



**IPSWICH TOWN
FOUNDATION**

US & OUR PEOPLE

2025 Impact Report



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WELCOME

As I reflect on another remarkable year for Ipswich Town Foundation, I am immensely proud of the impact our staff, volunteers, partners and supporters continue to make across Ipswich and wider Suffolk.

Football clubs occupy a unique place at the heart of their communities. Through the power, presence and reach of Ipswich Town Football Club, we have the responsibility of creating opportunities and changing lives for the better.

This year, we delivered over 11,000 community sessions, supported nearly 13,000 individuals and amassed more than 324,000 engagements through our diverse range of programmes. From children taking their first steps into football, to older adults finding social connection and a sense of belonging through our Senior Blues and Dementia Café programmes, our work continues to touch lives at every stage of life.

2025 has been a year of growth and diversification. We launched the EMPOWER Hub to provide support for families in one of Ipswich's highest need communities, expanded our education provision into secondary schools through Premier League Inspires, and continued to tackle inequalities through initiatives such as SHINE, our oral health programme. Our commitment to ensuring everyone feels welcome, valued and included is at the centre of everything we do.

Stories like Jamie's, whose confidence and aspirations grew through trusted mentoring support, or Bailey, whose journey in disability football has transformed his confidence and wellbeing. These stories remind us that the measure of success is not about the scale of our work, but in the lives changed through meaningful opportunities.

The communities that we serve continue to face significant challenges, including social isolation and health and social inequalities. Through effective partnership working with schools, local organisations, funders and community partners, we are firmly committed to ensuring the Foundation remains a force to positive and lasting social change in Suffolk.

I would like to extend my heartfelt thanks to our staff, volunteers, trustees, funders, partners and the incredible Ipswich Town FC supporters. Without your generosity and belief in our work, none of this is possible.

Thank you for being part of our journey.

Dan Palfrey
Director of Foundation



With special thanks to David James and Liz Jones at University of Suffolk for their efforts and collaboration on this project

WHO WE ARE

OUR VISION

To build an empowered, inspired and inclusive community to be proud of

OUR MISSION

Ipswich Town Foundation exists to provide impactful and inclusive activities to improve the health, skills, opportunities and lives of all generations across Suffolk.

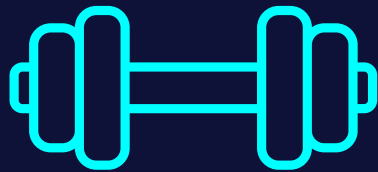
By using the presence, power and reach of Ipswich Town Football Club, we aim to inspire individuals to realise their potential both on and off the pitch and create pride in their communities



OUR VALUES



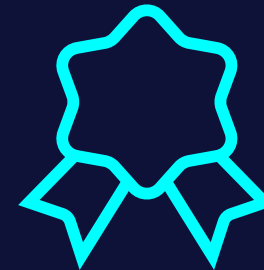
Honesty



Hard Work



Integrity



High Standards



Willingness to Learn



324,160
total
engagements

12,949
individuals
supported

11,474
sessions
delivered

40
number of
programmes

3-96
age range
of participants

236
total number
of player
engagements

JANUARY



The Foundation is joined by Jack Abbott MP & the Premier League trophy at The Willows Primary & Halifax Primary.

MARCH



The Foundation was joined at Portman Road by His Royal Highness The Duke of Gloucester, who met participants, staff and volunteers.

MAY



Post-16 students representing Suffolk New College played in the Suffolk County Schools FA County Cup finals, with the U18 Mixed team taking home the trophy.

JULY



Foundation participants feature in the club's 2025/26 kit launch.

SEPTEMBER



Ben Johnson & Christian Walton joined participants of the Foundation's Senior Blues sessions at Portman Road.

NOVEMBER



The Foundation's EMPOWER Hub is officially launched at The Willows in Ipswich, providing support sessions to families in a high-need area of the town.

APRIL



The club's annual Foundation Fixture raises over £50,000 to support our work in the community.

JUNE



The Foundation's annual Play on the Pitch events took place, offering participants the chance to take part in activities on the Portman Road pitch.

AUGUST



The Foundation hosts its Summer Dream Day, with Conor Chaplin, Dara O'Shea & Chieo Ogbene joining young people in exceptionally challenging circumstances for a day of once-in-a-lifetime experiences at Portman Road.

