London Child.

"The auction is a very good way of raising funds because all the money goes to two very good charities. Also, not only because you can buy an item yourself, but because you can give an item," said Cech, who donated a signed pair of goalkeeper gloves to the auction.

Fellow keeper Ross Turnbull was among the players who tried his hand on the video games.

"It was a lot of fun – what a great night and I think all of the lads have

enjoyed it," he said. "It's a brilliant cause and you get to meet a lot of people and play some games."

As well as signing autographs and posing for pictures, Blues captain John Terry was taking his gaming a little more seriously, picking European champions Spain to face one youngster's England team.

Among the other celebrities and sportsmen at the fundraiser were Blues legend Graeme Le Saux; swimmer Mark Foster; former England rugby union captain Will Carling and rugby stars Ugo Monye and Paul Sampson.

TV presenter Kirsty Gallacher, who is a Right to Play ambassador and the partner of Sampson, was also in attendance.

"I've been involved with Right to Play for about four years now," said Monye. "It's a fantastic charity and what they do for underprivileged children is great."

Write stuff: Nicolas Anelka autographs a shirt at the Armani Charity Night and, left, Petr Cech with a signed guitar



Result: Good causes at the Bridge

### PITCH PLAYS ITS PART FOR CHARITIES

As well as our charity partners, several other charities were also guests at Stamford Bridge, as the club offered them free usage of the pitch to hold fundraising events.

Organisations including Oil Aid, the Down's Syndrome Association, PiggyBankKids and the Cystic Fibrosis Trust were guests during the close season, utilising the facilities at Stamford Bridge to help raise more than £600,000 for good causes.

## LEADING THE WAY IN GIVING SOMETHING BACK

The backing of our players has been essential in creating one of the world's best community programmes.

Chelsea footballers took part in more community and charity activities than any other Premier League club during the season, topping a poll conducted by the Professional Footballers' Association (PFA).

For the second time in three years, the Chelsea squad has come first in the PFA survey, having taken part in 1,145 activities throughout the 2009/10 campaign. This is 465 more than the second-placed club and almost three times the league average.

Chelsea captain and PFA representative John Terry was delighted to top the poll again.

"Everyone at the club knows how important it is to put to something back into our communities at home and abroad," he said.

"All the players take our role extremely seriously and it is great that this work has been recognised again.

"We all love seeing the kids in their schools, down at the training ground or meeting them in the dressing room and tunnel after the game – it's very humbling to hear their stories and we're proud to be able to help."

PFA Chief Executive Gordon Taylor OBE welcomed the results.

"Players get a lot of criticism, much of it undeserved," he said. "These figures show just how much they put back into their community and how involved they are in the Corporate Social Responsibility activities of clubs.

"The PFA congratulate Chelsea once again for their outstanding community activities and, in particular, the players for their commitment to supporting this vital area of their work."

Caring: Chelsea players meet children from the Centre for Cardiology and Cardiovascular Surgery in Hamburg



Wonderful moment: The Willow Foundation visit to watch training and meet the players at Cobham

## VIP TREATMENT FOR FANS WATCHING PLAYERS PUT THROUGH THEIR PACES

Two terminally ill Chelsea fans were granted a special wish when they visited our Cobham training ground.

Thomas Dudman, 17, and 25-year-old Tony Spark were invited down to our Surrey base after getting in touch with the Willow Foundation. The organisation helps arrange special days out for seriously ill people, allowing them to spend quality time with friends and family while creating special memories.

The pair each brought guests and got to see the players being put through their paces before meeting the squad and get some

pictures. Thomas, who suffers from thrombocythaemia, a condition which causes clotting and bleeding, thoroughly enjoyed his day out with dad Karl.

"It's amazing to be here and I've really enjoyed it, this is everything I've expected," he said.

"Meeting the players and getting pictures and shirts signed has been really good. I've been a Chelsea fan since I was little, so speaking to Frank Lampard, John Terry and Didier Drogba has been great."

Tony, who has been diagnosed with terminal brain cancer, came to the training ground with his mother

Julie and 10-year-old nephew Dennis. The 25-year was also delighted to be watching some of his heroes.

