



FOUNDATION OF LIGHT

THE WORLD AT YOUR FEET



FOUNDATION OF LIGHT – AT THE HEART OF OUR COMMUNITY

The Foundation of Light uses the power of football to improve the lives of our communities across Sunderland, South Tyneside and County Durham.

The North-East has some of the highest rates of poverty and deprivation, economic inactivity, and lowest levels of life expectancy of anywhere in the UK. Through four main programme areas – education, world of work, sport and play, and health and wellbeing – we use the power of football to engage individuals and groups, to increase life opportunities and to develop happier, healthier and more cohesive communities. Recognised as one of the leading football charities in the country, we raise over £4million each year through community and corporate fundraising, as well as funding support provided by a range of public and private bodies.

What does this mean for our community?

- Over 40 programmes delivered to support key areas of work
- Have worked with over 500,000 people since formed in 2001
- Raised the aspirations and motivations of over 20,000 every year
- Directly support over 240 local schools
- 7,000 visitors to the Beacon of Light every week (pre-Covid)
- Since September 2020, we have had a social return on investment of over £66 million
- Worked in 12 overseas territories



FOUNDATION OF LIGHT MISSION, VISION, VALUES AND PURPOSE

Our Vision

Better opportunities. Better lives.

Our Purpose

To involve, educate and inspire our communities using the power of football and the SAFC brand.

Our Mission

Using our high-performance culture, we will work across our communities of Sunderland, South Tyneside and Durham, with all ages and abilities, to:

- Raise educational attainment and inspire a love and commitment to lifelong learning
- Increase skills and access to employment opportunities by connecting people to the world of work
- Enable individuals and families to develop healthier and happier lives and support the development of vibrant and respectful communities
- Provide more opportunities for inclusive sport and play, inspiring participation and achievement

Our Values

- Collaborative
- Innovative
- Passionate
- Agile
- Integrity
- Excellence







FOUNDATION OF LIGHT FOOTPRINT



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COALS TO GOALS - THE HISTORY

- Applied to the National Lottery Heritage Fund started in February 2021
- After a positive project enquiry, we went to full application requesting a grant of £247,300.00
- The application had to have an organisational contribution of £30,000 which was achieved by match funding.
- Told successful in August 2021
- Completed ready to start documents in August 2021



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'COALS TO GOALS' - 142 YEARS OF SUNDERLAND AFC

- **'Connect'**: Through weekly heritage-based interventions which bring communities together, including older people at risk of loneliness, those living with dementia, and those on low incomes.
- **'Learn'**: Inspiring children to learn about the history of Sunderland and its relationship with the football club through a contextualised education programme that supports improvements in subject areas such as literacy and numeracy.
- **'Take Notice'**: Installing an interactive timeline within the stadium footprint that takes people on a journey through Sunderland AFC's history.
- **'Give'**: Empowering local people, including young people unemployed, to lead activities as Heritage Ambassadors.
- **'Be Active'**: Using heritage as a catalyst to inspire physical activity, from guided heritage walks to progression pathways into other activities offered by Foundation of Light.

Recruitment of a Project Manager and Activation Officer (both full time).



Delivery of a school education programme; children will learn about the history of Sunderland and the football club through heritage learning opportunities, supporting improvements in literacy, numeracy and citizenship



Delivery of heritage interventions to bring communities closer together, including older people at risk of loneliness and those living with dementia. Sessions will include winter health sessions and whole family learning opportunities.



Delivery of a volunteer programme empowering local people, including unemployed youths, to lead activities as 'Heritage Ambassadors'. Volunteers will be trained and support the delivery of education activities and lead heritage walks around the Stadium of Light site.



Development of a heritage based work-readiness programme focused on up-skilling young people aged 18-24 who are NEET (not in education, employment, or training). Young people will be supported to access work placements with partners, gain employability qualifications and progress into employment.



Delivery of a media programme to encourage Sunderland fans to donate their own memorabilia and oral histories



Development and installation of a community developed interactive heritage timeline within the stadium footprint about Sunderland AFC's history.



Undertake the measures to increase positive environmental impacts and reduce negative environmental impacts as set out in your application.



High visibility acknowledgement of the National Lottery Heritage Fund on site, online and in all activities. As well as using your project to acknowledge and thank National Lottery Players.



OUR DELIVERY PARTNERS



WHAT HAS BEEN DELIVERED TO DATE?

- 22 Primary Schools have attended the Coals to Goals day at the Beacon of Light which have worked with 1314 children and young people
 - Three adults sessions have been set up with 100 unique adults attending
 - Steering Group established with Terms of Reference
 - 5 Volunteers
 - Presence at Durham Miners Gala in 2022 and 2023
 - Featured in SAFC Match Day Programmes
 - Featured in SAFC 2023 Annual
 - Utilising other colleagues from across the FOL to deliver the programmes
 - Featured on BBC Breakfast
 - Banner Parade at SAFC home fixture
 - Feature in the Durham Miner
 - Oral History research project with Dr Stacey Pope at Durham University
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LESSONS LEARNT

- Heritage was a brand-new adventure to the Foundation
- Partnerships are key at every stage
- Walk before you can run
- Don't underestimate the passion and scale of the challenge

WHAT IS STILL TO DO?

- Lance Hardy writing competition- October 2023
- Oral history project - 'one-year oral history study of the hidden history of Sunderland AFC fans in the 1950's, 1960's and 1970's.' - Durham University
- 2024 Durham Miners Gala activities
- Updates to 'Day at the Beacon'
- Heritage celebration event
- Development and installation of a community developed interactive heritage timeline within the stadium footprint about Sunderland AFC's history
- Ongoing request to encourage Sunderland fans to donate their own memorabilia
- Growth into other geographical areas

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**FOUNDATION
OF LIGHT**

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