



# LEEDS UNITED ANNUAL ACHIEVEMENT REPORT

SEASON 2024 - 2025

Leeds United & Leeds United Foundation



2024/25

Welcome!

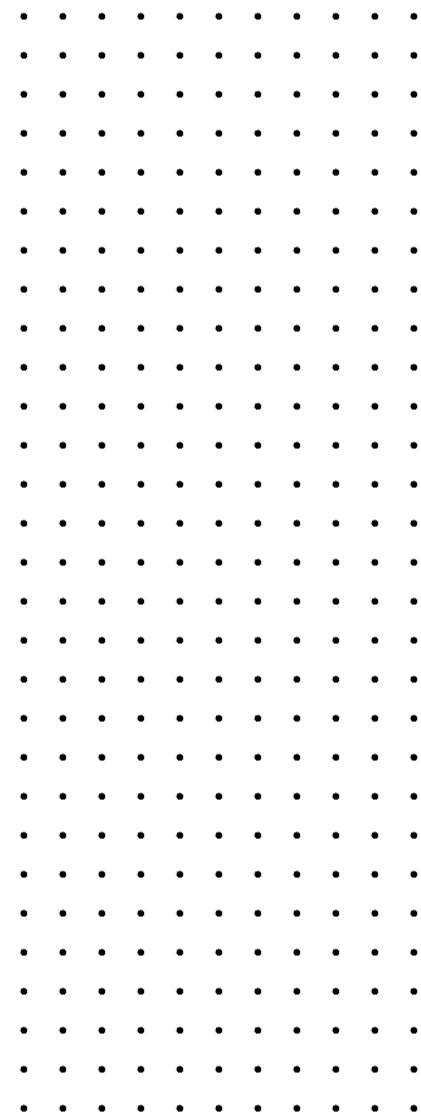
In true keeping with the Leeds United family, work has been ongoing to develop and promote the inclusive activities led by the Club, Foundation and our family of participants and fans.

Please join us on the journey for the 2024/25 season...



# VIDEO 2024/25

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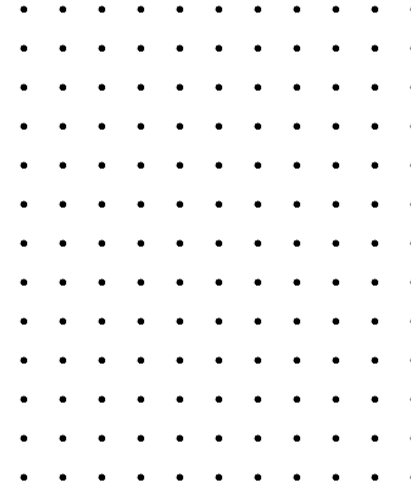
# JUNE 2024: PAN DISABILITY

Leeds United partner AMT Auto hosted a special charity football match, donating £1,000 from the event to the Leeds United Foundation.

Young people from the programme were invited to be mascots at the charity event, which was held on Saturday 1st June.

The funds raised and donated to the Leeds United Foundation will have a huge impact on the charity and its initiatives, helping and allowing the Foundation to expand and develop delivery, impacting more lives for the better across the Leeds region.

Sedi Acolatse, Branch Manager (London Rental) at AMT Auto, said: *The Foundation continue to do fantastic work within the Leeds community and we at AMT wanted to help and contribute to this. Vicky and her team have been a joy to work with and just being able to help out where possible makes all the effort worth it.*



# JUNE 2024: OVER 50'S SOCIAL GOALS

Leeds United legend Eddie Gray recently visited the Whites' Over 50s' Social Goals Group, chatting with participants about his time at the club, telling stories from the Don Revie era and answering questions from those in attendance.

Run by the Leeds United Foundation, the groups are free, weekly health and wellbeing sessions that take place at Elland Road, helping to reduce social isolation and using the power of football to improve mental health and interaction.

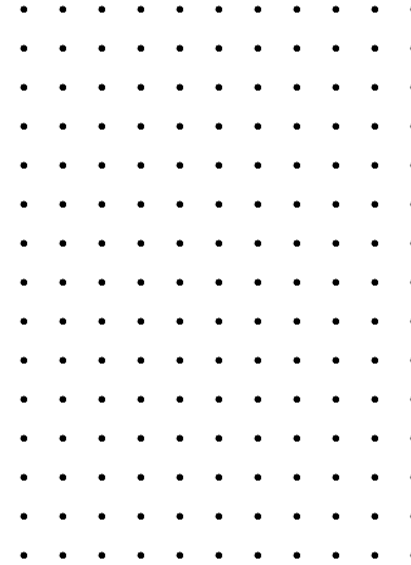
During the hour long meet up, Eddie spoke at length about his teammates from his illustrious career, his feelings on signing for the club as a youngster and his thoughts on the current crop of United players.

After the session, Whites icon Gray was quick to highlight the importance of the group for those in the surrounding area. He said:

*There is only one club in this city and it is a focal point for the community. For people that might be having problems, they can come down to the football club, sit here and talk about it. It makes them feel good and makes them feel part of it.*

Simon Wood, Health and Wellbeing Lead at the Leeds United Foundation, added:.

*They give people the opportunity to come down to Elland Road on a weekly basis, to chat all things Leeds United and help some people that may be suffering from loneliness or social isolation.*



# JULY 2024: TAKE PRIDE

Foundation deliver 'Take Pride' campaign: The Leeds United Foundation celebrated Pride throughout June, delivering a special campaign as part of their Premier League Primary Stars initiative.

- The Take Pride campaign was created to help build awareness around what Pride is and what Pride stands for, providing a great opportunity to engage youngsters and educate them on the importance of inclusivity and what the annual Pride festival means to the city of Leeds and the club.
- The main aim of the campaign was to ensure the young students were given vital information about why Pride is still so important, as although progress has been made over the last few years, there is still work to be done to make sure those who are part of the LGBTQ+ community feel included and are able to be their true selves.





# JULY 2024: PRINCE'S TRUST

A week-long coaching course with The Prince's Trust, giving young people the opportunity to study for the I Can Lead Award. Aimed at 16 to 30-year-olds interested in developing both coaching and interpersonal skills, the week-long educational course offers youngsters an insight into sports leadership, allowing them to build their confidence, progress their coaching and develop a future action plan.