OCTOBER



The Foundation's SHINE programme is highlighted during World Smile Day. The programme provides children in primary education with the skills and confidence to take ownership of their oral health.

DECEMBER



Christian Walton attends the annual Disability Christmas Party, handing out match kit to the participants, donated by the first team squad.

FEBRUARY



Natasha Thomas visits our Premier League Primary Stars Girls Only football session at Rose Hill Primary.

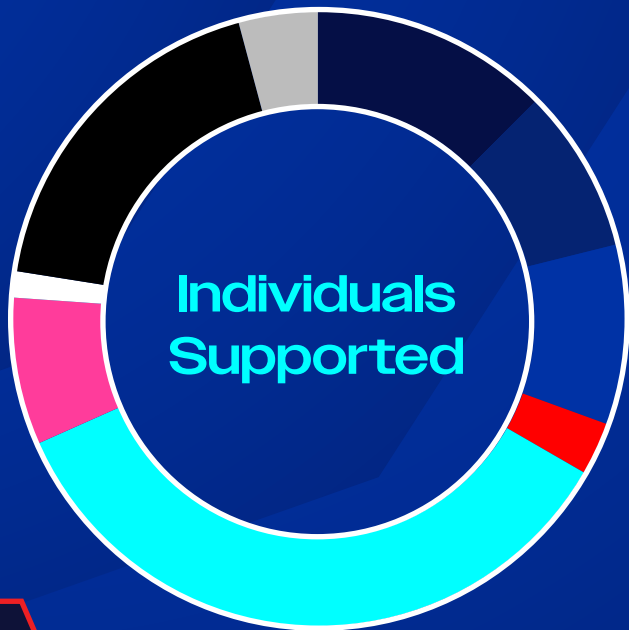
HEALTH & WELLBEING

The Foundation's Health & Wellbeing programmes are designed to support participants of all ages with their physical and mental health, providing cafés, workshops, and weekly sessions that encourage social and physical activity.

7,315
total
engagements

1,168
individuals
supported

270
sessions
delivered



147	Golden Days Café
101	Senior Blues
109	Walking Football
33	Active Blues
411	SHINE
90	Veterans
16	Talk Club
213	Health & Wellbeing Coach
48	Wellbeing Walks

CAFÉ PROVISION

The Foundation's **Café Provision** supports people from a range of backgrounds. From those living with dementia and their carers at our Golden Days Cafés, to tackling social isolation at our Senior Blues and Veterans Coffee Mornings, the Foundation provides a safe and inclusive environment for its participants.

Social isolation is a prevalent issue in the county, especially in the older generation. The Foundation's Café provision provides an opportunity for people to socialise with likeminded people, often sharing stories on their experiences supporting Ipswich Town over the years.



*"THE SUPPORT REALLY PICKS YOU UP.
IT'S VERY IMPORTANT TO TALK."*

Senior Blues participant

PROGRAMME IN FOCUS

SHINE is a six-week oral health programme delivered in primary schools in high-need areas of Ipswich.

The programme, supported by the Premier League Foundation and Professional Footballers' Association, provides children with the knowledge and confidence to take ownership of their oral health.

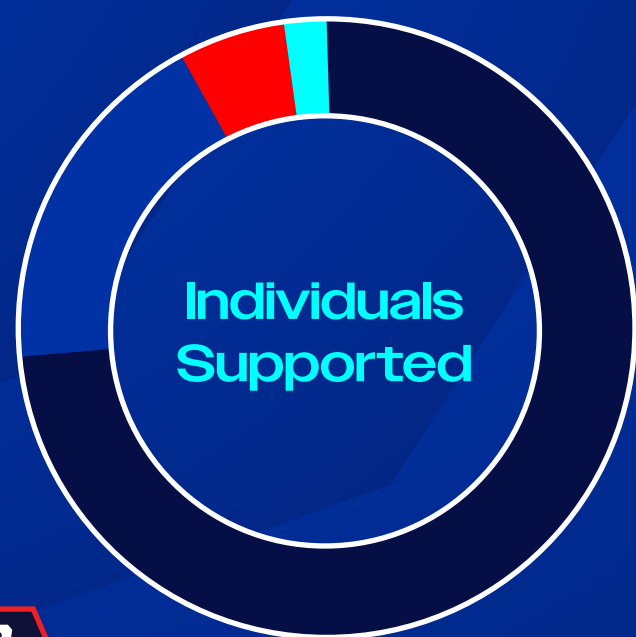
Working alongside key partners, the programme aims to tackle oral health inequality in children - a key issue in Ipswich.

