

**CITY IN THE  
COMMUNITY**

**ANNUAL  
REPORT**



**City** in the  
*Community*

# WELCOME, FROM OUR CEO!

## This report marks the second season in City in the Community's current three-year strategy and our ongoing commitment to empower healthier lives with city youth through football.

Each season we aim to achieve tangible, meaningful impact through regular, sustained, and high-quality contact time between our staff and participants.

2023/24 was no different and I would like to start our annual report by recognising the incredible support we have received from across Manchester City – the Club, its staff and fans – as well as our new and existing partners, without whom last season's achievements would not have been possible.

One of those key achievements, for me, was delivering against our commitment to create safe,

inclusive spaces for people to play in Manchester, as part of the 'Healthy Goals' initiative.

As you'll see on page 26, in 2024 we proudly regenerated five facilities across primary and SEN schools, uplifting the physical and mental health of local young people. I hope you particularly enjoy Sandra's story, which highlights how students were at the heart of this important project throughout.

In 2023/24, I also reflect on the positive impact our education and employment pathways create for both young people and the charity. At the time of writing, we are proud to have 34 members of staff who were once City in the Community participants - many coming directly from our City Degree programme with Manchester Metropolitan University.

We have always been extremely passionate about creating real opportunities through our 'Healthy

Futures' pillar projects and seeing so many young people become empowered to work with City in the Community is an outcome we can all be proud of.

Elsewhere, our 'Healthy People' and 'Healthy Communities' pillar projects also continue to flourish, reaching thousands of people.

I hope you enjoy reading and learning about all of our projects from 2023/24 and, on behalf of the Board of Trustees, I would also like to thank colleagues across the charity for your passion and hard work over the past season.

## Michael Geary

**CEO**

City in the Community

17

PROGRAMMES TO OVER

16,000+

UNIQUE\* PARTICIPANTS  
ACROSS GREATER  
MANCHESTER

AVERAGE CONTACT TIME OF

23.5

HOURS PER PARTICIPANT

740

QUALIFICATIONS GAINED

270,000

AGGREGATE ATTENDANCES

18,700

HOURS OF DELIVERY

\*season total individual participants are counted once, even if they have multiple programme interactions with City in the Community.



**“ WE AIM TO ACHIEVE TANGIBLE,  
MEANINGFUL IMPACT THROUGH  
REGULAR, SUSTAINED AND HIGH  
QUALITY CONTACT TIME ”**

# MEET THE TEAM

## CHAIR OF TRUSTEES

**PAT LOFTUS**  
Chartered Accountant

### TOM PITCHON

Director of City  
Football Foundation

### DANNY WILSON

Managing Director, MCFC  
Operations

### SIMON CLIFF

City Football Group  
General Counsel

## BOARD OF TRUSTEES

### CAROLYN MACNAB

City Football Group  
Chief People Officer

### GARY TIPPER

Managing Partner of  
Palatine Private Equity LLP

### NEDUM ONUOHA

Former Manchester  
City Player

### ROBERT BALLANTINE

Director of Events  
Management Company

### KEVIN PARKER

General Secretary of  
MCFC OSC

### SARA TODD

Chief Executive  
Trafford Council

*An extended thank you...*

to our whole team, including casual staff, coaches and volunteers, without whom we couldn't deliver all of our diverse and wide-reaching projects.



**LEADERSHIP  
TEAM**

**MICHAEL GEARY**

Chief Executive Officer

**LISA MCKAY**

Head of Operations

**SAM DAINTY**

Head of Fundraising  
and Partnerships

**NATALIE INGHAM**

Head of People  
and Culture

**RACHEL CLARKSON**

Head of Communications

**ELSAVED SALEM**

Head of Finance  
and Governance

**NATALIE SUTCLIFFE**

Monitoring, Evaluation  
& Learning Manager

**LUCY GASKELL-MILWARD**

Primary Schools Manager

**JONATHAN PAULEY**

11+ Education Manager

**MICHAEL WALKER**

Safeguarding Manager

**LOIS DANIELS**

Early Years Manager

**JASON EL-KALEH**

Community Mentoring  
Manager

**CRAIG BELL**

Football Partnerships  
Manager

**JACK WARD**

Partnerships Manager

**DAVID SOUTAR**

Fundraising & Events Manager

**KIMONI BELL**

Community Outreach  
Manager (Mat Cover)

**NIAMH NOLAN**

Community Outreach  
Manager

**WIDER MANAGEMENT  
TEAM**

*Want to be part of the team?*

To see all our current openings please search **CITC Jobs** or follow **@citcmancity** for other opportunities to get involved.

