



IMPACT REPORT 2024/25



**CAMBRIDGE UNITED
FOUNDATION**



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FOUNDATION WELCOME

Cambridge United Foundation (CUF) was established in 2010 to deepen the impact of the Club's work in the community. We are proud to launch our fourth annual Impact Report, in which over the 2024-2025 season we engaged 10,252 individuals. This report captures the feedback we have gathered from our participants, which allows us to celebrate the successes from so many that have benefited from our programmes, as well as provide a space for them to feedback on areas for us to improve this year.

As Cambridge enters an exciting period of rapid growth, with it comes exceptional opportunity. As a Football Club and Charity, deeply rooted in the heart of the city, we are eager to play a meaningful role in its future. At the centre of our work are our participants, and with the formation of our new 'Champions Group' made up of members from our sessions, we are committed to providing high quality, meaningful programmes that enhance the lives of all those we engage with.

Cambridge United Foundation strive to engage residents from all walks of life, meet them where they are, and support them with any goals and aspirations they may have. It is pleasing to report that 60% of our participants have been with us for over 1 year, with 16% having been part of our programmes for over 5 years, with numbers increasing year on year.



VICKY NEAL

HEAD OF FOUNDATION

Our mission remains to harness the power of sport to make a positive impact on the community we serve. Our findings show that 78% of our participants reported that their reason for joining was to socialise and meet new people.

This highlights that our work goes way beyond kicking a football, and the impact demonstrated in this report evidences the desired outcomes met by our participants.

As a Foundation, we wish to express our gratitude to all our partners, donors and sponsors that have supported us throughout the year, without whom we would not be able to deliver the programmes that engage so many. My final thanks go to our fantastic members of staff and amazing volunteers, who work tirelessly all year round to provide the high quality services the foundation offers.



PA



PARTICIPANTS VOICE

My name is Les and my journey with Cambridge United Foundation began when I saw a poster in the doctors' surgery back in February 2023 promoting walking football in Bar Hill. So, I thought I would give it a go for a few weeks, some two years and seven months later, I am still going.

It has been a really good experience to meet new people who now I consider to be my friends. After each walking football session, we go for a cup of tea or coffee, sometimes just four of us and other times as many as ten or more and we even offer lifts to each other for hospital appointments etc., outside of sessions.

Not only has walking football impacted all who take part, we have now started playing pickleball and some of us have even been to walking cricket.

I BELIEVE THAT CAMBRIDGE UNITED FOUNDATION HAS MADE A GREAT

COMMUNITY within Bar Hill which has been diverse and inclusive. This was shown in the fact that last December we won the Community Group of the Year award, which was presented to us at Cambridge United.

I am looking forward to being a part of the Champion's Group and I believe that with the support of Cambridge United Foundation, we can continue to commit to more activities within our community for many months or years to come.

OUR HISTORY, MISSION AND VISION

Cambridge United Foundation was established in 2010 to deepen the impact of the Club's work in the community. Cambridge United's vision is 'to compete at the highest level of the English Football League whilst operating a sustainable football club embedded within the heart of its community', demonstrating a clear commitment to Cambridge residents.

Serving as the charitable arm of the football club, the foundation is deeply rooted within the fabric of the organisation. It works across the city to enhance the lives of the local community across a wide range of programmes.

OUR MISSION: To harness the power of sport to make a positive impact on the community we serve.

OUR VISION: To enhance lives across Cambridge.

OUR VALUES: Fully aligned with those of the football club we so proudly represent, Cambridge United Foundation is built upon a clear set of values, embodied by staff, partners and participants alike. These shared principles enhance relationships, strengthen community connections and in turn ensure long-lasting, meaningful impact.

OUR WHY: In the most recent Centre for Cities report, Cambridge was identified as the most unequal city in the UK, yet people tend to not associate poverty with a city world-renowned for its education, research, and technology. Evidence shows that a significant proportion of people are experiencing poverty, with 1 in 10 households earning less than £16,518 per year, concentrated in wards and neighbourhoods primarily in the North and East of the city. Centre for Cities identified the Cambridge population as having the highest level of qualification in any city in the UK, however the city still scores the fifth lowest in Social Mobility Index of all local authorities nationally based on outcomes for young people in terms of education, employment and housing. Shockingly, the average life expectancy for men and women in the most deprived areas of Cambridge compared to the most affluent ones is 11.6 years less (ONS, 2021). **This is simply unacceptable.**

The Abbey and Kings Hedges wards, on Cambridge United's doorstep, are amongst the 20% most deprived areas in the UK. As a football club based in the Abbey ward, we have an inherent responsibility to reduce these inequalities.