In 2025, the Foundation engaged with **411 participants** across **27 sessions**, generating a total of **2,305 engagements**.



YOUTH ENGAGEMENT

The Foundation's Youth Engagement programmes provide interventions for young people in Ipswich. With sessions designed to provide young people with safe, welcoming spaces, the Foundation is supporting their growth, learning and personal development.



498	Premier League Kicks
127	DIVERT
37	Knife Crime Workshops
14	Talking Tactics

CASE STUDY

Jamie, 16, came into the Advantage Mentoring Talking Tactics programme shy, low on confidence, and with a lack of direction in life.

The programme, which provides one-to-one mentoring and access to mental health support for young people, saw Jamie work with Lauren, his mentor, to improve his aspirations, self-esteem, and mental health.

In the weeks Jamie spent with the Foundation, his confidence sky-rocketed, establishing a routine and rebuilding his relationship with his mum.



JAMIE'S STORY

Click here to watch Jamie's story in full.



PROGRAMME IN FOCUS

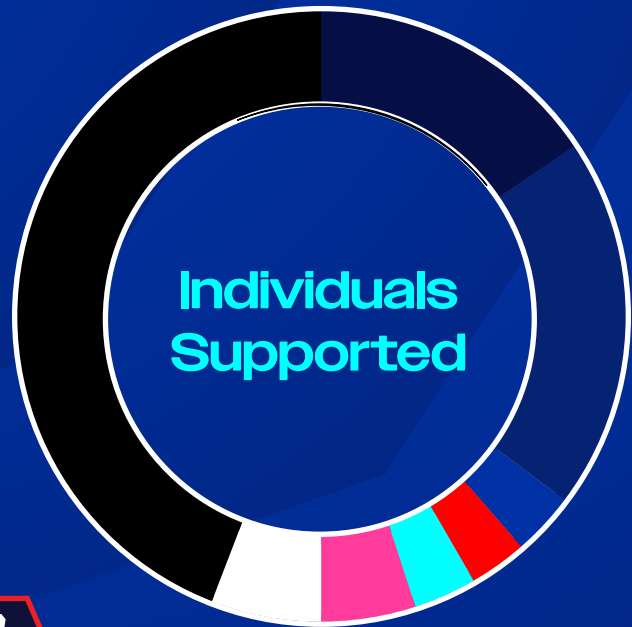
Premier League Kicks provides free to access football, basketball, and boxing sessions to young people in high-need areas of Ipswich.

The programme, funded by the Premier League through the Premier League Foundation, uses the power of football and sport to inspire young people to reach their potential, creating opportunities for those aged 8-18 who are at risk of anti-social behaviour and youth violence.

In 2025, the Foundation engaged with **498 participants** across **205 sessions**, generating a total of **6,742 engagements**.

SOCIAL INCLUSION

The Foundation's Social Inclusion programmes ensure people of all ages, abilities, and backgrounds have access to safe, inclusive environments within which they can stay active and engaged, physically, socially, and mentally.



140	Disability Football
174	EMPOWER Hub
30	Refugee Football
27	LGBTQ+ Football
29	Twinning Project
45	SEND Schools
50	Dream Days
391	HAF Soccer Schools

CASE STUDY

Bailey, 6, has a high-complex disability, and had struggled to find a comfortable space to enjoy his football. However, since attending the Foundation's Youth Disability sessions, and building up a strong relationship with his coach, Lauren, Bailey's confidence has grown massively.

"He's more outgoing, and the sessions are bringing on his stamina and his interaction with the football," said Kevin, Bailey's dad.

"One conversation with Lauren and she incorporated him straight in, and she did that on a one to one basis with him. They've built an amazing bond!"



BAILEY'S STORY

Click here to watch Bailey's story in full.



PROGRAMME IN FOCUS

Dream Day provides young people in exceptionally challenging circumstances with once-in-a-lifetime opportunities at Portman Road.