# OUR 2022-25 STRATEGY

## WE EMPOWER HEALTHIER LIVES WITH CITY YOUTH THROUGH FOOTBALL.

### OUR VALUES

#### CARING:

Putting people first. Being compassionate and helping our people (participants, peers, and partners). Showing pride and passion in our work.

#### INCLUSIVE:

Valuing, respecting and supporting all individuals and communities through inclusive and accessible opportunities that break down barriers to participate and achieve their full potential.

#### TRANSFORMATIVE:

Causing positive change to our people and their communities through programmes which are influential, inspiring, innovative, and individualised.

#### YOUTH-LED:

Empowering and involving young people, providing the opportunity to participate meaningfully in decisions that affect them.

### OUR METHOD

We achieve tangible, meaningful impact through regular, sustained and high-quality contact time between our staff and the participants they engage with. **Each of our 17 programmes sit under one outcome-led pillar...**

#### HEALTHY FUTURES:

We build healthy futures through education and employability pathways.

#### HEALTHY PEOPLE:

We nurture healthy people by putting physical activity and mental well-being at the centre of our programmes.

#### HEALTHY COMMUNITIES:

We connect people by creating healthy communities in safe, inclusive environments.

### OUR OUTCOMES

We create programme specific outcomes, related to the core objective for each of our 17 programmes, **but our five overarching charity outcomes are...**

1. Improve physical health and wellbeing.
2. Improve mental health and wellbeing.
3. Feel inspired and engaged.
4. Develop skills and knowledge.
5. Improve confidence and self-esteem.

82%

of participants feel CITC empowers them to live a healthier lifestyle

85%

of participants have improved their physical wellbeing

83%

of participants have improved their mental wellbeing



Our strategy animation



“What City in the Community means to us”

**OUR APPROACH**

**BE UNIQUE**

Our vision is to stand out from the crowd of other football charities. Some of the ways we aim to achieve this are:

1. Being authentically youth-led and youth-informed.
2. Designing and implementing innovative programme curriculums to provide creative solutions to local social issues.
3. Highlighting the participant pathways and the journeys from early years through to employment.

4. Connecting the young people of Manchester more closely to the global network of young people engaged with around the world.

**BE IMPACTFUL**

We plan, develop and deliver life changing programmes with clear, tangible and positive impact for the people we engage with in Manchester. We do this by:

1. Focusing on the impact of our work through increased contact time with participants.

2. Delivering high quality programmes with pride and passion.

3. Connecting impact to communications to demonstrate success stories.

4. Agreeing, and communicating effectively, a set of shared goals and values for all staff to strive towards.

5. Striving for continual improvement by embedding a progressive learning culture and adopting a critical evaluation process that is led by the core purpose.

82%

of participants feel inspired & engaged

84%

of participants have developed their skills & knowledge

84%

of participants have improved their confidence & self-esteem



## SEPTEMBER



We paid tribute to CITC Ambassador, Alex Williams MBE, who retired from his role at the charity after 33 years. Alex's career was commemorated at the Etihad, where he was welcomed onto the pitch by a guard of honour, made up of CITC participants and CFG CEO Ferran Soriano.

## OCTOBER



Success for Healthy Goals!  
We announced that fans and partners of six City Football Group Clubs helped raise £1million for the initiative. In Manchester, £250,000 was generated - see page 26 for more information.

## JANUARY



"The sky's the limit!" We Are CITC: Lucas' Story showcased how attending our One City Disability sessions for over ten years has changed his life and allowed him to take part in a sport he loves so much.

## FEBRUARY



Various CITC participants came together to spread one message: "speak to someone if you don't feel OK." To mark Children's Mental Health Week, we released a new video to showcase the considerable impact that support networks can have on a young person.

## MAY



Steph Houghton announced her first fundraising event with CITC - an intimate event bringing supporters closer to the legendary defender before she retired. The exclusive Q&A event also raised funds for the Darby Rimmer Foundation.

## JUNE



We hosted our exclusive showcase event at the Joie Stadium for the first time! The event was organised to demonstrate to stakeholders the important work that CITC is doing, as well help to create advocates across Greater Manchester for the charity.



# NOVEMBER



To mark Remembrance Day, Manchester City Goalkeeper, Scott Carson, surprised a CITC participant at their house! Sitting down over a cup of tea, Scott and Mark discussed his military career and what life was like when he first left the army in 2006.

# DECEMBER



Our Christmas campaign, 'The Greatest Season of All' included bags of player appearances, gift giving, community events and fundraising. The campaign raised the equivalent of 5,760 hours of free 1-2-1 and group mentoring.