Our work takes myriad forms, from mentoring young people in schools to offering them open-access football, providing physical and social activities for older adults to keep them connected to their community and providing opportunities to those that experience barriers accessing sport. We are determined to improve community wellbeing through this work. Enhancing lives with the football club on matchdays through ventures such as ticketing initiatives and our matchday KidsZone, we give greater access to the stadium and the chance to roar on the Amber Army in action.

BE ASPIRATIONAL

WE STRIVE TO BE ROLE MODELS IN OUR COMMUNITY.

WE HAVE HIGH AIMS TO CHANGE WHAT WE CAN IN PEOPLE'S LIVES.

WE AIM TO BE ENGAGING AND MOTIVATED TO
MAKE EVERY CONTACT COUNT.

BE HONEST

WE ENDEAVOUR TO BE TRUE TO OUR WORD, WHEN WE SAY
WE'RE GOING TO DO SOMETHING, WE DO IT.

WE DISPLAY INTEGRITY IN EVERY ASPECT OF OUR WORK.

WE AIM TO BE CONSISTENTLY PROFESSIONAL
IN OUR BEHAVIOUR AND PRESENTATION.

BE RESILIENT

WE CONTINUALLY STRIVE FOR SUCCESS,
NO MATTER THE CHALLENGES OR SETBACKS.

WE DON'T GIVE UP ON PEOPLE: OTHER STAFF OR PARTICIPANTS.

WE AIM TO BE PROACTIVE IN SEEKING SUPPORT AND FEEDBACK.

BE INCLUSIVE

WE UNDERSTAND, AND OUR WORK IS INFORMED BY
THE DIFFERENT BACKGROUNDS OF OUR PARTICIPANTS.

WE STRIVE TO BE APPROACHABLE:
FORMING MEANINGFUL RELATIONSHIPS WITH ALL WE MEET.

WE ARE PASSIONATE ABOUT EQUALITY AND FAIRNESS.

OUR IMPACT



REASONS PARTICIPANTS TOOK PART IN CUF SESSIONS:

SOCIALISE AND MEET NEW PEOPLE - 67.47%

BE PART OF THE COMMUNITY - 46.18%

IMPROVE PHYSICAL HEALTH - 34.14%

10,252 PARTICIPANTS ENGAGED WITH CUF ACROSS
THE 2024-25 SEASON, WITH **9,713** OF THOSE BEING
YOUNG PEOPLE IN SCHOOLS.

Proportion of participants who felt
their CUF activity was positive or
very positive to their:

82% MENTAL
WELLBEING

84% PHYSICAL
WELLBEING

82% SENSE OF
COMMUNITY



86%

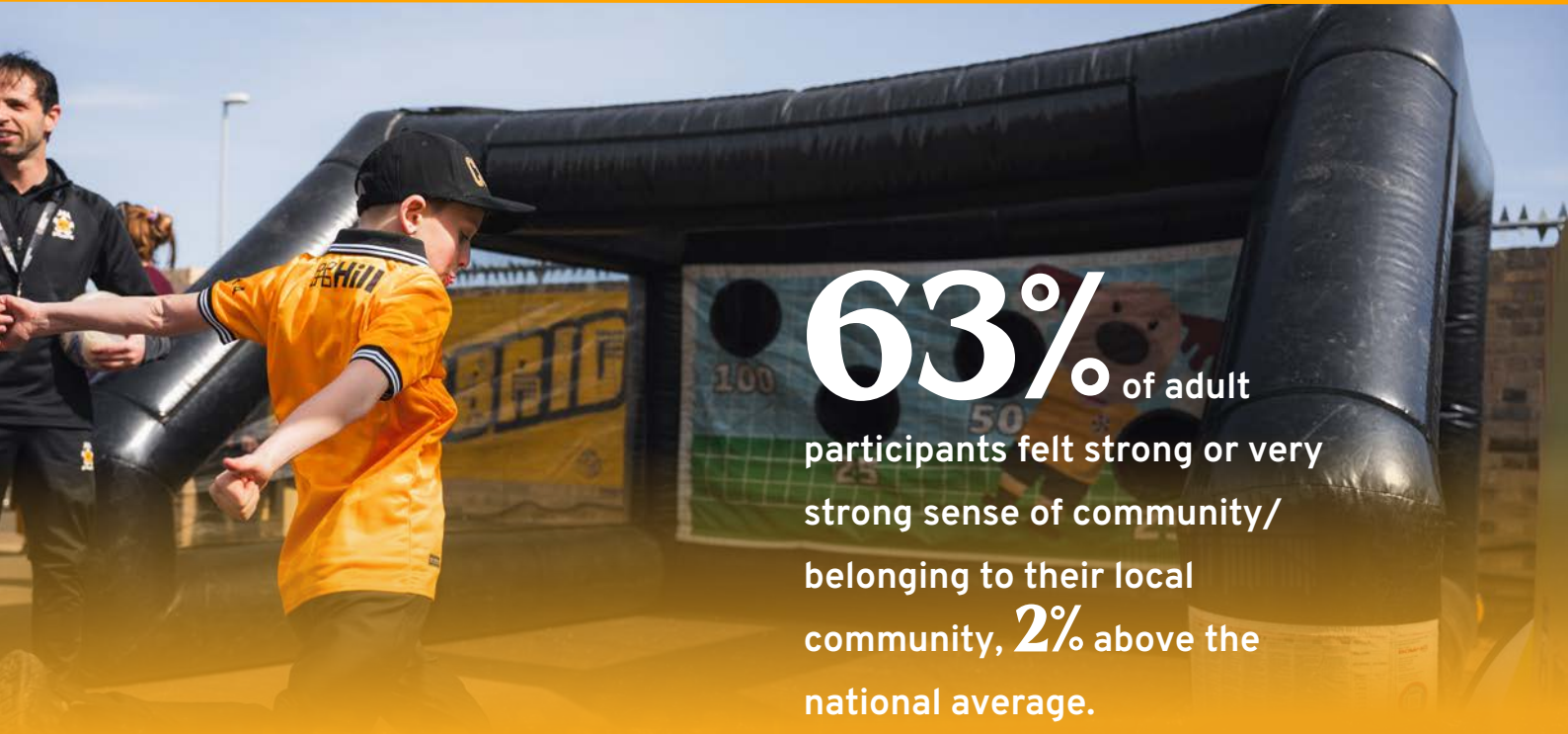
Approximately
of CUF participants confirmed that
they have made new friends since
participating at our sessions.

71%



of
participants agreed they've
shown **resilience.**

70% of CUF participants agreed or strongly agreed that they made positive changes to their life as a result of their activity at CUF.



63% of adult participants felt strong or very strong sense of community/ belonging to their local community, **2%** above the national average.

PARTICIPANTS AT CUF SESSIONS RANKED HIGHER ON AVERAGE FOR HAPPINESS, LIFE SATISFACTION AND WORTHWHILE LIFE THAN THE CAMBRIDGE AVERAGE AND UK AVERAGE.



2024

KEY HIGHLIGHTS

HOLIDAY ACTIVITIES AND FOOD PROGRAMME



GALA DINNER



CHRISTMAS AT THE A



JUL



AUG



SEP



OCT



NOV



DEC

ACTIVE SCIENCE DAY

UGANDA TRIP



LONDON TO BRIGHTON CYCLE RIDE



AWARDS NIGHT

HIGHLIGHTS

2025

S CAROLS
ABBEY



FOUNDATION
MATCHDAY



JAN

FEB

MAR

APR

MAY

JUN



HT



SLEEP OUT

PARABILITY CUP





GALA DINNER

The Gala Dinner was an annual fundraising/awards evening to celebrate the work of the Foundation. A black-tie evening featuring a three-course meal, entertainment, and fundraising opportunities; all in support of the Foundation's work in the local community. A highlight of the event was showcasing the Foundation's impact and future plans through case study videos.



CAROLS AT THE ABBEY


Carols at the Abbey was an annual fundraiser held at the Cledara Abbey Stadium, an opportunity for our community to come together and celebrate the festive season, featuring a Christmas market and a festive sing-a-long, including the club's Christmas single "United at Christmas".

FUNDRAISING



CB GROUNDWORKS

CB Groundworks are a longstanding partner of the football club, who four years ago wanted to set up a charity football match to raise money for Cambridge United Foundation and Cambridge Charity Fund-raisers. This fixture encourages supporters to sign up to play at the Cledara Abbey Stadium alongside some renowned Cambridge United figures. The event raised the two charities a fantastic £7,220.78.