NFL Foundation UK and the Leeds United Foundation, and NFL franchise San Francisco 49ers, introduced the Unlocking Potential programme, which aims to provide greater access to educational and sporting pathways for marginalised young people in Leeds across the next three years. The programme will be introduced to over 1,000 boys and girls aged 11-20 in primary and secondary schools in the first year, plus colleges and community groups in the local areas of Leeds, including Beeston, Hunslet, Holbeck and Chapeltown. Beneficiaries will receive training and equipment, alongside a variety of educational workshops, plus NFL themed events and flag football programmes all hosted at Elland Road. The ambition is to reach 3,000 participants by year three.



Prince's Trust

**START  
SOMETHING**

# JULY 2024 LEEDS PRIDE



Leeds United sponsors Leeds Pride Sunday 21 July 2024. Our LGBTQ+ supporter's group, Marching Out Together, led a Walking Group for the event and was joined by staff and supporters as part of the celebrations. The Club provided give aways and a signed shirt to raffle.

From Marching out Together:

*Leeds Pride 2024 was a fabulous day and a great success for us, with activities across the city and weekend, as well as the centrepiece Pride parade on Sunday.*

*We are extremely grateful for the support of LUFC, and everyone who supported us, marched with us and cheered us on.*





# AUGUST 2024 MATCHDAY TRAINING

Training delivered for over 250 matchday staff:

- Richard Foye of the Foundation delivered an EDI awareness presentation
- The club's commitment to ensuring Elland Road is accessible for all was on display as Daniel Townley from Level Playing Field delivered Disability Awareness Training, looking at nonvisible disabilities, what is expected of organisations to assist people with disabilities, environments and how they impact people, and other important topics.
- The day concluded with a presentation from mental health charity, Andy's Man Club, as they highlighted their work in the fight against male suicide, speaking about the support they offer and how people can get involved with the charity.



# AUGUST 2024 SUPPORTER SURVEY

Supporters EDI survey:

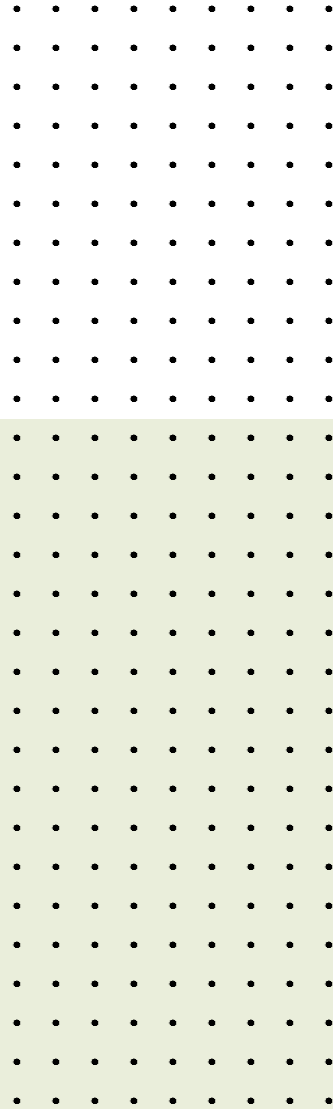
- The first time we have asked fans for their input - 4842 responded and shared their equality information allowing the Club to further develop training and policies / procedures to enhance the fan experience



# AUGUST 2024 YOUNG PERSON COACHES' CLUBS

The Leeds United Foundation introduced their new Young Person Coaches Club and their Women and Girls Coaches Club.

- The two programmes are positioned for people aged 15 to 17 who are looking to explore the world of coaching, with the support of the club's official charity.
- The Coaches Club programmes cover a 10-month period, with 15 aspiring coaches chosen for each programme to gain essential experience and develop their skills by learning the basics of coaching following a thorough practical and educational plan. Throughout the 10 months, the coaches will be able to gain hands-on experience through the Leeds United Foundation and their wide range of initiatives and targeted events, whilst being mentored by experienced coaching staff.







# SEPTEMBER 2024

## 60,000 STEPS

Programme seller and fan Barry Lakin recently completed a mammoth 60,000 step challenge, raising funds for the Leeds United Foundation.

Speaking pitchside at Elland Road after finishing the final circuit, Barry explained what completing the challenge meant to him.

*"It has just been a special day," he told LUTV. "I can't thank everyone enough for coming down and giving that support through the day. It has been an absolute privilege to do it for the Foundation, Health and Wellbeing and the Dementia Corner Flag café.*

*"It is in memory of my Mam, but for the Corner Flag café and of course the Foundation for helping me through. I think over the last couple of months it has sort of hit me a bit because they say however you suffer from a bereavement, it happens in all different ways.*

*"Having the Foundation, much like having all the crew around me today and all the staff around me, helped because I am around the LUDO Lounge a lot and have been coming down to some of the fit fan classes and stuff like that year-round. They have helped me through over the last two or three years."*



# SEPTEMBER 2024

## PLAY SAFE

Leeds United Football Club supports Play Safe, which is endorsed by the NSPCC and supported across every level of English football, including the EFL, Premier League, Barclays Women's Super League, Barclays Women's Championship, men's and women's National Leagues and across the grassroots game.



**Know your role in safeguarding.  
Watch, Listen, Talk, Act.**



**FOR ALL**

In partnership with  
**NSPCC**



# OCTOBER 2024 INTERNATIONAL DAY FOR OLDER PEOPLE

Annie celebrated her 90th birthday earlier this year, and after over 20 years of service at Elland Road, she picked up the Bobby Collins Award at our end of the year Player of the Season Awards back in April.

A hugely popular figure around the club, Annie has also been recognised in the local community and was asked to attend and speak at an event on Tuesday 1st October at Headingley Stadium in aid of International Day for Older Persons. The event this year was themed 'the part we play' and was jointly hosted by Leeds Older People's Forum, Leeds City Council and Leeds Rhinos Foundation.





# OCTOBER 2024 EVERY MINUTE MATTERS

Fan research from Sky Bet has revealed that while many fans will likely need to use CPR in their lifetime (44% have been in a situation where somebody needed CPR), 45% would lack the confidence to perform it should they be required to.

Leeds United and Sunderland players got behind the campaign by warming up in specially designed Every Minute Matters t-shirts to help raise awareness of the importance of learning CPR, while LED perimeter boards at the Stadium of Light and the matchday programme carried the campaign messaging.