"I've been a Chelsea fan since I was about 10, so John Terry is my favourite because he started out at the club and came all the way through," he said.

### MATCHDAY WISHES

Chelsea also run a matchday wishes programme at home Barclays Premier League games. The initiative sees young fans with serious or terminal illnesses welcomed into the tunnel after matches to meet the players.

### TICKETS FOR TROOPS

Chelsea was proud to become the first football club to support the Tickets for Troops initiative, providing 50 tickets at every home league game to the armed forces from November 2009.

Across the scheme, thousands of tickets were made available at the Tickets for Troops website to all serving military personnel and veterans who have been discharged through injury since 2001.

Chelsea Chairman Bruce Buck was asked to become a patron of the charity alongside singer Joss Stone; ex-cricketer Sir Ian Botham; musician James Blunt; actress Joanna Lumley; war-time icon Dame Vera Lynn; Match of the Day presenter Gary Lineker and former England rugby captain Lawrence Dallaglio, who

is also a Blues supporter. "Chelsea Football Club, its staff, players and fans proudly support our boys and the brave work they do," said Buck. "Tickets for Troops is a politically neutral and independent organisation; it is purely in the interests of supporting our armed forces, which we are always more than happy to do."

Lineker, who helped launch Tickets for Troops, added: "Tickets for Troops recognises these very special people for the extraordinary things they do every day of their lives."

An event was held at Marco restaurant at Stamford Bridge to mark a successful first season of the Tickets for Troops initiative. The dinner was organised and hosted by Buck, who expressed how important it is for organisations to show their support. "This was an easy and

obvious thing for us to do," he said. "The real heroes are in the armed forces and all of us have an obligation to do whatever we can to make their jobs a little bit easier."

"The dinner was just a way to help Ticket for Troops and to thank all the organisations who have helped by giving so generously."

Guest of honour was war hero Lance Corporal Johnson Beharry VC, who John Terry was humbled to meet.

"We all picked up a medal for winning the Premier League, but these young men and women deserve a medal every day for the courage they show," said Terry. "They are inspirational to us all."

**Pride:** Chelsea backs the Tickets for Troops campaign, below, and John Terry meets Lance Corporal Johnson Beharry VC, right



## POPPY APPEAL

Chelsea players welcomed members of the armed forces who had served in Afghanistan to Cobham to mark the start of the club's support for the 2009 Poppy Appeal.

John Terry and Joe Cole were among the players who greeted the servicemen at the training ground. Lance Corporal Tom Neathway, a big Chelsea supporter who lost both legs and an arm while on duty for the Parachute Regiment in Helmand Province, was one of them.

"Chelsea, as a club and as individuals, has got fully behind the Appeal," said Terry. "We want the

veterans to have the recognition and support they fully deserve. They're the people who are putting their lives on the line for us."

The Chelsea captain had previously met Lance Corporal Neathway at the Millie Awards, a ceremony held in recognition of those who have shown remarkable bravery and courage in action.

"Getting to know people like Tom and hearing about what he has been through is unbelievable," Terry added. "When I first spoke to him, he told me he couldn't wait to get back and that is the determination and the courage of these guys. They are a real pleasure to meet."

The visit was part of the club's backing for the annual fundraising by the Royal British Legion that saw the 2009 appeal coincide with the top-of-the-table clash with Manchester United.

Both teams took to the field with poppies embroidered on their shirts before forming a guard of honour for the soldiers.

Following the game, the Blues donated their shirts to the Royal British Legion to help fundraising efforts.

**Respect: John Terry and Joe Cole with servicemen and Poppy Man after a training session at Cobham, below, and Frank Lampard in the poppy shirt during the game against Manchester United, right**



Support: Launch of Inside Right at Stamford Bridge



## INSIDE RIGHT INITIATIVE

The Chelsea first-team squad was joined by two British war heroes at Stamford Bridge as they launched a new initiative for returning soldiers.

The Inside Right programme was designed to help veterans adjust to civilian life after returning from active service.

It uses football as a tool through a programme of social activity, offering veterans access to coaching qualifications and the opportunity to undertake different volunteering roles.