LONDON TO BRIGHTON CYCLE RIDE

A new fundraising venture for Cambridge United Foundation in 2024/25, the famous London to Brighton Cycle Ride saw an intrepid team of 15 take up the daunting 54-mile cycling challenge. Setting off from Clapham after an early start at the stadium, the route involved rolling English countryside (and hills!) and finished on the iconic Brighton seafront. We were extremely grateful to our outstanding team of fundraisers, who raised a fantastic £8,600 to support the work of the Foundation. We look forward to riding again in years to come – new riders are always welcome!



RAISERS

SLEEP OUT

Hosted by Cambridge United Foundation in partnership with Wintercomfort, the event challenged participants to spend a night sleeping out on the stadium terraces, highlighting the realities faced by those experiencing homelessness in the city. The evening featured a warm meal, quiz, and breakfast the following morning, fostering a true sense of solidarity among those taking part. An incredible 76 participants rose to the challenge, collectively raising over £20,000.



CAMBRIDGE HALF MARATHON

March 2025 saw a 12-strong team of runners take up the Foundation fundraising baton by running the renowned Cambridge Half Marathon. Comprising fans, partners and Club/Foundation staff, the team were instantly recognisable in their CUF branded vests. They were spurred on their way by huge crowds, many of whom gave encouragement by way of Cambridge United related cheers! This annual event has become a firm fixture in our fundraising calendar, raising over £4,000 of vital funds to support CUF's work in the local community.



PLEDGE UNITED LAUNCH

This year we launched “Pledge United”, a 6-week PSHE-PE hybrid intervention looking to tackle Violence Against Women and Girls and Misogyny. The aim of the programme is to challenge the silent majority and equip boys to stand up to discrimination.



EFL GIRLS CUP

Eight schools from Cambridge and the surrounding area, competed in local finals hosted by the Foundation with the winner going on to represent Cambridge United in the regional finals against other Football Club Charities with Bottisham Village College making it all the way to the semi finals.

EVEN



ACTIVE SCIENCE DAY

Our annual Active Science Day was the biggest yet in 2025. On 11th July, we welcomed almost 200 local school children and their teachers to the Cledara Abbey Stadium for a packed morning of science and sport-based fun. A culmination of our year's work in schools on the AstraZeneca Active Science programme, the day comprised a carousel of activities, involving representatives from Cambridge Science Centre, AstraZeneca and the Cambridge United Women's team leading sessions designed to fulfil the overall aim of Active Science, namely to “inspire the next generation of scientists through sport”.



PARABILITY TOURNAMENT

Parability is a pan-disability league for adults with disabilities or additional needs within the Cambridgeshire County League. The fixtures are played across monthly tournaments with results collated across the season.



EVENTS

BRIGHT HORIZON LAUNCH

Launched by Cambridge United Foundation in February 2025 as a new mental health drop-in space for the local community, the Bright Horizon Cafe provides a safe and welcoming environment where people can talk openly about any topic in a supportive setting. Developed in partnership with Cambridge Charity Fundraisers and supported by local mental health charity CPSL MIND. The launch event was attended by Cambridge United legends Luke Chadwick and John Taylor, both of whom have shared their own experiences with mental health.



FOUNDATION RUN CLUB

The Run Club is a community focused run group aimed to get people running. The group began with a Couch-to-5k programme, and the runners who attended are now regular attendees weekly. The group aims to create a relaxed and welcoming environment where people can get into running and then continue to attend and run alongside the group, as well as opening doors for them to attend events such as the local Parkrun. The Run Club also has a Strava group to keep individuals in touch and up to date when not together.

FOREVER UNIT

The Forever United initiative is a community-driven programme aimed at supporting older residents, particularly seniors and those at risk of isolation, through a diverse range of social, wellbeing, and physical activities. At its core, Forever United strives to foster connection, combat loneliness, and boost mental and physical wellbeing among older adults in Cambridge.

Originally launched in response to growing concerns around social isolation, especially during the COVID-19 pandemic, Forever United quickly evolved into a multifaceted support system. In its early days, the programme offered services such as a community careline, virtual afternoon teas, and delivery of activity packs to vulnerable individuals. It even coordinated practical help like grocery deliveries and friendly check-in calls, ensuring that the most isolated in the community felt supported.

"I IMMEDIATELY FELT PART OF THE COMMUNITY AND ALWAYS FEEL WELCOME."

Over time, Cambridge United Foundation expanded its Forever United programme to include regular in-person gatherings and wellbeing activities. These now include sessions such as the Community Café, Wellbeing Walks, Walking Football, Walking Cricket, Seniors' Lunches, Afternoon Teas, Memory Café, Strength and Balance classes and the Bright Horizon Café.