# MARCH



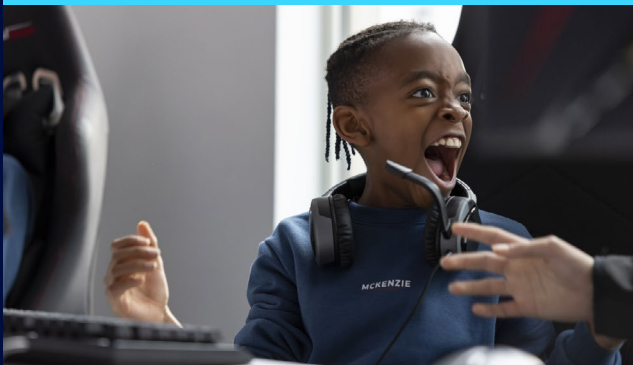
Staff and participants share their Ramadan stories, highlighting what the religious month means to them. "The appreciation aspect is extremely important to me. Throughout the year I take things for granted, yet during Ramadan I'm reminded of how fortunate I am."

# APRIL



We hosted our community matchday! CITC took over the Etihad Stadium to raise awareness of the charity's purpose and create once-in-a-lifetime opportunities for our participants. One highlight included a City Primary Stars student interviewing Man of the Match, Mateo Kovacic.

# JULY



New qualification announced! City BTEC expanded to include City Esports, providing students with comprehensive education and training. The course aims to develop technical skills, offer industry insights, and prepare students for various careers within the industry.

# AUGUST



Ahead of Manchester Pride, we announced a new LGBTQ+ football programme with support from Nissan. The project is for 16-25-year-olds who identify within the LGBTQ+ community, enabling them to enjoy exercise and connect in a safe environment.

# HEALTHY PEOPLE

**WE NURTURE HEALTHY PEOPLE BY PUTTING PHYSICAL ACTIVITY AND MENTAL WELLBEING AT THE CENTRE OF OUR PROGRAMMES.**

Seven programmes sit underneath our Healthy People pillar, meaning their core outcome is to improve physical and mental wellbeing. **These are:**

1. City Play
2. Premier League Primary Stars
3. City Soccer Schools
4. One City
5. City Thrive
6. Walking Football
7. ReminisCITY

85%

of participants from Healthy People programmes agree with the statement: City in the Community empowers me to live a healthier lifestyle.

87%

of participants from Healthy People programmes agree that the sessions improve their physical wellbeing.

85%

of participants from Healthy People programmes agree that the sessions improve their mental wellbeing.

12,365

unique participants supported across Healthy People programmes.

9,674 HOURS

of delivered across Healthy People programmes.

14 HOURS

average contact time per participant across Healthy People programmes.

"I've been involved in City in the Community sessions for 10 years. If I hadn't heard about wheelchair football in the One City programme, I'd have just been at home bored.

"Without CITC I wouldn't have had any sport in my life, unless it was summertime with my able body mates

but it's not an even playing field.

"I was happy that I could find a new sport. I went to the first session thinking it would just be for social aspects but now I actually feel the sky's the limit. I could even play for England one day.

"It's amazing to feel like I can be like an athlete because, if you'd told me ten

years ago, I'd be playing for City, I'd call you bonkers! I would never have thought I could play properly and represent a Premier League club.

Mum adds: "It's so inclusive. You can go and meet other children from different ages and they're like a little family. He loves it."

LUCAS



## CITY SOCCER SCHOOLS

21 HOURS  
average contact time

1,030 unique  
participants

638  
HOURS  
delivered

### CITY SOCCER SCHOOLS

City Soccer Schools use the brand of Manchester City to engage participants in open access football, increasing physical activity throughout the school holidays with regular sessions in communities across the city.

Participants are provided with free full day structured coaching sessions as well as free food provision at all sites to tackle holiday hunger in the most disadvantaged areas of the city.

Sessions are also adapted to include educational and supportive

workshops to highlight important topics such as mental health and anti-bullying.

With thanks to our funders, Kellogg's, Manchester City Council and MCR Active through the 'Holiday and Activities Food Programme'.



John Stones leads  
player surprise visits  
- watch!





**CITYPLAY**

**City Play is a bespoke early years programme that provides physical activity sessions for children, aged between two and five years, in nurseries and schools across Greater Manchester. It aims to use of the power of football and the Manchester City Football Club brand to encourage children to live a healthy and active lifestyle from a young age.**

Each themed session is delivered in a fun, engaging and inclusive environment - created to support a child's physical development and progressive fundamental movement skill development, through a 38-week programme delivery. The sessions reflect the

seven learning areas of the EYFS framework and are made up of 45-60 minutes of moderate to vigorous physical activity per group, contributing to the nationally recognised three hours of physical activity per day.