John Terry – who was at the event alongside Lance Corporal Johnson Beharry VC and Major Phil Packer, who suffered spinal injuries in Iraq – was delighted the club could help.

"I am really pleased that Chelsea and four other football clubs are

playing their part in helping our servicemen and women return to civilian life," he said.

"They have risked their lives serving our country and they are the real heroes, in my opinion, and we are rightly proud of them.

"I am fully behind the Inside Right programme and it is perhaps football's way of recognising all of our military personnel for the sacrifices they make on our behalf."

Lance Corporal Beharry VC was also delighted to see the initiative begin and believes a sense of unity can help returning service personnel avoid the social problems that often arise when they are discharged.

"Inside Right is a great idea," he said. "It can be a big adjustment when you return home after serving abroad, so to be part of a team again will give our men and women a real boost just when they need it."

## GOALKEEPER CATCHES THE READING BUG

Goalkeeper Henrique Hilario became the latest Chelsea player to give his backing to the Reading Stars campaign.

The project encourages families to read more often. Each Barclays Premier League club has nominated a player as their Reading Champion. In turn, they select their favourite children's and grown-up book to create a 20-strong book list.

Hilario chose Paul Canoville's award-winning biography *Black and Blue*.

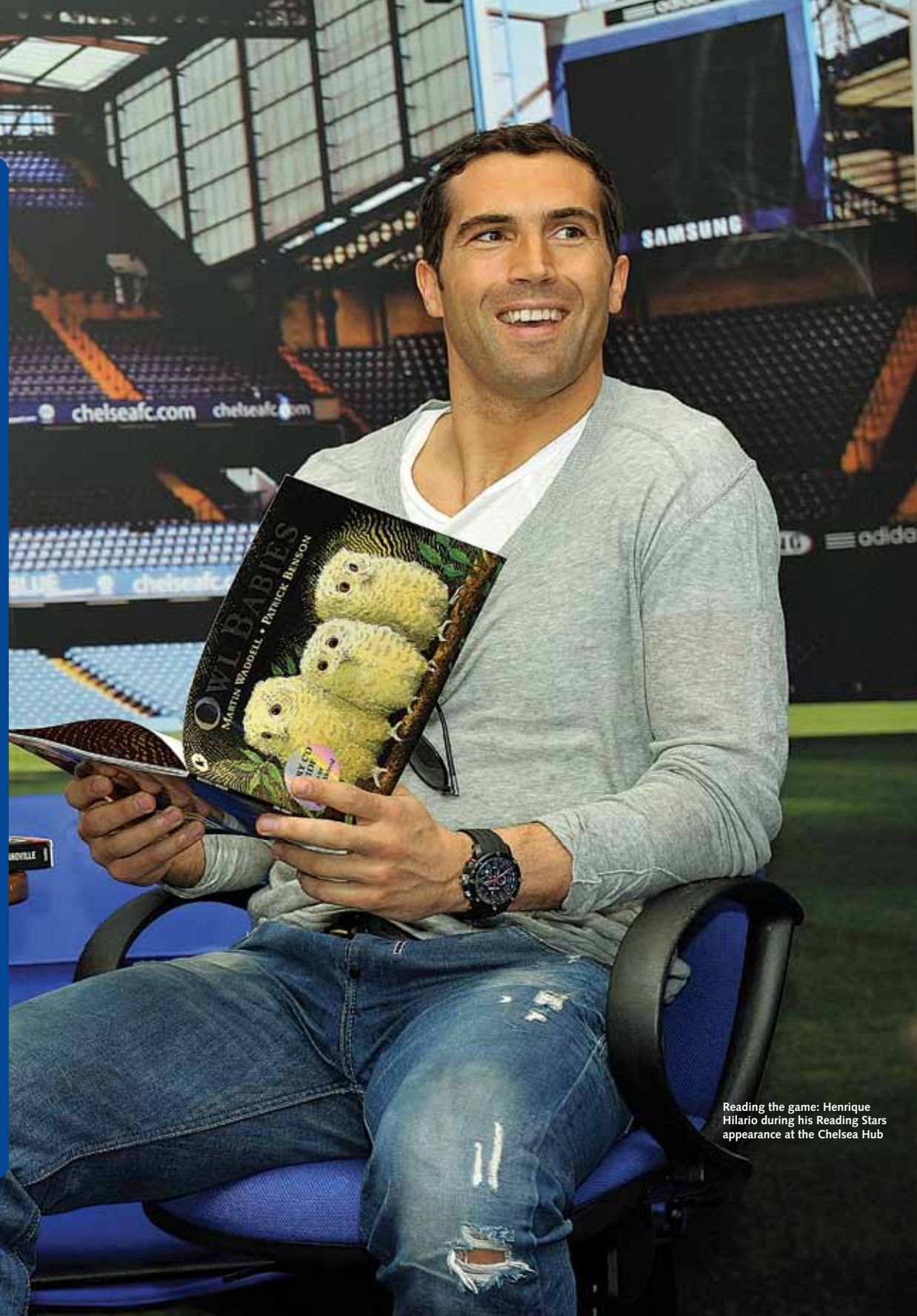
"I always enjoy reading books about sport but this one is a bit different," he explained. "Paul was the first black player to play for Chelsea and it outlines the difficulties he faced on and off the pitch."