Participants report meaningful benefits: *"I live on my own so I have found it hugely helpful to be able to socialise... it is such a lovely way to meet new friends and keep fit."*

Forever United's underlying mission is deeply aligned with Cambridge United Foundation's broader strategy to support happiness, wellbeing, and a sense of belonging, especially among older adults. By offering consistent and varied social, physical, and cognitive opportunities, the programme nurtures community resilience and inclusion for an ever growing demographic.

78% OF PARTICIPANTS AGREED THAT SINCE JOINING, THEY **FEEL MORE MOTIVATED TO BE PHYSICALLY ACTIVE.**

TED



**WATCH STELLA'S
STORY**



**WATCH NERMIN'S
STORY**

YOUNG PEOPLE

PREMIER LEAGUE KICKS

Premier League (PL) Kicks is a Premier League funded programme that aims to create opportunities for young people who are at risk of anti-social behaviour, youth violence and/or from high-need areas to regularly engage in football, sport, mentoring and personal development opportunities.

245

ENGAGED
PARTICIPANTS

The programme currently runs in the three most high-need areas of the city; Abbey, North Cambridge and Trumpington as well as a fourth venue in Queen Edith. These open access football sessions run every day of the week for a minimum of 42 weeks of the year.

161

SUSTAINED
PARTICIPANTS

On top of the weekly sport provision, PL Kicks creates opportunities for participants to compete on competitive football, with our teams competing against other professional football club CCOs on a regional and national level.

136

PARTICIPANTS
AGED 14+

The programme also provides workshops for participants on various wellbeing, education and skills topics.

In recent years these have included knife crime awareness and safety, GCSE exam preparation and emergency first aid courses.



Premier League
Kicks

56.7% v 44%

**OF YOUNG PEOPLE HARDLY EVER OR NEVER
FEEL LONELY VS THE NATIONAL AVERAGE.**

PARABILITY

Parability is a pan-disability league for adults with disabilities or additional needs within the Cambridgeshire County League. The fixtures are played across monthly tournaments with results collated across the season.

"I DON'T CALL MY TEAM-MATES MY FRIENDS, THEY'RE LIKE A **FAMILY TO ME."**

The league is split into three tiers (white, blue and yellow), providing competitive opportunities at a range of different levels.

Both the white and blue leagues are 7v7 and are played on either grass or astro pitches, whereas the yellow league runs indoors in a 5v5 structure, providing a different experience.

Our teams finished second, third and first in the respective leagues in 2024/25 season.

94%

**OF PARTICIPANTS
FEEL **WELCOME, SAFE
AND INCLUDED** IN OUR
PROGRAMMES.**



**WATCH MATTHEW'S
STORY**

OTHER A



**WATCH LUKE'S
STORY**

PROGRAMMES

PREMIER LEAGUE PRIMARY STARS

Premier League Primary Stars (PLPS) is a project funded by the Premier League Charitable Fund that aims to inspire girls and boys aged 5-11 in the classroom, in the playground and on the sports field.

PLPS uses the appeal of the Premier League and professional football clubs to improve and enhance physical education and other curriculum areas, developing skills and values that are *crucial* to success in later life.

7,500+

**UNIQUE
PARTICIPANTS
ENGAGED**

Over the past 12 months we have interacted with over 7,500 young people in Cambridge as part of the programme and aim to expand this over the next academic year.

We exceeded our target for teachers supported during PE lessons, targeted interventions delivered and girls extra-curricular football sessions delivered over a minimum of six sessions.

61%

**OF PARTICIPANTS HAVE BEEN
INVOLVED IN SESSIONS FOR
OVER ONE YEAR.**

33%

**HAVE BEEN INVOLVED
FOR 1-3 YEARS.**



OTHER PROGRAMS

MEN'S HEALTH EVENT

A successful Men's Health Event took place this year at the Cledara Abbey Stadium on June 4th 2025.

The event involved a Health Fair supported by over 30 local partner organisations showcasing a range of services promoting health and wellbeing. In addition, there were engaging workshops and two cooking demonstrations and tasting sessions to encourage men to prepare healthy, balanced meals and improve their wellbeing.

The men who attended said that they found the event both enjoyable and interesting, with most saying they would look to be more active and try to eat a healthier diet moving forwards.



AMMES



PLEDGE UNITED

Pledge United is a 6-week PSHE-PE hybrid schools intervention looking to tackle Violence Against Women and Girls (VAWG) and Misogyny.