**With thanks to our funders, Music Magpie and the Premier League and Professional Footballers Association.**



Watch what happened when an MCWFC player visited the City Play programme

2,667

unique participants

26 HOURS  
average contact time per participant

3,320  
hours delivered



**PREMIER LEAGUE PRIMARY STARS**

**We deliver the Premier League Primary Stars (PLPS) programme in schools across Greater Manchester. Pupils and teachers take part in national curriculum PE lessons, extra-curricular activities, targeted interventions, educational workshops, social action projects, anti-discrimination sessions, competitions, and teacher CPD events.**

CITC coaches work in up to five schools per week and deliver a full day each week of the academic year to each school.

The aim is to use the inspiration of Manchester City Football Club and the Premier League to engage pupils and teachers to help primary school children be active and develop essential life skills.

The programme also intends to improve teacher's confidence and competence when delivering PE and School Sport, and to increase children's enjoyment and engagement in this area.

**With thanks to our funder, the Premier League Charitable Fund.**





PREMIER LEAGUE PRIMARY STARS



4,466

HOURS

delivered

7,416

unique participants

17 HOURS

average contact time



Watch! Students take part in the MCWFC team photo...

ONE CITY DISABILITY

**One City Disability provides opportunities for participants, from a wide range of backgrounds, to take part in free football and sporting provision.**

Sessions – which range from dwarfism football to powerchair football, amputee football and more - are held in primary and high schools, as well as in community venues outside of school hours. Our aim is to ensure that participants across Greater Manchester have access to disability specific provision and education.

Participants with disabilities do not always feel comfortable or able to

access universal provision, so we believe it's important to provide disability specific sports to provide participants with a development and participation pathway, regardless of their disability or impairment.

**With thanks to our funders, Mark Davies Charitable Fund, Nissan and the Premier League.**



"I was so happy to play football with other people like me"  
- CITC Dwarf Team

595

unique participants

16 HOURS

average contact time per participant

516

hours delivered



WALKING FOOTBALL

**City in the Community provides two free walking football sessions per week, aimed at engaging older participants in regular physical activity.**

By coming to the sessions, participants can meet others and build social relationships. Some individuals come to the sessions for the social interaction specifically as this is the only place that they have someone to talk to.

CITC take this social interaction further by giving our participants the chance to travel and play other Premier League teams that also have walking football sessions.



Watch what happened with one participant was given the surprise of a lifetime!

201

unique participants

17 HOURS

average contact time per participant

149

hours delivered

REMINISCITY

**ReminisCITY was launched to create a dementia safe environment for participants to enjoy social and physical activity, through the conduit of football and Manchester City, to promote active and engaged lifestyles in the face of the challenge's dementia can bring.**

The programme consists of a six-week programme of activity, taking place in and around the Etihad Stadium and Campus.

Activity includes social elements, where participants can relive classic Manchester City matches and group discussions on the Club's history, as well as physical activity such as stadium walks and arts and crafts.



ReminisCITY participant takes lead role in Premier League Champions celebration!

24

unique participants

20

hours delivered

**With thanks to funders, Believe and Achieve, ReminisCITY is supported by the Premier League Fans Fund.**





**CITYTHRIVE**

**6 HOURS**

average contact time

**1,101**

unique participants

**565 HOURS**

delivered

**CITYTHRIVE**

**City Thrive has been delivered by CITC since 2020 as a response to the COVID-19 pandemic, and works closely with the NHS, RMCH CAMHS and Primary Care Networks across Greater Manchester.**

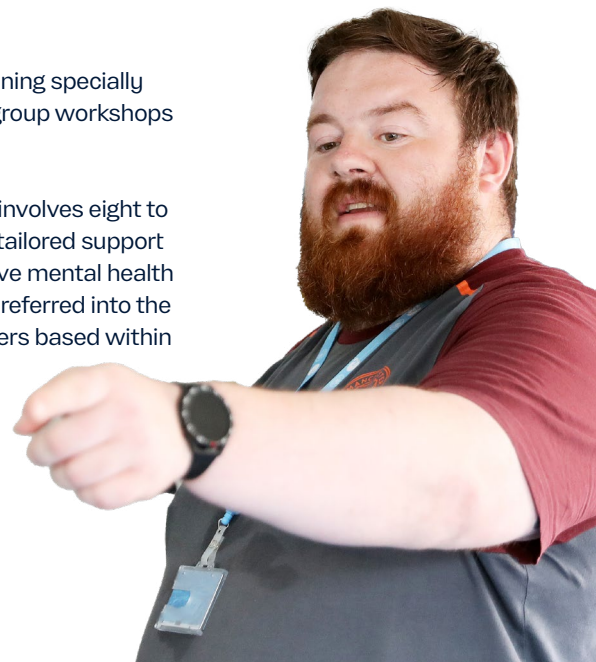
The programme aims to harness the power of football to normalise stigmatised conversations around mental health, promoting positive wellbeing for young people aged seven to 18.