"His book is very honest and deals with a difficult time in his and Chelsea's history but also shows how far the game has come since those bad times."

Hilario also selected *Owl Babies* as his children's book, adding: "I always read to my two sons, it is a great way to get them interested in books."

Results indicate the project is working, with 97 per cent of children who took part saying they will read more regularly as a result.

National Literacy Trust director Jonathan Douglas said: "Football has the power to capture the imagination of parents and children alike, so it's fantastic to see such great support for reading from players and clubs."



Reading the game: Henrique Hilario during his Reading Stars appearance at the Chelsea Hub

## EDUCATION

### USING FOOTBALL TO INSPIRE

Chelsea FC is committed to the local community and promoting grassroots football, as well as using the power of the beautiful game to inspire learning.

Our education department continued to build on successful relationships with schools and the local community, developing and delivering exciting education initiatives that helped more than 2,000 people, aged seven to 70-plus, achieve their learning goals.

As well as specific schemes for youngsters and senior fans, there was an increased focus on family learning opportunities, involving parents and

carers in their children's learning through library and arts partnerships.

Those on courses were given the benefit of working in small groups at the Hub, a football-themed learning centre based at Stamford Bridge.

Education officers also delivered outreach visits to primary schools as part of our Education Through Football project. This saw us supporting learning in more than 40 schools across Hammersmith & Fulham, Wandsworth, Westminster and Kensington & Chelsea.

As well as focusing on improving participants' skills and attitudes to learning, celebrating equality and diversity were also key messages taught across our programmes.

### YOUNG ENTREPRENEURS BATTLE IT OUT

To mark the start of Global Entrepreneurship Week, the cream of the capital's young business talent battled it out in front of a "Dragons' Den" of corporate leaders in a top competition.

The participants represented five businesses, including a street dance firm, a community-based information and communication technology consultancy and a language school. They all went head-to-head at City Hall in the Tsu'Chu Biz Cup Final.

Using the Olympics and football as inspiration for their ideas, the event is the culmination of courses for 500 people aged between 14 and 19 from within the five Olympic host boroughs.

The winning business teams and their young owners presented their plans to a panel of distinguished judges. This included Rosa D'Alessandro, head of CSR AEG Europe; Antony Ross, executive director, Bridges Ventures; India Gary, global programme head, RBS; Jordan Kensington, CEO of Invincible Media Group, and Henriette Kolb, director of Cherie Blair Foundation for Women.

The brainchild of former England international Tony Woodcock and his partner Susan Kaye of The Challenge of Excellence, Tsu'Chu Biz was awarded London 2012's Inspire Mark



Delight: Mayor of London Boris Johnson

for exceptional educational projects. Woodcock said: "We are delighted to be showcasing what young people can achieve when they are motivated, passionate, informed about life-relevant subjects and able to use their talents in a creative way. It's a sign that innovative education can move in a positive direction."