# OCTOBER 2024 WORLD CEREBRAL PALSY DAY

World Cerebral Palsy Day took place on 6th October and the main aim is to ensure any children or adults with cerebral palsy have the same rights, opportunities and access as others in our society.

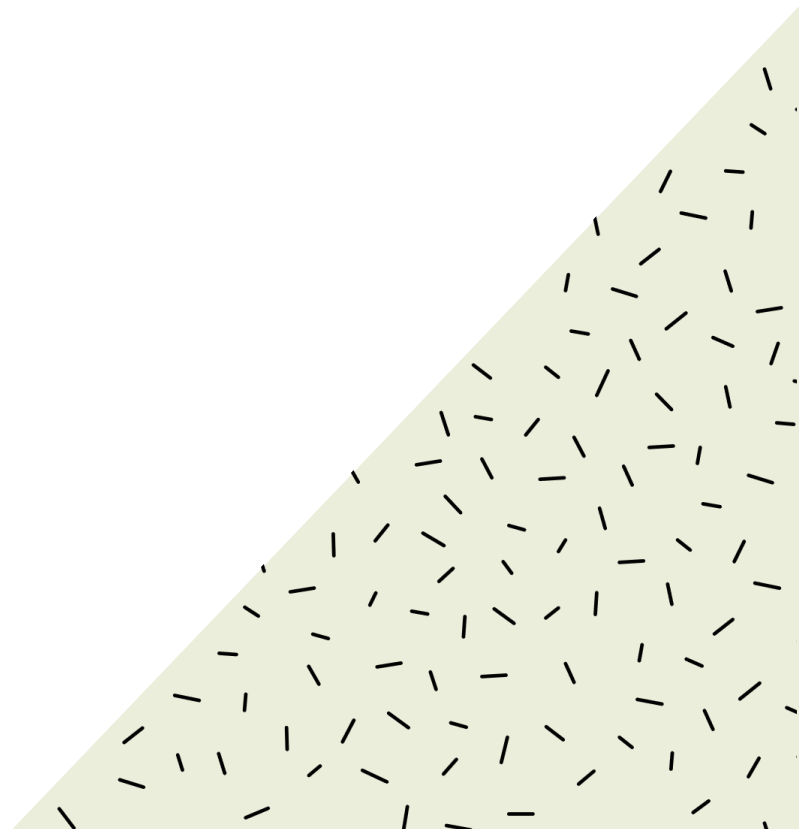
Ahead of the annual awareness event, young members of our Leeds United Foundation pan disability team, who are all living with cerebral palsy, had the opportunity to be a club mascot for our game against Coventry City, with each of them proudly helping to lead the team out at kick-off.

Simon Wood, the Health and Wellbeing Lead at the Leeds United Foundation said:

*We were delighted to have some of our young players come down today to be mascots at the game, and just celebrate their greatness. They are players who have cerebral palsy, and they all play for us in our pan-disability team, attending one to two sessions on an evening every week, playing and enjoying their football. It's a great session that we deliver because it gives them the opportunity to play the beautiful game we all love.*

Alongside the young players we also had one of their coaches, Luke Harrison, who also lives with cerebral palsy, and he gave us an insight into how it impacts his everyday life:

*I'm affected down my right-hand side, and so it can impact my balance and coordination and especially when playing football tiredness and muscle tightness are factors I have to think about.*



# OCTOBER 2024 NSPCC'S KEEPING YOUR CHILD SAFE IN SPORT CAMPAIGN

Keeping Your Child Safe in Sport is designed to raise awareness of safeguarding in sports and activity clubs and create safer sporting environments for children across the country. The aim of this year's campaign was to focus on the importance of building stronger, more inclusive communities around sporting and activity clubs, encouraging parents and carers to look out for not just the young people taking part, but their families too, helping anyone who needs support to get it sooner.

Through the Keeping Your Child Safe in Sport campaign, the CPSU aims to empower parents and carers to feel confident in their role in keeping children safe while helping clubs and teams understand how they can foster a protective and inclusive environment.





# OCTOBER 2024 WORLD MENTAL HEALTH DAY



WORLD  
**MENTAL  
HEALTH**  
DAY  
OCTOBER 10

World Mental Health Day is celebrated every year on 10th October, and it is a chance for us to talk about our mental health, whether that is with family members, friends, colleagues or professionals, and discuss what can help us cope better with the ups and downs we each face every single day. World Mental Health Day is the perfect day to check in with our loved ones but remember that one day is never enough.

Sessions run by the Foundation to support mental health include:

**Working Out Together:** A great source of social support along with physical activity, able to be used as a distraction from your negative thoughts and emotions. It has been recognised that exercise decreases your stress levels, whilst also helping to promote confidence. Includes walking football

**Combat Café:** Our safe space for veterans and their families, with weekly sessions held to support like-minded people, where they can have conversations with confidence knowing there is understanding amongst their peers. The Combat Café has gone from strength to strength in allowing more and more veterans to come along and feel heard and supported. We also had a veteran tour of Thorp Arch

**Corner Flag Café:** Delivered for people experiencing dementia, giving them the chance to discuss past memories associated with Leeds United in an environment that encourages laughter and happiness. Family and friends are also invited to join, giving them some respite from constant care along with any extra support they may need.

**Social Goals (Over 50s):** This is a weekly session hosted for people over the age of 50 and helps to tackle social isolation and loneliness. The aim is to bring supporters together once a week to discuss anything to do with Leeds United, including our long history and exciting current team. The group spend time sharing memories and enjoy having a regular session where they have been able to make friends.



# OCTOBER 2024

## STUDENT INCLUSION



A s group of students from a local secondary school were recently given a guided tour of Elland Road, as part of their ongoing behavioural intervention work being done through the Leeds United Foundation.

Outwood Academy Hemsworth is just one of a number of schools in the city to partner with the club's official charity, with an on-site member of Foundation staff working alongside students to provide additional support and help them achieve their goals.

Aimed at a group who have struggled with attendance, behaviour and other school-related issues previously, those who visited the stadium signed 'contracts', which included a set of basic rules such as keeping on task during lessons, uniform requirements and punctuality targets.