A dedicated team developed a

mental health curriculum, combining specially adapted football sessions with group workshops and one-to-one mentoring.

The one-to-one mentoring offer involves eight to 10 weeks of sessions, providing tailored support and guidance to achieve a positive mental health outcome for each young person referred into the provision by M-Thrive practitioners based within GPs across South Manchester.

**With thanks to our funders, the NHS.**



# HEALTHY FUTURES

**WE BUILD HEALTHY FUTURES THROUGH EDUCATION AND EMPLOYABILITY PATHWAYS.**

Programmes are designed to engage and inspire young people by providing qualifications and skills required to progress into further education, employment or training. Five programmes sit underneath our Healthy Futures pillar, meaning their core outcome is develop skills and knowledge. **These are:**

1. City Girls
2. City Inspires
3. City BTEC
4. City Degree
5. City Careers

77%

of participants from Healthy Futures programmes agree with the statement: City in the Community empowers me to live a healthier lifestyle.

82%

of participants from Healthy Futures programmes agree that the sessions help them to develop skills and knowledge.

870

unique participants supported across Healthy Futures programmes.

740

qualifications achieved across Healthy Futures programmes.

6,034 HOURS

delivered across Healthy Futures programmes.

58 HOURS

average contact time per participant across Healthy Futures programmes.



## CITY GIRLS

# 21 HOURS

average contact time  
per participant

# 268

unique  
participants

# 242

hours delivered

## CITY GIRLS

**The City Girls project engages female participants with free football training, leadership and mentoring opportunities.**

Through after-school sessions and community satellites, girls across Greater Manchester have the regular opportunity to play for free with CITC.

Using the power of football and brand of Manchester City, the

City Girls project aims to provide safe spaces for girls to engage in football, improve their physical and mental wellbeing and develop their leadership skills.

**With thanks to our funders, the Premier League.**





38 HOURS

average contact time  
per participant

102

unique  
participants

199

Qualifications achieved

CITY DEGREE

City in the Community's degree programme brings together our community football coaching knowledge with Manchester Metropolitan's academic expertise, to offer the best of both worlds and an integrated path to rewarding career goals.

With work-based learning in elite, professional sporting surroundings, this BSc course provides students with the skills, knowledge and

experience needed to find success as a coach or sports programme leader

Both Foundation and Bachelor of Science courses are available.

With thanks to our funder and associated university, Manchester Metropolitan University.



"The City Degree experience was highly valuable. It allowed me to have the opportunity to gain a real-world experience regarding working in a professional environment and being able to be linked with the football club was an amazing opportunity."

DANE JONES



A Healthy Futures  
Story: Dane Jones



CITY BTEC

125

average contact time per participant

221

unique participants

203

Qualifications achieved



CITY BTEC

Delivered in colleges across Greater Manchester, the City BTEC programme aims to be totally inclusive, offering places to both male and female participants without trials.

Coaches deliver a holistic education of football, supporting those who want to develop their skills and abilities on the pitch as well as receiving classroom-based education as well.

The programme provides an opportunity for students who are

passionate about football and their education, to combine the two as part of this course.

The curriculum provides students with an insight into what life would be like coaching in an academy session, through the way in which CITC staff deliver sessions.

With thanks to our associated colleges: Oldham College, Cheadle College, Ashton Sixth Form College, Connell Co-op College.





CITY CAREERS

**City Careers is an eight-week employability programme, working in areas of deprivation creating health and education benefits, with an aim of getting young people into education and employment.**

Over the duration of the course, participants work with CITC officers, staff and external partners, on a series of employment workshops, with a focus on developing soft employability skills such as CV and cover letter writing, interview practise and how to approach job applications.

There is the opportunity to gain qualifications, such as ASDAN Level

1 Award in Employability Skills, First Aid Qualification, as well as Food Hygiene.

There is also a focus on developing participants as individuals, supporting life skills, confidence, resilience and wellbeing, so participant feel able to also develop their personal lives.

**With thanks to our funders, Socios and SIMTRAVA.**



Tom's City Careers story.

32

unique participants

51 HOURS

average contact time per participant

68

qualifications achieved



CITY INSPIRES

**City Inspires aims to use the appeal of Manchester City to work with secondary school learners who are at risk of not reaching their potential, and to support them through the education system and early adulthood.**

CITC coaches deliver a high-quality education curriculum that inspires pupils to succeed and excel academically, physically and socially.