Mayor of London Boris Johnson added: "London is bursting with bright, young minds and this contest provides the perfect opportunity for them to unleash their talents. In the run-up to the 2012 Games I hope more budding entrepreneurs are inspired to start their own businesses."

### CHELSEA STARS RECORD ANTI-DISCRIMINATION VIDEO

Chelsea became the first club to create their own anti-racism video as players including Didier Drogba, Nicolas Anelka and Florent Malouda joined local schoolchildren to mark the Kick It Out Week of Action.

The children who took part in the film were just some of the 2,000 young people in south-west London

who participated in the club's anti-discrimination education campaign and were asked to describe how racism made them feel.

Each chose one word – with examples such as “frightened”, “lonely” and “unwanted” springing into their minds.

In a series of interwoven clips, the players urged fans and the wider community to join the campaign and “Kick It Out”.

Nicolas Anelka said: “You can see when we are on the pitch we are all friends in one team from different regions and different colours, but we are still winning games.

“There is no place for prejudiced thoughts, no place for fighting, so if you can work well together on the football pitch, you can do it in your life.

“If we can achieve it in England, then we should be able to achieve it everywhere in the world.”



Teamwork: Stamford the Lion with the Kick It Out mascot during a match with Blackburn Rovers at the Bridge, and Nicolas Anelka, right



## PAUL CANOVILLE'S WORK HONOURLED

Paul Canoville was inducted into Show Racism the Red Card's Hall of Fame at half-time during Chelsea's designated Week of Action game against Blackburn Rovers.

The former Chelsea winger was the first black footballer to play for Chelsea in the early 1980s, doing so against a backdrop of racist abuse, including from his own supporters.

"I'm honoured to be up for a presentation," Canoville said. "I don't mind admitting I was affected by the abuse I received.

"Organisations like Kick It Out are fantastic, but clubs can never rest on



their laurels. Seeing the amount of black players at Chelsea, and in the Premier League in general, is pleasing. Society has changed

and decided to stop tolerating discrimination."

Canoville was inducted into the Hall of Fame in recognition of his work in recent years.

"I'm doing a lot with Kick It Out and Show Racism the Red Card and I work with Chelsea's education department," he added.

"My message is to ram home how important education is. I'm reinforcing the point that even though children may only want to be a footballer, it's not enough.

"You have to put in the hard graft to help you in life."



Flying the flag: Paul Canoville and some children unveil the One Game, One Community initiative during the Barclays Premier League match with Blackburn Rovers at Stamford Bridge



Opportunity: Under-10s and Under-11s during Search for an Asian Soccer Star at Cobham

## SEARCH FOR AN ASIAN SOCCER STAR

Chelsea's groundbreaking Search for an Asian Soccer Star is the only initiative of its kind held by a professional football club and is designed to give a much-needed boost to Asian participation at all levels of the game.

Following the success of the initial instalment, the programme returned for a second year as players from Asian backgrounds took part in a series of specifically-designed tests followed by small-sided matches in a bid to win a trial at our world-famous Academy.

Two Asian Stars from the 2008/09

season went on to sign for the academies of professional clubs and, in the second event, Chelsea offered young Asian players the chance to train and play alongside some of the country's best young talent.

The 2010 scheme saw a host of celebrity backers including Abhishek Bachchan, one of the world's leading Bollywood stars, Mayor of London Boris Johnson and Blues striker Nicolas Anelka.

The best players in their age groups won the chance to train and play at the Chelsea Academy, with one going

on to sign for Norwich City and a further winner asked to attend our Elite Development Centre.

The scheme, however, is not just about finding the next superstar. It is also about breaking down barriers, showing Asian players that opportunities at all levels of the game do exist and encouraging them to maximise their potential.

Chelsea also invited managers, coaches and scouts from clubs at all levels of the game to identify talented youngsters, while information was on hand for Asian players to find local clubs in their area.

# RECYCLING 100 PER CENT OF WASTE IS A POWERFUL ACHIEVEMENT

Chelsea marked Earth Day by announcing we had achieved a 100 per cent rate for recycling waste at Stamford Bridge and Cobham training ground.