The experience sees young people and their families taking part in a range of activities alongside first team players, before embarking on a stadium tour.

At Dream Days in 2025, the Foundation provided **50 participants** with unforgettable experiences across **3 sessions**.



SUMMER DREAM DAY

Click here for a look back at one of our Dream Days.

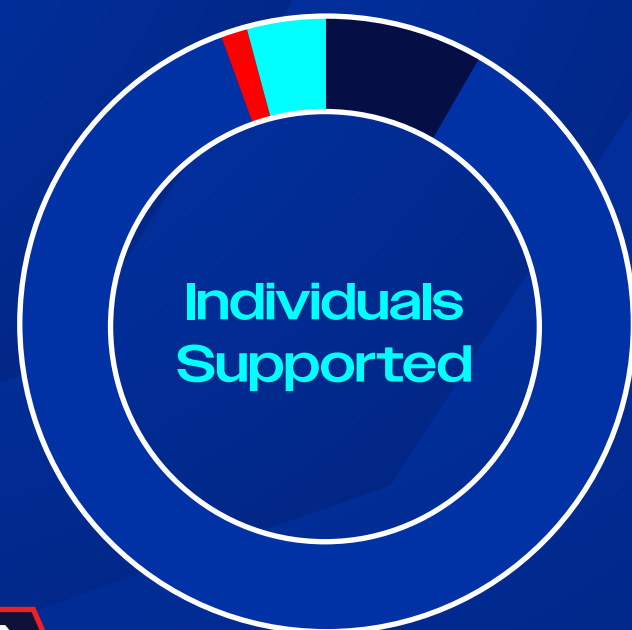
EDUCATION

The Foundation engages with young people from primary education all the way through to further education. Whether a student is in primary, secondary, or further education, the Foundation has programmes to support in raising aspirations and developing key life skills.

200,377
total engagements

6,314
individuals supported

8,938
sessions delivered



537	Premier League Primary Stars
5,433	PE & School Sports
93	Premier League Inspires
251	Post-16 Football & Education

CASE STUDY

Archie had been struggling in school, wasn't enjoying his learning, finding it difficult to regulate his emotions and behaviour.

He started taking part in Premier League Primary Stars interventions with Marcus, the Foundation's Schools Engagement Officer, supporting him with reading and emotional regulation.

Since working with Marcus, his reading age has progressed, his emotional regulation has drastically improved, and he has transformed school into a space he enjoys attending and feels safe in.



"I LIKE HOW MARCUS HAS THE TIME TO LISTEN TO ME AND UNDERSTAND HOW I'M FEELING, AND HE GIVES ME GOOD ADVICE ON HOW TO MANAGE MY FEELINGS"

Archie, Premier League Primary Stars participant



PROGRAMME IN FOCUS

2025 saw the Foundation deliver **Premier League Inspires** sessions for the first time.

The programme is a personal development programme, funded by the Premier League through the Premier League Foundation, using the power of football to inspire young people in secondary education to develop the life skills and positive attitudes needed to succeed in life.

The Foundation worked with **5 schools** in Ipswich through Premier League Inspires in 2025, supporting **93 individuals** across **30 sessions**.

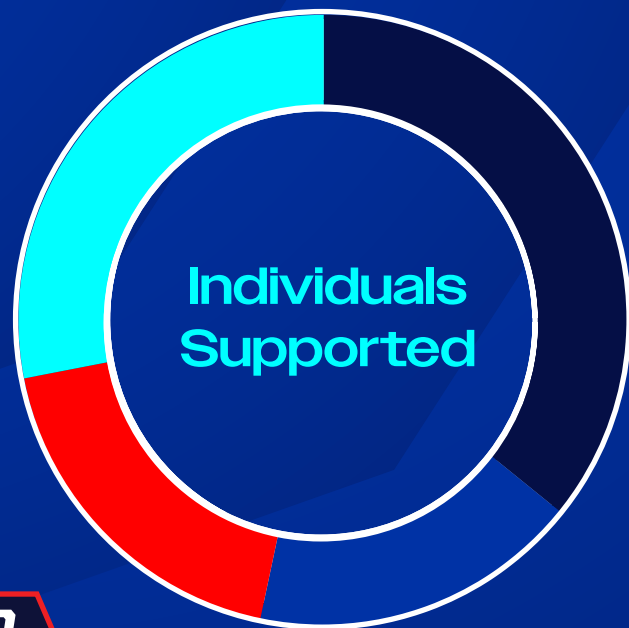
FOOTBALL DEVELOPMENT

The Foundation's Football Development programmes provide a pathway to support the participation and development of young people at all stages of their footballing journeys through weekly Open Access & invite-Only sessions, as well as sessions in school holidays.