The programme provides an opportunity for pupils to learn essential life skills, with a focus of improving their engagement in

education, prosocial behaviours and mental well-being.

Within the City Inspires programme, we offer a wide range of PSHE sessions, which schools can choose from to tailor the programme to the needs of their students.

We place a strong focus on behaviour, welfare and personal development, as we feel that these topics are vital for the cohorts that the programme is aimed at.

**With thanks to our funder, the Premier League.**







3,751  
HOURS

delivered

247 unique  
participants

129 HOURS  
average contact time per  
participant



Josko visits local  
City Inspires  
participants!

# HEALTHY COMMUNITIES

**WE CONNECT PEOPLE BY CREATING HEALTHY COMMUNITIES IN SAFE, INCLUSIVE ENVIRONMENTS.**

Five programmes sit underneath our Healthy Communities pillar, meaning their core outcome is to help participants feel inspired and engaged, as well as improve confidence and self-esteem. **These are:**

1. City Kicks
2. City Mentoring
3. City Ready
4. City Play Together
5. Military Vets

**83%**

of participants from Healthy Communities programmes agree with the statement: City in the Community empowers me to live a healthier lifestyle.

**84%**

of participants from Healthy Communities programmes agree that sessions help them to feel inspired and engaged.

**82%**

of participants from Healthy Communities programmes agree that it has improved their confidence and self-esteem.

**2,856**

unique participants supported across Healthy Communities programmes.

**1,745 HOURS**

hours delivered across Healthy Communities programmes.

**17 HOURS**

average contact time per participant across Healthy Communities programmes.





CITY KICKS

9 HOURS  
average contact time  
per participant

2,438 unique  
participants

153  
hours delivered



CITY KICKS

City Kicks is a community outreach programme which provides free evening, weekend, and school holiday provision.

Through mentoring and open-access football sessions, City Kicks is delivered six days a week, 48 weeks a year, ensuring CITC has a consistent presence across Greater Manchester.

The City Kicks project addresses the lack of opportunity for those living in areas of social deprivation whilst providing positive activities

at times and in communities where there is a gap in youth provision.

With thanks to our funders, Manchester City Council, Wythenshawe Community Housing Group, Onward Housing, the GMP, The Forum Trust, Stockport Youth offending services and the Premier League.



Watch to learn more about our City Kicks programme!





CITY IN THE COMMUNITY



MILITARY VETS

The Military Vets project helps armed forces personnel stay active during and after transition to civilian life.

It is a space for ex-military personnel to engage with each other, and enjoy the social aspects which team sports give, whilst maintaining regular physical exercise.



Watch one Military Vet get a surprise visit at home!

53

unique participants

9 HOURS

average contact time per participant

37

hours delivered

CITY READY

City Ready, launched in 2022/23, aims to reduce reoffending in incarcerated young and vulnerable adult males.

Delivered in HM Prison Hindley, specialist CITC coaches work with inmates one day a week, across a three-month programme.

Sessions provide football-based education and employability training, combining both workshops

and physical exercise.

Participants are also offered 1-2-1 mentoring upon completion of the project, to provide exit strategies and support with wellbeing. 91% of participants said that these sessions helped them to feel more at ease with returning into the community.

With thanks to our funders, Socios.

50

unique participants

43 HOURS

average contact time per participant

213

hours delivered

CITY PLAY TOGETHER

City Play Together is an initiative using the power of football and the brand of Manchester City Football Club to encourage children aged two to five and their parents, in Manchester, to live a healthy and active lifestyle from a young age.

The curriculum has been specifically designed in order to have a greater impact on not just physical and mental wellbeing of families, but also empower parents to embed a healthy lifestyle at home. Sessions aim to develop their

skills, confidence and self-esteem when interacting with their child in any setting.

City Play Together is delivered in Youth Zones and Sure Start Centres across Manchester, at no charge to participants.

With thanks to our funders, Music Magpie and the Premier League.

293

unique participants

7 HOURS

average contact time per participant

241

hours delivered



9 HOURS

average contact time  
per participant22 unique  
participants

153

hours delivered

## CITY MENTORING

**Our City Mentoring provision works alongside City Kicks sessions to deliver a bespoke one-on-one programme for young people aged between eight and 19 years, who are at risk of being affected by Serious Youth Violence, either as a victim or perpetrator.**

Young people are referred into the programme either by GMP or Youth Offending services, before they're given a personal development plan catered to their specific needs and circumstances. The overall aim is to transition the young people into positive activity, either with CITC or through an external partner.

**With thanks to our funders, the Premier League and Street Games.**

Anonymous - "I don't know where I'd be without City in the Community.