Written by Inspire Indonesia and adapted by Cambridge United Foundation to fit the British education system; the programme is split into two parts: the first part teaches the boys about the issue of gender-based violence and the second part inspires and equips them to become leaders for change in their community.

The UK government has labelled violence against women and girls (VAWG) as a *national threat*. Whilst we are aware that gender violence is still an issue, the focus of our programme is upon the silent majority and encouraging and equipping young men to stand up to discrimination, inappropriate comments and 'banter' that can occur in dressing rooms or social situations, and to be advocates for women and girls.

Our vision is to see a culture changed by this next generation of young men, who understand their responsibilities when tackling VAWG. We utilise our standing as a football club to deliver football coaching and drills, followed by a discussion-based session in the 'dressing room' in order to bring about this change. The programme is structured deliberately to progress week by week, in line with the transtheoretical model of behaviour change, with a final session where students receive an invitation to join us in taking a pledge to be a part of the change and demonstrate respect.

8.08% INCREASE IN THE CONFIDENCE TO CALL OUT MISOGyny / DISCRIMINATION WHEN SEEN.

40.8% OF BOYS IN THE PROGRAMME FED BACK THEY LEARNED EITHER HOW TO TREAT WOMEN WITH RESPECT OR HOW TO SPEAK UP AGAINST VAWG.

142 BOYS FINISHED THE PROGRAMME IN 2024-25.

HOW TO GET IN

FUNDRAISE FOR US

There are several opportunities throughout the year to support the work of the Foundation. These include attending events such as our annual Awards, Cambridge United Foundation Matchday or signing up for an individual or team challenge, such as the Cambridge Half Marathon or London to Brighton Cycle Ride.

There is also the opportunity to get alongside staff and participants at our annual Sleepout at the Cledara Abbey Stadium to raise awareness and money for those sleeping rough. There are many ways to get involved in our vital work including a number of sponsorship opportunities, see our get in touch section below to hear more about these.

VOLUNTEER FOR US

Cambridge United Foundation can only make the meaningful impact it has within the community through its deep and long-standing relationships with the participants.

If you share our passion to support those most vulnerable in our community, we have regular or one-off volunteering opportunities for you to experience the difference being made first-hand.

GET IN TOUCH

For more information on any of the opportunities to support our mission, please email:
natashad@cambridgeunited.com



INVOLVED



OUR SUPP

We wish to express our gratitude to all our partners and sponsors this year, without whom we would not be able to deliver the programmes that engage so many.

Our particular thanks go to Cambridge United Football Club and its Owners, English Football League in the Community and the Premier League Charitable Fund, The Professional Footballers Association, Cambridgeshire County Council, Cambridge City Council and AstraZeneca.

Thank you for your steadfast support of our work.

**PARTNER
WITH US**



In January 2026 we will be officially launching our 'United for Cambridge' partnership.

We're inviting local and regional businesses to join us as visionary partners to tackle the inequality that lies within Cambridge. This network's purpose is to support and facilitate the work that Cambridge United Foundation and Cambridge United Football Club already do, and to help expand our reach through financial support, skills, expertise, networking, volunteering, and fundraising.

There are several ways that your business can support us, including sponsoring a specific programme or event, choosing us as your Charity of the Year or joining our United for Cambridge Network.

For more information on any of the opportunities to support our mission, please email: natashad@cambridgeunited.com

SUPPORTERS

 ABBEY PEOPLE <small>WORKING TOGETHER FOR A BETTER COMMUNITY</small>	 AstraZeneca	 British Heart Foundation	 CAMBRIDGE AHEAD	 Cambridgeshire County Council
 Cambridge Charity Fund Raisers	 CAMBRIDGE CITY COUNCIL	 CAMBRIDGE NETWORK	 Cambridgeshire Community Foundation	 CAMBRIDGE UNITED
 EASTERN COUNTIES EDUCATIONAL TRUST LIMITED	 EFL IN THE COMMUNITY	 CAMBRIDGESHIRE HOLIDAY ACTIVITIES & FOOD PROGRAMME	 Marshall	 mind
 THE NATIONAL LOTTERY	 NHS	 NOVOTEL HOTELS & RESORTS	 OPCC <small>Police and Crime Commissioner CAMBRIDGESHIRE AND PETERBOROUGH</small>	 Professional Footballers' Association
 Premier League Charitable Fund	 ROMSEY MILL	 Softwire	 UNIVERSITY OF CAMBRIDGE	 winter comfort <small>opening doors</small>

**THANK YOU TO ALL OUR
SUPPORTERS**



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