101,859
total engagements

3,905
individuals supported

1,519
sessions delivered



1,402	Boys Football Development
683	Girls Football Development
728	Open Access Football
1,092	Soccer Schools & Holiday Camps

CASE STUDY

Niamh's journey with the Foundation started in August 2025, having attended Girls Open Trials.

Having impressed the Foundation's coaches, Niamh earned herself a space in the Girls Elite Player Development centre at Tiptree from September where she stood out as one of the top players in the session.

This earned her a progression into the Girls Advanced Training Centre within a month, where she again showed great talent, attitude and commitment, progressing again into the Emerging Talent Centre - the top tier of our Girls Football Development Pathway.

From trials to the top tier in just four months, Niamh's story is evidence of the progression the Foundation provides.



PROGRAMME IN FOCUS

Town Tots & Bluey's Ballers provide an introduction to football for children aged 3 to 6, making the participants the youngest the Foundation engages with.

Through weekly sessions and Holiday Camps outside of term-time, the programmes provide children with the fundamental skills and movements of football, as well as skills challenges, mini-games, and more.

The sessions form part of the Foundation's Open Access Football provision, meaning they're accessible to all.

In 2025, the Foundation engaged with **259 participants** across the two programmes, generating a total of **9,065 engagements**.

FUNDRAISING & EVENTS

Throughout the year, the Foundation runs a number of fundraising initiatives and events. From large-scale events like the annual Foundation Fixture and Fundraising Dinner, to our Friend of the Foundation scheme, Quiz Nights, Golf Day and more, the support of local businesses and the club's supporters is integral to our work in the Suffolk community.

FOUNDATION FIXTURE

The Foundation's biggest individual fundraising event, Foundation Fixture sees Ipswich Town dedicate a home matchday to highlight the work being carried out to support the lives of people in Suffolk.

The fixture, a crucial Premier League clash with Wolverhampton Wanderers at Portman Road, saw an increased Foundation presence around the ground ahead of kick-off, with the players' shirts featuring a bespoke, commemorative patch.

The highlight of Foundation Fixture every year is the half-time pitch walk, which sees one participant from each of the Foundation's diverse programmes parading the perimeter of the pitch, providing supporters with a visual representation of the range and diversity of the people we support.



FOUNDATION FIXTURE
Click here to take a look at
Foundation Fixture 2025.

£50,714.49

net total raised through Foundation
Fixture 2025

£36,156.03

net total raised through Fundraising
Dinner 2025



FUNDRAISING DINNER

The Foundation's annual Fundraising Dinner, sponsored by Fleximize, saw hosts Matt Holland and Peter Over and guests joined by chairman Mark Ashton, Kieran McKenna, Wes Burns and Conor Townsend, as well as heavyweight boxer Fabio Wardley.

After hearing from Mark & Fabio, guests heard from Jamie, a Foundation participant, on the impact attending sessions has had on his life. Following that, Town legend Mark Venus spoke, sharing memories from the promotion winning season in 1999/00, and the UEFA Cup campaign of 2001/02.

SUPPORTER DONATIONS

To support the Foundation's work, Ipswich Town's ticketing website allows supporters to add an optional donation when purchasing match tickets, or tickets to events throughout the year.

The generosity of the club's supporters makes a massive difference to the Foundation's work in the Suffolk community, with donations reinvested to support the lives of the people the Foundation engages with on a weekly basis.



£27,400

net total raised through supporter
donations on club ticketing
website

BECOME A FRIEND OF THE FOUNDATION



If you or your business are interested in supporting the Foundation's work to support people in Ipswich and wider Suffolk, **click here** to find out more.

PLAYER ENGAGEMENT

236

total community engagements

The support of the Men's, Women's, Academy and Former players is crucial to the success of the Foundation's work in the community.