The weekly 1-2-1 sessions have provided me with structure. Structure in my life is something I've lacked, with having to move around a lot, so the weekly mentoring session are of great benefit to me.

"The CITC sessions gave me the chance to just talk through what I was dealing with and get it off my chest. When you're young, it is hard to be in a room and start speaking about your feelings, especially when you're having to have the conversations a lot and with different people. But I'm able to speak to the CITC mentor almost like a friend, but a friend who has the mindset and knowledge to help me out. It has helped changed my mind set and my emotions. I understand that certain actions have consequences, and I am more composed in all areas of my life. I also now try to deal with the negative emotion first, before reacting."



Read the full City Mentoring story here!





# HEALTHY GOALS

In 2023, City in the Community unveiled two new purpose-built recreational areas, with multi-functional football equipment including various sized football pitches and goals, football tennis zones, passing squares, benches, and floodlights.

Entitled 'PlayZones', the new spaces aim to uplift the physical and mental health of young people, by providing access to free recreational football and CITC's youth-led sessions. They were funded by Football Foundation, City Football Group and Sport England.

However, the charity knew it needed to do more, and, in May 2023, it launched 'Healthy Goals'.

The fundraising campaign aimed to uplift the physical and mental health of local young people by creating MORE new community football pitches in Manchester, where the CITC's youth led programmes can be delivered.



To bolster impact, Manchester City, matched all donations and partnerships pound-for-pound up to £125,000. By September 2023, the £250,000 target had been reached.

CITC underwent an extensive needs analysis process, led by its MEL Team, to identify priority sites to be supported by Healthy Goals funding. By June 2024, the below five schools has benefited from completely regenerated sports pitches, all uniquely designed to the needs of their young people at zero cost.



Watch our Healthy Goals campaign advert to see drone footage!





To celebrate the new pitches, City in the Community organised special blue ribbon opening ceremonies at each school with special guests such as Manchester City players and a visit from the 2024 Premier League trophy.

The Healthy Goals fundraising initiative returned for 2023/24, raising £180,000, meaning we'll soon be renovating even more pitches across Greater Manchester...



**RAVENSBURY COMMUNITY SCHOOL**



**ST. WILFRED'S CE PRIMARY SCHOOL**



**SOUTHERN CROSS SEN**



**HOLY NAME PRIMARY SCHOOL**



**ASHBURY MEADOW PRIMARY SCHOOL**





## WHAT THE TEACHERS SAID...

“ Pupils are already more enthused to get active and are really enjoying playing on the area. Previously, the area was just a grey tarmac surface with fading pitch markings. As a school we host lots of sports events, these new pitches will add to the positive experience of pupils from lots of other schools too. ”



“ The regenerated pitches will encourage all pupils to get active. Already pupils who would not normally want to play on this area at break or lunchtimes can be seen running around the track. More activity will lead to healthier minds and bodies. ”

“ Without this campaign we could not have afforded to refurbish the pitches and therefore pupils would not have had the extra stimulus to join in and get active. ”







**Sandra** had her design chosen at **St Wilfrid's** CE Primary School and she was able to see her centre-circle come to life with some help from a few recognisable Man City faces...



Watch Sandra's  
and St. Wilfrid's  
Story



# PARTNERSHIPS

## WORKING TOGETHER TO EMPOWER HEALTHIER LIVES THROUGH FOOTBALL

At City in the Community, we are passionate about creating strong partnerships with commercial, public sector and third sector organisations to increase engagement, awareness and income.

Our aim is to form sustainable and strategic partnerships that support the wider business and ultimately aid the charity in the continuation of the amazing work it does.

The team works hard to build meaningful bespoke relationships for City in the Community, whilst also proactively connecting into Manchester City Football Club partnerships to build authentic connections.

**£558,000**

total partnership revenue  
from 2023/24

**24**

number of  
partners and  
funding streams





# NISSAN

In December 2023, we announced Nissan, Manchester City's Official Automotive Partner, as the charity's first Official Equality, Diversity and Inclusion Partner.

The agreement saw Nissan support all of City in the Community's disability and LGBTQ+ projects for two years.

To celebrate the launch of the new partnership, City in the Community released a heartwarming video featuring Manchester City's Jack Grealish, showcasing a surprise meeting with One City Disability participant, and super fan, Lucas.

Andrew Humberstone, Managing Director at Nissan GB, said: "We're very proud to become the Official Equality Diversity and Inclusion Partner for Manchester City's charity, City in the Community.

"It's a wonderful organisation that reflects Nissan's core values, and this new partnership builds on many successful collaborations since 2021.