The club teamed up with Powerday, a leading recycling company in London, resulting in food and contaminated waste being processed, which means that none of these leftovers from our stadium or training facilities now goes to landfill.

New machinery at the recycling plant also means waste is turned into the fuel which will eventually be used

to power the site itself, cutting down on electricity consumption.

Waste is processed using state-of-the-art technology, ensuring as much as possible is suitable for recycling. The remainder of the material is shredded into an even size to go as ready-to-use fuel to generate energy from waste.

Chris Alexander, Chelsea's finance and operations director, welcomed the latest environmental initiative.

"We are delighted to be working with Powerday, who share our view that we must do all we can to help reduce our impact on

the environment," he said. "Our commitment to this is something we take extremely seriously."

Powerday is a fellow member of the Green500 – the Mayor of London's flagship energy efficiency programme. Indeed, Chelsea became the first football club to join.

Mick Crossan, Powerday's managing director, added: "We're proud of our association with Chelsea and commend the club's commitment to recycling."

"We look forward to continuing a relationship that benefits the club, Powerday and the environment."



Green machine: Chris Alexander of Chelsea and Powerday's Mick Crossan

## LIFTSHARE HITS THE ROAD

Continuing our efforts to encourage our fans to reduce their own carbon emissions, Chelsea also teamed up with a fans group to establish a liftshare scheme.

Set up at the request of the Chelsea Fans Environmental Committee, the scheme reduces travel costs as well as congestion and pollution.

It can be accessed online and enables supporters travelling to home and away games to save money, as well as share lifts and

their matchday experiences with fellow supporters.

Journey details can be registered for free and the system works by matching fans offering lifts and those seeking transport to the game.

The scheme will then let supporters know if anyone else is going in the same direction, leaving it up to them to make contact through a secure email connection and arrange to share both the journey and the costs

of travel. The group said: "The committee welcome this latest scheme and the commitment of our club and supporters in reducing their environmental impact."

"We would urge fans driving to games to see if they can offer any lifts to Blues in their area."

"It can save money and bring fans together as well as saving the environment."

Together we can make a huge difference."



Cheque it out: Premier League Health presentation before the match between Chelsea and Arsenal at the Bridge in 2010

## PROMOTING MALE WELLBEING

Chelsea's Football in the Community scheme hosted the first Men's Health Day at Stamford Bridge to support Men's Health Week.

The event focused on raising awareness of preventable health and well-being problems, particularly among men and boys.

Michael Cole, Chelsea's London development manager, explained the reason's behind the event.

"Men have traditionally suffered health inequalities as they do not visit doctors and other health professionals as often as women to address their health concerns," he said. "By engaging

men through sport, we hope to be able to promote the benefits of a healthier lifestyle, as well as referring participants to the relevant health agencies."

"We see Men's Health Day as an integral part of the delivery of our health projects and the club's commitment to promoting a healthier community."

# ENSURING MEN'S HEALTH IS IN THE PREMIER LEAGUE

Chelsea's community department received an amazing £139,000 to boost men's health in Westminster.

The New Football Pools donated £89,000 and NHS Westminster £50,000 towards the "Premier League Health" project to help tackle the major health issues affecting men in South Westminster.

Chelsea coaches provided one-to-one support to encourage and motivate those who are ready to make lifestyle changes to improve their health through football-related activities.

These included training, match competitions, quiz evenings being

combined with health promotion events.

Jeff Deane, director of finance and performance management at NHS Westminster, said: "Our emphasis is on reducing health inequalities in Westminster and improving access to healthcare for men."

"Well-being doesn't just mean the absence of disease, it's also about maintaining a healthy lifestyle and preventing ill health."

"This is why we're working with Chelsea to help men realise that simple lifestyle changes – like stopping smoking, eating a balanced diet and increasing physical activity – promotes physical and mental well-

being so that they can lead longer healthier lives."