Andy Wormald, Behaviour and Attendance Officer at the Foundation, said:

*The selected few students didn't necessarily get it right last year, so we are looking at different ways to provide them success in their education. This includes rewards, goals, how we can help them achieve what they want to by getting them in school and making sure they are able to try and be the best versions of themselves. We have got parents involved in the signing of the contracts today to help get those messages across. There will be some fantastic opportunities throughout the year for the students. There are some big changes to be made and there will be some great success stories, because I am confident they are capable of turning things around.*

Kate Howarth, Assistant Principal at Outwood Academy Hemsworth, added: *It is an amazing opportunity to work with this group of students. This is a joint project between the Leeds United Foundation, our academy, the students and their families. Getting everybody on board and behind these students shows them how much they can achieve if they make those changes they need. It will hopefully set them on a really good path to achieve the goals that they are setting. It is an amazing thing for them to come here and see all the facilities at Leeds United. It gets them thinking about their aspirations and their goals and the big picture, not just thinking about where they are now in their school year, but where they want to go and what they want to achieve."*



OCTOBER 2024

# EFL TOGETHER AGAINST RACISM



Leeds United are supported the EFL's Together Against Racism campaign during October, starting with othe Sky Bet Championship game against Sheffield United on 18th October.

To help raise awareness around the anti-discrimination campaign, and specifically the importance of speaking out against racism and standing up for those who are discriminated against, the club organised two special events through the Leeds United Academy and the Leeds United Foundation to help educate young people with the help of current star Largie Ramazani and club legend Lucas Radebe.

At Leeds United, we believe that football is a game for everyone, everywhere, and we are proud of the welcoming atmosphere that you create at Elland Road every matchday. However, every season, we still face hundreds of reports of discrimination across the game, and likely more that go unrecorded.

Whether you are a player, manager, watching in the stands or at home – your voice matters. Our voices are a powerful tool for change and when we speak up, come together and use our voices, we can drive the change that is needed.





# OCTOBER 2024

## BLACK HISTORY MONTH

As part of club legend Lucas Radebe's visit to Leeds, the iconic defender delivered a powerful talk with the Leeds United Under-16 and Under-18 squads, about his career and the fight against discrimination.

Held as the Chief returned to Thorp Arch, the former South African international spoke at length about his illustrious time representing Leeds United, Kaizer Chiefs and Bafana Bafana, answering questions and giving advice to the stars of tomorrow.

Lucas also highlighted the importance of tackling racism and all forms of discrimination, discussing Black History Month and the No Room For Racism campaign, as well as providing a first-hand account of Apartheid South Africa, and the work of influential figures like Nelson Mandela.

Lucas Radebe and current star Largie Ramazani also dropped by a Foundation-run event at Elland Road, engaging with young people and raising awareness about Black History Month and the importance of tackling the issue of racism within football and wider society.

Held in the club's media suite at Elland Road, local children had a chance to learn from the duo about their experiences of racism and discrimination in the game, discuss about what approaches they think the sport can take and also have a chance to ask other questions, get shirts signed and pose for photographs.



# OCTOBER 2024

## NO ROOM FOR RACISM

Leeds United Under-10s star Alim met first-team captain Ethan Ampadu and Under-21s skipper Reuben Lopata-White, after creating a No Room For Racism inspired captain's armband as part of the Premier League's ongoing campaign.

As the club continues efforts to raise awareness around the fight to tackle discrimination within the game, Alim's winning design was selected to be printed after winning an academy-run competition.

Both Leeds United U18s and U21s' captains were seen wearing the blue and yellow armband, which featured a powerful fist design on the front that also celebrated the hugely important Black History Month.





# NOVEMBER 2024 REMEMBRANCE DAY

Saturday 9<sup>th</sup> November vs QPR

The Club used all the experience from the Leeds United Foundation veterans' group to draw on the Military expertise to mark with respect and honour the poignant moments before playing Queens Park Rangers in our Remembrance fixture.

Planning started in September with the group feeding back to the Club around their concerns about the standard of playing of the Last Post over the last 3 seasons and that it should be played by one person. The Veterans group put the Club in contact with a Cornet player from a military band who drew praise from local media on the day with Graham Smyth from The Yorkshire Evening Post on social media *"Best rendition of the Last Post I've heard at a ground in years. Flawless. Well done that woman."*

Part of the pre-game activity saw 8 older veterans be guest of the chairman attending a pre course meal, whilst both sides of the ground had current and ex-service personal covering the sidelines whilst wreaths were laid by both teams.

The day was a great example of work done with voice group and participants to ensure the Football club is listening and hearing the needs of its beneficiaries.





# NOVEMBER 2024

## EFL WEEK OF ACTION

Leeds United captain Ethan Ampadu recently dropped by a weekly session aiming to boost grassroots participation amongst girls in the city.

Delivered by the Leeds United Foundation and running during the EFL Week of Action, girls from a local club were invited to Thorp Arch as part of the ongoing initiative, having a tour of the training ground and chatting with the Wales international.

Ampadu also gave the youngsters advice on achieving their dreams, working hard and making sure they enjoy their football as they grow up.

Speaking at the event, the 24-year-old was keen to praise the work being done to help the children engage with the sport and the importance for the girls to have the access to such facilities.

*I remember being at their age and I remember having the opportunities to go and just play football with friends and enjoy it. At that age, it is where you start playing football and the reason you play football is because you enjoy it. So, for the girls there to be given this opportunity to be doing this weekly, as I said, with friends in their environment, to go and enjoy it is massive.*

The EFL Week of Action highlights the transformative power of football to make a difference in communities, showcasing work done by clubs regarding key topics like mental health, education, inclusion and providing opportunities.





# NOVEMBER 2024

## RAINBOW LACES

Leeds United's Sky Bet Championship fixture against Luton Town was dedicated to Stonewall's annual Rainbow Laces campaign, and to mark the occasion we received a message from our friends at Marching Out Together.

*From all of us at Marching Out Together – the Leeds United LGBTQ+ supporter's group – we would like to thank the club for their support tonight and their continued commitment to ensuring football is for everyone. Although society is changing, much of the LGBTQ+ community still struggle to be their true selves while out-and-about and so occasions like this continue to be as important as ever.*

Rainbow Laces is a campaign to raise awareness, with people asked to wear rainbow-coloured shoelaces to show their support towards the LGBTQ+ community. The campaign focuses on inclusion in sport and physical activity, but you can lace up proudly in support of the cause anywhere.

Members of Marching Out Together were delighted that a number of players from the Leeds United Women's team recently enjoyed being photographed after their game at Elland Road, holding Marching Out Together scarves and flags – which is a wonderful message to young fans at the ground. But within the game players continue to face discrimination, especially through social media channels.