"I look forward to seeing City in the Community continue its great work throughout 2024 and beyond."



Watch what happened when Lucas met Grealish



Learn more about our Kellogg's Football Camps

# KELLOGG'S

In 2023/24, Kellogg's, Official Breakfast Cereals Partner of Manchester City, teamed up with City in the Community as part of a new nationwide football camp initiative.

Kellogg's bolstered the charity's Soccer Schools programme through the addition of its inaugural 'Kellogg's Football Camps' programme.

The 'Kellogg's Football Camps' programme, which is delivered nationwide with a number of UK football clubs, aims to keep children active and entertained during the school summer holidays.

Here in Manchester, Kellogg's worked with CITC to deliver the camps at City Football Academy, helping to expand the charity's existing holiday provision.

In total, CITC engaged with 755 unique participants across 326 hours and 60 sessions of Soccer Schools and Kellogg's sessions. Some youngsters were even surprised by Manchester City's stars including John Stones, James McAtee, Matheus Nunes, Jill Roord and Lauren Hemp.

# FUNDRAISING & EVENTS

## CREATING MEMORIES WITH OUR CITY FAMILY, TO EMPOWER HEALTHIER LIVES THROUGH FOOTBALL.

Each year, our Fundraising and Events team works hard to bring together fans, staff and wider stakeholders for a series of meaningful, and enjoyable, opportunities.

Our aim is to raise funds for City in the Community's important work, whilst also bringing people closer to the charity, helping to support our four communications objectives - interest, awareness, perception and advocacy.

These pages showcase just a snapshot of projects from the 202/24 season, with others including the City in the Community Prize Draw, matchday activities and individual fan challenges. We would like to take this opportunity to say a HUGE thank you to everyone who supported our fundraising and event activities across the season, with a special mention for the Official Supporters Clubs and Blue Moon Rising Group.

Over 200 supporters joined City in the Community at the Etihad Stadium for 'An Evening with Kevin DeBruyne'.

The night included a raffle and auction in aid of City in the Community, whilst fans enjoyed drinks and a three-course meal in between in each session of questions put to Kevin.

The previous season's treble trophies were also present, giving attendees an opportunity to have their photos taken with them. An interactive quiz about the City midfielder was also held after the questions, with winning players having their picture taken with Kevin on stage.



Go behind the scenes with Kevin in our event video



Watch our highlights video from the event!



Manchester City legend Steph Houghton headlined a special question and answer event at the Etihad Stadium, in support of City in the Community and the Darby Rimmer Foundation.

'An Afternoon with Steph Houghton' played out in front of over 120 supporters, with some of the audience given the opportunity to submit questions to and have their photo taken with the former City and Lionesses captain. Steph was joined on stage by presenter Natalie Pike, as they ran through her illustrious career and spoke about subjects including her time with Team GB, time settling in at City, hopes for the future of the women's game, and her final home match against Arsenal.





890

participants invited  
to free Christmas  
events

£230k

raised through the  
Christmas campaign

£10k

donated to foodbanks to  
help on Christmas Day



Christmas  
campaign  
highlights



# VOLUNTEERING & SAFEGUARDING

## VOLUNTEERING

CITC is lucky to have a squad of dedicated volunteers across our provision. These range from long-standing participants looking to develop leadership skills by assisting in their own sessions, to regular volunteers like Alex Cash, who recently joined our workforce after volunteering in excess of 200 hours over the last five years!

We have continued to see how our volunteer opportunities allow us to successfully nurture CITC's future talent pipeline and so we have created a new role this year, specifically responsible for developing both our holiday provision and volunteering programmes.

We are also proud to create volunteering opportunities for EDS players throughout the year.



CITC works tirelessly to ensure the safeguarding of children, other vulnerable people and its staff across all of our programmes and wider operations. We achieve this via our SafeatCity framework that promotes safety, wellbeing and a positive environment for all.

This year, we appointed Michael Walker as CITC's Safeguarding Manager.

Mike joined us after 5 years with Oldham Council as an Early Help Officer. He worked across a network of multi-agencies providing advice and guidance on safeguarding legislation, development of engagement strategies, group training and local partnerships.

With Mike's background and passion firmly rooted in youth justice and complex safeguarding, he quickly became a huge asset within our team.

## SAFEGUARDING



*"Becoming involved in City in the Community volunteering has really boosted my confidence. The process helped to inform what I want to do in the future and gave me a real sense of pride, knowing that I was making a difference to other people."*

ALEX CASH



# THANK YOU

To our official 2023/24 partners and sponsors



Mike and  
Miranda Kerr

Blue Moon  
Rising Group

Mark Davies  
through his family's  
charitable foundation



City in the  
Community

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