



## Everyday Impact Award – Long Term Enterprises

### Name of organisation or individual nominated

Everton in the Community

#### 1. What were you trying to change? (maximum 200 words)

Help us understand the vision, aims and objectives

Everton in the Community is a dynamic charity that uses the influential brand of Everton Football Club to motivate, educate and inspire diverse communities in the North West of England and North Wales, along with our satellite disability programme in Shanghai, China. The organisation has undertaken community work since 1988 becoming a registered charity in 2004 (no.1099366) and is now one of the leading club community schemes in the world. We works with multi-sector partners to deliver targeted projects focusing on health, exercise, education, employment, disability, social inclusion and community cohesion. Everton in the Community also offers a range of volunteering opportunities for people of all ages to gain accredited qualifications in sport and wider activities. The charities key aim is to engage diverse communities in positive programmes that will make a lasting impact on their lives. Through a range of innovative projects we constantly strive towards ambitious goals, bringing people from different backgrounds closer, whilst helping them to achieve their full potential. Through the expertise of our specialist staff we will continue to roll-out ground-breaking projects, tackling the most pertinent issues affecting our communities and demonstrating significant examples of best practice that can be replicated by other intervention organisations.

#### 2. What did you do to make change happen? (maximum 200 words)

Tell us about what actions you took, who you worked with, what resources you had to use etc.

As a forward-thinking and hugely proactive charity, we have always pushed the boundaries, delivering a wide range of innovative interventions for our communities, alongside the inspirational brand of one of English footballs oldest clubs. Traditionally a provider of sporting opportunities, we have diversified enormously in recent years due to the impact we have had in more non-traditional fields. Working alongside multi-sector partners we have established targeted intervention projects that now focus on health, employment, education, disability and social inclusion, demonstrating significant breakthroughs where traditional methods have often failed. It is for this reason why we are now commissioned by the NHS to deliver health and wellbeing programmes, DWP to deliver employment schemes at Goodison Park stadium, and Merseyside Police to deliver pioneering

interventions with young people at risk of becoming involved in crime. We are a first choice partner for so many public, private and third-sector organisations because we make a measurable difference, generating tangible change in some of the hardest to engage communities in our region. The charity currently employs a specialist workforce of 32 full-time members of staff, 20+ casual staff and over 150 volunteers. Our annual turnover generated solely through grant-funding and traditional fundraising is around £1.6m.

**3. What were your tangible results?** (maximum 200 words)

Outline what happened as a result of the work and the impact it had

- Support more than 1,500 local charities per-year through fundraising and partnership activities. - Between 2010-2011 contributed to a 55% reduction in anti-social behaviour and a 79% reduction in crime across challenging areas in Merseyside through our social inclusion projects, offering diversionary activities for young people at risk. - Invited to speak at the Men's Health World Congress in both 2010 and 2011 to disseminate our academically acclaimed interventions with hard-to-reach men. - Recorded a 100% pass rate on our BTEC education programmes in the last 2 years in partnership with Childwall College. - Helped almost 50% of our 'Everton 4 Employment' participants secure employment having previously been long-term unemployed and needing significant work-focused intervention. - Expanded our award-winning disability programme replicating our domestic activities throughout special schools in Shanghai, China. In the UK our programme boasts 26 disability football teams for all ages and impairment groups and 30+ International players. - Developed a national Mental Health Football programme now delivered by 15 Premier League clubs and engaging over 1,200 participants. - Our multi-sports programme has introduced over 3,000 young people into non-traditional sports such judo, badminton and table-tennis, setting many on the path to World and Olympic success.

**Additional Nomination Comments from others**

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