In the last few years, the support for Marching Out Together has grown within the Leeds United fanbase, and together with the club we have spread awareness that football should be for all, and that Leeds isn't truly United, unless everyone feels welcome.



# DECEMBER 2024

## WALK FOR CHILDREN

Leeds United supported a new festive event that will be hosted by the NSPCC for local families and fundraisers across Yorkshire.

Walk for Children Leeds took place at Roundhay Park, Leeds, on Sunday 8 December and marked a new milestone for the NSPCC's fundraising efforts in the region.

Since its inception in 2020, the Walk for Children has brought communities together each Christmas to raise critical funds for NSPCC services, including the Childline counselling service.

The Walk for Children Leeds invited participants to stroll through the winter beauty of Roundhay Park on fully accessible 5km and 3km routes, all while supporting the NSPCC's mission.

Helen Evans, Leeds United Head of Safeguarding and Equality, Diversity & Inclusion, said:

*Leeds United is proud to support the NSPCC and the Walk for Children event. Safeguarding children is at the heart of what we do as a club, and we're committed to creating safe spaces and opportunities for young people, both in football and beyond. Events like this play a crucial role in raising awareness and funds for the invaluable work the NSPCC does. We encourage our supporters, families, and the wider Leeds community to get involved in this fantastic event. Together, we can make a real difference for children who need our help the most.*





# DECEMBER 2024

## MUSLIM EMPLOYMENT CHARTER

The Foundation signed the Muslim Employment Charter in December, with recognition being made for our prayer facilities



# DECEMBER 2024

## INTERNATIONAL DAY OF PEOPLE WITH DISABILITIES



Leeds United stars Josuha Guilavogui and Isaac Schmidt paid a special visit to meet and train with our pan disability team ahead of International Day of People with Disabilities to help raise awareness around the annual event.

International Day of People with Disabilities takes place every year on 3rd December with the main aim of promoting recent and historic successes and achievements whilst also continuing to develop an understanding around issues people with disabilities still face today, especially accounting for their rights and well-being.

Josuha and Isaac both wanted to play their part in celebrating the event, by joining some of our very own Leeds United Foundation stars that train and play in competitive matches as part of our pan disability team. The young people train every week with coaches from the Foundation, also taking part in monthly fixtures and tournaments as they develop their football skills as well as their levels of confidence and teamwork.

The Foundation is proud to continue offering opportunities for people with varying disabilities to play football, the game we all love, breaking down barriers and providing an inclusive environment around the club and the city. During the recent visit with our first-team defender and midfielder, the young participants were able to showcase some of their skills on the training pitch before asking questions and having photos with their footballing heroes.



# DECEMBER 2024

## PRIDE OF BRITAIN AWARD WINNER

Leeds United welcomed a very special guest to Elland Road on 7 December, with young supporter Jacob given the chance to meet his footballing heroes after raising more than £150,000 in memory of his mum.

Jacob Newson was recently awarded the Young Fundraiser of the Year at the annual Pride of Britain Awards and captured the hearts of everyone watching as they found out about his story and the incredible work he had put into raising money for the hospice (St Gemma's Hospice) that cared for his mum.

Following his award win, Jacob was invited onto Good Morning Britain where he was given the news that he could choose a game of his choice to be a mascot for his favourite football team, Leeds United, also receiving a personal message from captain Ethan Ampadu.

Jacob subsequently chose the Derby County fixture, with the help of other Leeds United supporters, and came along with his dad and two other close friends who have helped him with his fundraising efforts.





# DECEMBER 2024

## PERFORMANCE HABITS

Performance Habits, an innovative mental wellbeing programme, was recently showcased to Leeds United Academy players to promote positive routines, the importance of building mental resilience and handling setbacks.

The first-of-its-kind initiative, developed by Academy staff alongside a team from the University of York, will see the players be assigned a coach and catch up on weekly calls to discuss their wellbeing or anything else regarding their personal development away from the pitch.

Paul Galdas, Professor of Men's Health at the University of York, explained:

*The Performance Habits programme is a proactive, early mental fitness programme specifically for academy footballers. It has been designed to be responsive to their needs, how their lives are, and help them put in place healthy routines and schedules that will help them stay well but also enhance their performance when they are on the field. Leeds are blazing a trail in developing innovative programmes to improve young elite athletes' mental fitness and wellbeing. This is just an example of how sport can be used to promote mental health and wellbeing, and how simple actions can lead to lifestyle changes.*

The coaches, made up of current and former pros, includes first-team goalkeeper Alex Cairns, who was keen to use his own experiences to help guide the younger players at the club.

*It can be a lonely place, sometimes being in your own head a little bit and not knowing what is right and what is wrong. When things aren't going so well, you always need something to fall back on and I think them habits and being consistent, helps you mentally get through things a lot easier. Hopefully the lads will want to bounce off me. I would like to think I can help them on that journey and hopefully we can help them perform to the best of their ability but also be the best person away from the place that they can be.*



# DECEMBER 2024

## HOLBECK TOGETHER



A special Christmas event for older members of the local community that are supported throughout the year by Holbeck Together was held at Elland Rd.

Holbeck Together is a charity that is close to our hearts, with beneficiaries all based within the shadows of Elland Road.

The club and the Leeds United Foundation have worked closely with the local charity for a number of years across different projects and it was fantastic once again to help support those who need it most, especially at what can be a difficult time of the year for people suffering with loneliness and social isolation.

The local residents in attendance at the festive lunch were also joined by various staff from the charity and some of their trustees.

Elissa Newman, Chief Officer at Holbeck Together, said:

We are getting into the winter period ahead of Christmas and Leeds United for many years have put on this wonderful lunch for our local community in Holbeck, just a stone's throw away from Elland Road. Primarily it helps to support older people who might not have a Christmas with family, they might be alone and have family that have passed away, so it really is a fantastic thing that they can all come together here. Leeds United are very close to the heart of Holbeck and the community really does suffer with deprivation, social isolation and loneliness, and coming together today has a huge impact in ensuring no one is left out at Christmas or made to feel more isolated. Knowing that just around the corner a local football club cares about their local community is really special, and it's been fabulous celebrating today with a real feeling of belonging during the festive season.