A total of **110 players** took part in visits across 2025, providing lasting memories to our participants.

Players attended a range of sessions across the Foundation's diverse provision, engaging with participants of all ages, abilities and backgrounds. From Bluey's Ballers to Senior Blues and Golden Days Cafés, players have engaged with participants of all ages throughout 2025.

128

sessions attended

23.9%

increase in first team player engagement from 2024

The level of engagement from players has continued to grow year on year, with the club & Foundation a leading force in player engagement.

2025 saw a huge increase in Women's player engagement, growing from 24 visits in 2024 to 55 in 2025.



OGBENE NAMED DISABILITY AMBASSADOR

In April 2025, the Foundation announced Town forward Chieo Ogbene as the new Disability Ambassador. In his time injured, Chieo developed a strong bond with our participants, using his personal experience as a way to engage and understand those with complex needs.



WOMEN'S TEAM VISIT CHRISTMAS DREAM DAY

At Christmas, Town women players Bethan Roe, Grace Neville, and Rianna Dean became the first women's players to attend a Foundation Dream Day. The initiative provides once in a lifetime opportunities to young people in exceptionally challenging circumstances.



MCATEER VISITS PREMIER LEAGUE KICKS BOXING

In his first Foundation visit, Town winger Kasey McAteer joined participants at our Premier League Kicks boxing session at Murrayside Community Centre. Kasey became the first player to attend the session, which provides free to access sessions to young people in high-need areas.

SOCIAL MEDIA ENGAGEMENT

37,280

total followers
across X, Instagram
& Facebook

5,269,562

views on
Facebook

192,246

total post & reel
likes on Instagram

102,631

content interactions
across Instagram
& Facebook

1,541,700

impressions
on X

735,716

page reach on
Instagram

KEY CAMPAIGNS



EFL WEEK OF ACTION

In November, the Foundation supported the EFL's Week of Action campaign, designed to celebrate the impact of club charity organisations across the country. The week-long campaign saw the Foundation highlight participant stories, key statistics from sessions, support from first team players including Wes Burns, Leif Davis and Iván Azón, and even the launch of a new programme.

EFL TOGETHER AGAINST RACISM

To mark EFL Together Against Racism, the Foundation welcomed students from local primary schools to Portman Road for a workshop hosted by Show Racism the Red Card. The workshop supported students' understanding of how to identify and challenge racial abuse on and off the pitch, with Town defender Darnell Furlong joining to share his own experiences and lessons he's learned.



PREMIER LEAGUE MORE THAN A GAME

Back in March 2025, the Foundation supported the Premier League's More Than a Game campaign, which highlights the impact of Premier League funded programmes on the lives of people in the community. The Foundation presented its Community Captain, Callum Foster, with his award in recognition of his work on Premier League Kicks, whilst also sharing key impact stats from our delivery.

KEEP UP TO DATE



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www.itfcfoundation.co.uk



OUR PARTNERS

The Foundation is grateful to have the support of, and work alongside, a number of key partners to deliver its diverse and innovative provision. From programme funders and sponsors to delivery partners and Friends of the Foundation, these key stakeholders are central as the Foundation looks to support all generations of people in Suffolk.



FRIEND OF THE FOUNDATION

Ipswich Town Foundation's Friend of the Foundation initiative provides local businesses and Ipswich Town supporters with an opportunity to join an exclusive family that supports the people and programmes the Foundation delivers across Ipswich and wider Suffolk.

The Foundation is grateful to have the support of over 30 local businesses, and over 150 supporters, all of whom are contributing to the Foundation's vision to build an empowered, inspired, and inclusive community to be proud of.

To view our Friends of the Foundation, [click here](#)

INTERESTED IN SUPPORTING US?

Are you or your business looking to support the work the Foundation undertakes across Ipswich and Suffolk?

From programme sponsorship and delivery partners, to becoming a Friend of the Foundation or hosting a fundraising event, there's plenty of ways to get involved.

For more information, contact Head of Business & Operations, Sarah Dooley at sarah.dooley@itfcfoundation.co.uk.



**IPSWICH TOWN
FOUNDATION**

www.itfcfoundation.co.uk

community@itfcfoundation.co.uk

01473 400 980 | Registered Charity no. 1157518