Ian Penrose Chief Executive of Sportech PLC – the owner of The New Football Pools – said: "We are delighted to build on this legacy and support Chelsea's community department in this fantastic new initiative – Premier League Health, ensuring The New Football Pools is even closer to the game that we have supported over the decades."

Chelsea's Premier League Health project will run for three years and is part of a national scheme where £1.63million has been donated to 16 Premier League football clubs to help improve men's health and healthcare throughout the country.

## HOLLINS FAMILY KICK-OFF MATCHDAY SCREENING CLINIC

Former Blues midfielder John Hollins and his TV sports presenter son Chris launched a matchday health clinic during the season.

The pair officially opened the innovative medical service for football fans.

The Blues joined forces with Chelsea and Westminster Hospital to provide a mobile screening clinic on matchdays at Stamford Bridge.

It is particularly poignant that the Hollins family support the move as they have a special affinity with Chelsea and Westminster Hospital.

"Chelsea and Westminster is my local hospital and it will always have a special place in my affections because it saved my life when I spent 10 days seriously ill in its Intensive Care Unit a couple of years ago," said John.

"I'm now restored to full health

thanks to the efforts of staff at the hospital and I am backing this new project because it makes sense for men to look after their health and get themselves checked out."

Chris added: "As a family, we have a lot to thank the staff at Chelsea and Westminster Hospital for and I will always be grateful for their medical expertise which helped save dad's life."

"That is why I am also supporting this new joint initiative between the hospital and the football club which is a great idea."

The screening included measuring of blood pressure, diabetes testing, Body Mass Index (BMI) and obesity checks. Information about cancer screening, advice for stopping smoking or cutting down on alcohol or drugs is also provided.

Dr Rachael Jones, consultant physician at the hospital, said: "We

are very excited to be working with Chelsea Football Club on this joint venture.

"Men tend not to use health services as much as women – which may mean they have shorter life expectancy and higher rates of heart disease, smoking-related illnesses and obesity, for example.

"We are taking our hospital out into the community to help improve access for all."

Peter Baker, Chief Executive of the Men's Health Forum, added: "Too many men die early, often because health services are not male-friendly."

"Chelsea and Westminster Hospital and Chelsea Football Club's joint venture shows what can be done when the NHS and sports clubs work together to tackle men's health. Their initiative should be copied by other clubs and NHS organisations."



Wheely good idea: Chris and John Hollins with the Chelsea and Westminster mobile screening clinic



Rewarding experience: Petr Cech presents his Breakfast Club guests with certificates

## BREAKFAST CLUBS GET TOP MARKS

Goalkeeper Petr Cech hosted a special day for 20 children from Chelsea's Breakfast Clubs.

The clubs provided breakfast based on the first-team diet for more than 220 children from 10 schools across Hammersmith & Fulham who, for a variety of reasons, are unable to get a healthy and nutritious start to the morning.

Cech is an ambassador for the programme and welcomed the winners to Cobham training ground, signing autographs and posing for pictures.

"All the players know how important it is to get a good start in the morning," he said. "It helps you concentrate, focus your mind and gives you energy for the day ahead."

"It is just like filling a car with petrol, you need to make sure you have

the right kind of petrol to make it run smoothly.

"For the kids on the programme, a healthy breakfast helps them learn and do better in their school work. It also means they have enough energy until lunchtime."

"I am really happy that we are helping the children in this way – it so important to their development both physically and mentally."

The programme ran in conjunction Hammersmith & Fulham Council, and the authority's Lynne Richardson said: "The Breakfast Clubs continue to be very popular in our schools. Heads and learning mentors appreciate the benefits of having pupils in school, on time and focused for the day."

"This fits with the whole school approach that the borough adopts of healthy bodies and healthy minds."

"It also links perfectly with two of the Healthy Schools Scheme criteria of encouraging pupils to take part in physical activity and to eat well."

As a reward, the 20 pupils with the best attendance record were given the opportunity to visit the training ground to receive a coaching session with Chelsea's Football in the Community coaches before meeting Cech.

The schools reported that punctuality, attendance and behaviour of pupils improved once they started attending the clubs on a regular basis.

They added that the children were ready to learn and settled into the school day after having something nourishing to eat and drink.



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