Holbeck Together was established as a Neighbourhood Network Scheme back in 1992 to support older people living in the local community, and since then the charity have massively expanded their network to provide a variety of services, activities and opportunities for people from all generations in Holbeck.





# DECEMBER 2024

## MISSION CHRISTMAS

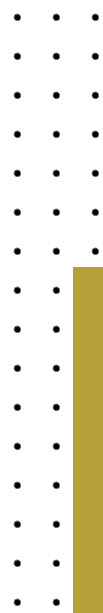


Leeds United were proud to support the Mission Christmas campaign for the sixth successive year, as the club aimed to help ensure children around Leeds don't go without gifts and toys this Christmas.

Designed to help the thousands of children currently living in poverty, a host of presents were donated from the club, as well as the first-team squad continuing their support by making personal cash donations to the annual campaign.

Representatives from Mission Christmas visited Thorp Arch where they met Daniel Farke's squad, with the players handing over the donated items that will make a big difference to children across the city this Christmas.

Delivered by Cash for Kids, ongoing support from the Leeds United fanbase and wider football family continues to spread the festive cheer, meaning more children will have presents to open on Christmas morning.





# JANUARY 2025 CHANUKAH

The newly formed Jewish Supporter Group held its first event on 2<sup>nd</sup> January - Chanukah - with over 300 people attending the event



# JANUARY 2025

## WORLD RELIGION DAY

The Leeds United Foundation were thrilled to welcome Joel Piroe to Elland Road recently for a special workshop focused on allyship as part of their celebrations for World Religion Day.

Delivered by the Premier League Kicks team, the Leeds United forward was asked to join a group of local young people as they took part in an educational workshop that centered around supporting others and acting as an ally, especially in difficult situations they may face or people they know may face.

The main aim of the session was for the young people to gain a better understanding of some of the key principles of the most recognised religions in Leeds, but also to find out more about the similarities between various religions rather than focusing on the differences.

During the workshop, the group of young people were split into five groups to tackle various scenarios they could come across in their own lives, and they were then asked to present and feedback to Piroe.



# JANUARY 2025 RECOGNISING OLDER PEOPLE'S ACHIEVEMENTS

Leeds United were honoured to welcome former player John Scott to Elland Road as a special guest for the victory over Norwich City.

John, now aged 96 years old, represented the club between 1950 and 1954. Signed by manager Major Frank Buckley, the goalkeeper made 111 appearances for Leeds, alongside legendary forward John Charles and iconic defender Jack Charlton.

Before the clash with the Canaries, Scott visited the Leeds United Foundation's Over 50s' Social Club down at the LUDO Lounge, recalling his memories and stories from his career, as well as looking through scrapbooks of his playing days.





# FEBRUARY 2025

## HOLBECK TOGETHER

Leeds United's Sky B fixture against Cardiff City on 1 February be dedicated to South Leeds-based charity, Holbeck Together, who have been working closely with the club for Therefore, years as they continue to support some of the most disadvantaged people in the local area.

Ahead of the dedicated fixture, Leeds United club legend Eddie Gray stopped by one of the charity's wellbeing breakfast events, chatting with staff, volunteers and the people the organisation supports, to hear their stories and more about the charity.

Holbeck Together provide a variety of services and activities to support the community that is just a stone's throw from the stadium, keeping people of all ages socially and physically active, whilst promoting healthy lifestyles and choices, and offering affordable food to those most in need.

To continue supporting some of the most isolated people in our local area and to continue the incredibly vital work they are doing every day, the organisation relies heavily on donations. Therefore the charity hosted a fundraising event around the ground at the weekend, with special guests also presenting in some of the stadium lounges.

Speaking at the recent wellbeing breakfast, Eddie was quick to praise the important work being delivered by the charity:

*It is just about the people. That is what life is all about to me. It is great they can come here, meet up and get something to eat. I like coming here. Elland Road is within walking distance, and it is a focal point. It is nice to come down and see how they are doing. I think it is a great thing that they do here. They put this on and it is for the community and the people that live local. They can come in here and meet people, talk to them and probably make new friends here, which is good.*

Elissa Newman, Chief Officer at Holbeck Together, added:

*We are based in the heart of Holbeck, in the shadows of Elland Road, and we provide key support where people experience consistent poverty, ill health, loneliness and mental wellbeing troubles.*



# FEBRUARY 2025

## INTERNET SAFETY DAY

The Leeds United Foundation invited both Primary and Secondary schools from the local community to take part in an Internet Safety Day at Elland Road.

The students in attendance were able to learn about how to look for signs of a scam online and how to stay safe while using the internet. They also took part in an activity where they had to be a 'profile detective' to see how easy it is to get information about someone online.

The afternoon at Elland Road ended on a high with the students having a tour around stadium, whilst also having the opportunity to meet the Leeds United mascot, Lucas the Kop Cat.

One of the teachers, said: *We have had a great day at Elland Road and the students have taken away some valuable information on staying safe on the internet. The tour around Elland Road was amazing and a once-in-a-lifetime experience for our pupils.*



# FEBRUARY 2025

## MENTAL HEALTH FIRST AID

15 staff trained in Mental Health First Aid for adults from across:

- Hospitality & catering
- Foundation
- Retail
- DLO
- SLO
- Women's team





# FEBRUARY 2025 EFL RAINBOW BALL

**FOOTBALL  
STANDS TOGETHER  
AGAINST DISCRIMINATION**

**SEE IT? HEAR IT  
REPORT IT.**



This is the second year for the EFL Rainbow Ball, to help celebrate the LGBTQ+ community and serve as a reminder that football is for everyone.

Last year, more than £16,000 was donated to a LGBTQ+ Fans for Diversity Fund to help LGBTQ+ supporter groups raise more awareness and support for LGBTQ+ inclusion in football.

This year, for every goal scored with the Rainbow Ball across the Championship, League One and League Two fixtures from 6th to 17th February, there was once again a donation to Football v Homophobia. This supports the charity's ongoing work in tackling discrimination in this area.

Jade Brown, the Equality, Diversity and Inclusion Lead at Leeds United, said:

*Everyone at Leeds United is proud to play a part in making the game more inclusive for all our supporters. Playing with the Rainbow Ball highlights our commitment to our LGBTQ+ community and lets them know they are an important part of our club. Working alongside the EFL, our LGBTQ+ supporter's group Marching Out Together, our players, manager and supporters, we strive to ensure football and Elland Road is a welcoming place for everyone as we stand Together Against Homophobia.*

# MARCH 2025

## HER GAME TOO

Leeds United celebrated their ongoing partnership with Her Game Too at the Sky Bet Championship fixture against West Bromwich Albion, ahead of International Women's Day.

The club proudly announced their partnership with Her Game Too three years ago, and from the outset Leeds United have aimed to ensure Elland Road is a safe and inclusive environment for everyone, including women and young females.

The partnership between both parties continues to grow as we aim to tackle sexism whilst creating a more welcoming space for all women in football.

To help celebrate the third anniversary along with International Women's Day, (Saturday 8th March), there were additional branding and photo opportunities around the stadium, and the club and Foundation hosted a number of events throughout March to celebrate.

Levi Macleod, our representative for Her Game Too, was a special guest at the fixture and she has spoken out about the relationship with the club: *I have been working with Her Game Too for almost two seasons, and I am so grateful that it has enabled me to do some really positive things whilst working closely with Leeds United. It is important that we continue to tackle all forms of discrimination in football, including sexism. All females should feel welcome and safe when supporting their team, just like anyone else.*

If you witness any forms of discrimination whilst at Elland Road, please use our Matchday Incident Text Service, and text LEEDS along with all of the relevant information around the incident to 60006 as soon as possible.



# MARCH 2025 CHILDREN'S BOOK PROJECT



The Leeds United Foundation ran a local book drive alongside The Children's Book Project, with the aim of collecting over 3,000 books that can be redistributed to young people throughout the city.

The Foundation had a total of five 'book bins' located at different venues for supporters and people in the local community to donate the books they no longer need.

- Leeds United Retail Store at Elland Road Stadium
- Leeds United Retail Store at White Rose Shopping Centre
- Leeds United Retail Store at Trinity Leeds
- CATCH Leeds
- Holbeck Together

For World Book Day (6th March), the Foundation used all of the books donated to host five bookstores in five local primary schools, with each child being able to take home their own book.

Just one in three children and young people aged 8 to 18 have said that they enjoy reading in their spare time, which is the lowest level since The National Literacy Trust first asked the question. Delivering campaigns like this, as part of our education programmes, will hopefully encourage more children to read and engage with their literacy skills.





# MARCH 2025 EFL COMMUNITY HEROES



Local heroes from all EFL clubs were recognised and celebrated for the impact they make in their communities as part of the EFL's Community Weekends campaign, taking place from Saturday 22nd February to Sunday 2nd March. As part of the campaign, the Leeds United Foundation nominated our very own Community Heroes, to acknowledge the vital work various staff, volunteers and participants deliver 365 days per year:

**Amy Thompson** Amy is the Director of Personal Development at Corpus Christi, which is one of the schools the Leeds United Foundation works closely with. Throughout the partnership, Amy has demonstrated an exceptional commitment to not only the personal growth and well-being of students but also to the betterment of the entire school community.

**Paul Atkinson** Paul has been a valued member of the Leeds United Foundation for over 25 years, contributing to a wide range of programmes, with his most significant impact being on the development and progress of the Women and Girls pathway. Paul has always been an incredibly reliable member of staff, and his commitment, knowledge and expertise have made him an invaluable asset to the club and charity.

**Luke Harrison** Luke started working as a volunteer with the Foundation in 2017 and is now a fully fledged member of staff, working across three departments as a coach.

**David Goodwill and Gary Longbottom** David and Gary are both members of the weekly Over 50s sessions at Elland Road, hosted by the Leeds United Foundation. Both participants are retired and attend the sessions to help keep busy and spend time with likeminded people, with the programme aimed at supporting those who may feel isolated or suffer with a feeling of loneliness later in life.

**Sheikh Omar** Sheikh is a well-known figure in the Lincoln Green community, playing an incredibly supportive role with the Premier League Kicks initiative having also founded the Lincoln Green Mosque.

# MARCH 2025 FOOTBALL VS HOMOPHOBIA

Winner of the Professional Game award

Shortlisted for the first time, Leeds United took the top prize in recognition of the club's wide range of inclusion initiatives, working closely with fan group Marching Out Together.



FOOTBALL  
VS  
HOMOPHOBIA  
FOOTBALL FOR EVERYONE

# LEEDS UNITED



## WINNER!



**EFL PROFESSIONAL GAM**

# MARCH 2025

## THE GREAT

### SAVE



Leeds United celebrated Green Football's Great Save campaign at the match on Wednesday 12<sup>th</sup> March against Millwall in the Sky Bet Championship.

This year's theme was focused on encouraging clubs and supporters to not just throw old piece of kit or sportswear away, but instead look at the various other options available, whether it's selling it, upcycling it and re-using it or you can simply pass it on to someone else who may need it or can make use of it.

Over 100,000 tonnes of sportswear ends up in landfills every year, which equates to 951 shirts per minute. Landfills produce huge amounts of methane, which is fueling climate change, and in turn climate change is threatening the future of football. There are likely to be 120,000 grassroots football matches called off this year due to flooding alone.

The club signed up to show their support for the campaign this season and hosted a special event at Elland Road with the support of the Leeds United Foundation and Leeds United captain, Ethan Ampadu, who has also signed up to be an ambassador for the sustainability campaign.

Over 50 young people were in attendance at the exclusive Mystery Shirt Swap event, taking part in an educational workshop around reusing and donating old kit whilst also learning the skill of how to sew from a professional, alongside receiving a special tour of the stadium and the chance to meet one of their footballing heroes.

Club captain and Wales international, Ethan Ampadu, said:

*I think this is a really important campaign, something that you hear a lot about in the news and a lot of people are talking about it, so it's great that we can do things like this today to help teach the kids and myself, that can hopefully in turn help impact the environment in a positive way. Whenever you go somewhere and see kids enjoying what they're doing, enjoying learning something new like they've just been learning how to stitch here, it's always so nice to see the smiles on their faces.*

The club also has donation bins located at Elland Road which can be found across from the East Stand, if supporters are able to donate any old or unwanted pieces of kit, or you can either post or drop any items off to a local Salvation Army charity shop or pass it on to family and friends.





# MARCH 2025 UNITE FOR ACCESS

The 'Unite For Access' game (Wednesday 12<sup>th</sup> March vs Millwall) was- a celebration of access and inclusion for disabled sports fans.

The annual campaign is run by the leading disability fan advocacy charity in England and Wales, Level Playing Field. Almost a quarter of the UK population is disabled, making disabled people the largest minority group in the UK, and it is therefore very likely that someone in the seats near to you this evening is a disabled fan, or you might be a disabled supporter yourself.

Different structural and societal barriers can impact disabled fans' matchdays, but the 2024 Level Playing Field Annual Fan Survey results showed 'attitudes of others' is the second most common barrier to attending live sport, ranking only behind 'physical access'. This means that everyone can play an important role in helping to make live sport more inclusive.

Leeds United is committed to continuing work behind the scenes to improve access and facilities and ensure Elland Road is a welcoming and inclusive space that anyone can visit. The club welcomed members of our Disabled Advisory Group to the match on Wednesday, as we once again showed our support for Level Playing Field.



# APRIL 2025 LITERACY SUPPORT



Two partner schools in Leeds received an exciting boost to their literacy efforts, thanks to a donation from the 49ers Foundation.

Beeston Primary School and Bishop Young Academy were the proud recipients of brand-new book vending machines, part of a wider initiative to inspire a lifelong love of reading among children.

The machines offer a unique and engaging way for pupils to access books, turning reading into an experience to be celebrated and shared. Alongside the vending machines, both schools were also gifted a full year's supply of books.

"At the Leeds United Foundation, we know how important literacy is to young people in ensuring they can achieve their potential and therefore we were so grateful that the 49ers Foundation donated book vending machines to two of our partner schools in Leeds," Frances Milner, the Leeds United Foundation's Chief Executive Officer, told LUTV.

"The vending machines are an innovative and fun way to encourage children to read and when we presented them, it was fantastic to see how excited the children were about the vending machines and to be working towards a special token to secure their first book."

Representatives from both foundations, including Jenna and Mara York, visited the schools to unveil the machines and meet with staff and pupils, who were thrilled to explore the new additions to their learning environments.

49ers Foundation Executive Director Justin Prettyman told LUTV: "The 49ers are thrilled to partner with the Leeds United Foundation to inspire a love of lifelong learning in young people."

"It was incredibly moving to see the joy on each student's face at the thought of earning new books from the vending machines through good attendance and grades at school."

The partnership between the Leeds United Foundation and the 49ers Foundation is built on a shared vision of creating opportunities for young people through sport, education, creativity and care. Together, they aim to continue making a tangible difference in local communities





# APRIL 2025 UNLOCKING POTENTIAL



The Unlocking Potential programme hosted a commemorative coaching event at Leeds Beckett University to celebrate the first year of the project.

The programme has already reached its year one target of 1,000 beneficiaries, with aims to reach 2,000 more in the next two years.

More than 100 boys and girls from Beeston St Anthony's Primary School and Five Lanes Primary School took part in the recent event, along with attendees from the San Francisco 49ers and NFL Foundation.

The session featured a variety of activities, including circuits and mini-tournaments, designed to encourage participation and skill development. Alongside the coaching, attendees received specially designed t-shirts and exclusive 49ers-branded gifts, presented by Jenna and Mara York.

"It was a proud moment to bring all key partners back together after an incredible 10 months of progress for our Unlocking Potential programme.

"The Leeds United Foundation, 49ers Foundation, and NFL Foundation have worked side by side throughout the first year of the project, driven by a shared energy and synergy that has helped move the programme forward in such a meaningful way.

"A special thank you goes to Leeds Beckett University for not only hosting the event but also serving as an integral partner in the monitoring, evaluation, and learning of the programme," Michael Kinsey, the Leeds United Foundation's Executive Head of Partnerships, Fundraising & Business Development, told LUTV.

Also in attendance at the event was the 49ers Foundation Executive Director, Justin Prettyman. "It was great to team up with the NFL UK and Leeds United Foundation to host an Unlocking Potential showcase event, marking a major milestone in an exciting initiative to grow the game of flag football among students across the region.

"We set an ambitious goal of introducing 1,000 Leeds students to the sport in its first year; the programme has exceeded expectations, reaching over 1,200 students in Leeds. This incredible response not only reflects the energy and enthusiasm of local youth but also highlights the growing momentum behind flag football in the UK.

"The event was a true celebration of sport, inclusion, and opportunity, and a powerful step forward in unlocking potential across Leeds."





# ONGOING ACTIVITIES



- All Leeds Aren't We?
  - Anti discrimination campaign
  - Banners, programme information, posters, information on the big screen and LEDs around the pitch
  - Messages to all ticket holders every match

# ONGOING ACTIVITIES



## Supporter Advisory Board

- Membership comes from the Leeds United Supporters' Trust, Leeds United Supporters Club, Marching Out Together, the Disability Supporter Board and LUSCOS, as well as individual members covering a wide range of supporters and their interest groups.
- A voice at the top levels of the club. Working with the club members can express their concerns and highlight their hopes, challenging when needed and celebrating when earned.
- Previous successful activities through our SAB meetings: Introduction of prayer rooms and sensory rooms at Elland Road, More defibrillators installed at Elland Road, Supporter behaviour campaign launched, Centenary Square progress, First Premier League footballer to attend a Pride event

## Disabled Advisory Group

- Membership includes people from a diverse background with a range of requirements when attending games
- Members have successfully trialled accessible stadium tours, been consulted on access requirements for the new stand and assisted the Club in improving disabled parking access

## Youth Advisory Board

- Being set up to ensure young people can have their say.
- YAB representative sits on the Supporter Advisory Board

# ONGOING ACTIVITIES - 2025 ACADEMY TRAINING

- Ramadan Awareness - west riding county FA equality officer(staff)
- Paul Stewart - lived experiences (Staff and parents)
- Troy Townsend - Kick it out (Parents)
- Sporting Chance - MHW (Parents)
- Online radicalisation and extremism training (staff)
- PFA Safety Net/PFA Youth advisory service (parents)
- PREVENT - Leeds City Council - (staff)
- Peter Mitchel - Lived experience (Former footballer)
- Jeff Whitley - Mental Wellbeing Gambling Awareness & Mental Health -
- Dom Mateo PFA Wellbeing 18s/21s and 1st Team
- Richard Foye (LU Foundation) - EDI
- Lucas Radebe - lived experiences
- EDI Awareness - Education session SEP/BTEC
- Beyond equality





# A FINAL WORD FROM OUR FOUNDATION ...

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