

2018-2020

IMPACT REPORT

STRIVING TO MAKE A DIFFERENCE





So many children
grow up in
poverty, lacking
positive role
models and safe
places to play. We
are committed to
changing this.

Michael Carrick, 2018

I set up Michael Carrick Foundation to help create empowering opportunities for young people, and provide them with safe spaces in which they can thrive. Greater Manchester and Tyne and Wear are two places close to my heart and I'm so thankful that through the Foundation I'm able to give something back to these communities.

Being from Newcastle, I've always had a deep-rooted passion for football which began when I started attending Wallsend Boys Club with my Dad and brother when I was just four years old.

I spent the first 12 years of my footballing journey there and it played a huge part in unlocking my sporting potential and shaping me as a person. The coaches not only helped me to develop skills and resilience as a player, but also understand wider community values.

I certainly wouldn't be where I am now without the support and services that were available to me, both on and off the pitch.

These experiences inspired me to want to give something back and my testimonial game felt like the perfect platform to start this journey.

Michael Carrick, 2020

**WHAT DO
WE DO?**



The thing I have taken away from this programme is that I feel more confident in myself and that I can aim for my dream job of being a science teacher.

Isobel, aged 13

Girls Without Boundaries participant, 2020

Michael Carrick Foundation strives to create empowering opportunities where disadvantaged young people from across Greater Manchester and Tyne and Wear feel safe, valued and inspired to achieve their full potential.

Coming together with local community organisations and using the power of sport, the Foundation engages with thousands of people every year through programme delivery, Carrick's Boot Room campaign, and volunteering and training opportunities.



CARRICK'S STREET REDS

Delivered in partnership with Manchester United Foundation, Carrick's Street Reds is a free, evening programme that has been designed to engage young people aged 8-19 through the power of football.

Taking place at Old Trafford Sports Barn, and delivered at peak times of antisocial behaviour, participants get the chance to play, learn new skills, and gain qualifications in a supportive and positive environment.



I find the session
a lot of fun
because I get to
play football
every week. I wait
for it and look
forward to it. I
enjoy the drills
and matches, I
find it all fun.

Abdi, aged 12

Carrick's Street Reds participant, 2019



GIRLS WITHOUT BOUNDARIES

Working in partnership with Lancashire Cricket Foundation, Girls Without Boundaries has been designed to inspire disengaged young women by building their confidence through music, dance, and workshops focusing on different life skills.

Delivered during the school term, teachers help identify students from years 7 to 11 who they believe would benefit most from the six-week course.



My daughter is going through a hard time and Girls Without Boundaries has kept her focused and inspired. She has grown in confidence, it has boosted her self-esteem and given her something to look forward to.

Parent of participant

Girls Without Boundaries, 2018

OVER THE LAST 2 YEARS

20,147

HOURS OF CONTACT
WITH OUR
PARTICIPANTS



1692

PAIRS OF BOOTS
HAVE BEEN
DONATED



106

VOLUNTEERING
OPPORTUNITIES
CREATED



966

PARTICIPANTS
REGULARLY ATTENDING
SESSIONS



237

**MATCH TICKETS
WERE GIFTED TO
PARTICIPANTS**



6

**JOBS WERE
CREATED**



£213,535

**TOTAL AMOUNT OF
GRANTS GIVEN TO
LOCAL DELIVERY
PARTNERS**



300,000

**NEW SOCIAL MEDIA
FOLLOWERS**





CARRICK'S BOOT ROOM

Launched in 2018, Carrick's Boot Room encourages people from across Greater Manchester and Tyne and Wear to donate their unwanted or outgrown football boots and Astroturf trainers, so that they can be cleaned, up-cycled, and distributed to youngsters in need.

The campaign forms part of the Foundation's commitment to ensuring that all programme participants, no matter their age, background or ability, have access to the equipment they need to take part and be the best that they can be.



The school is incredibly grateful for the football boots that were kindly donated. For some families, having the equipment to be able to play a number of sports can present a real challenge. Being able to provide children with these boots has changed the way that some children view sports and how they are involved.

Headteacher

Richardson Dees Primary School, Wallsend



CARRICK'S KICKS

Carrick's Kicks is a free football programme providing youngsters aged 8–19 with opportunities to take part in constructive activities, learn leadership skills, and complete qualifications that will support them in their future endeavours.

Being delivered in North Shields and Byker in partnership with Newcastle United Foundation, the programme strives to break down barriers between the police and young people and aims to reduce crime and antisocial behaviour in local areas.



Before Tilly attended Kicks she was really shy and timid. Now she's a lot more outgoing and her self confidence has really improved. Tilly's football has come on a treat too. She thoroughly enjoys it! We'd definitely recommend it for other local families.

Parent of participant
Carrick's Kicks, 2020



WALLSEND BOYS CLUB

Michael Carrick Foundation has committed to support Wallsend Boys Club by providing a capacity building grant which helps capitalise on recent facility developments.

The goal is to help develop local partnerships, raise funds and secure commercial opportunities, so that the club can continue to provide a safe space where youngsters and their families have the facilities, support and inspiration to thrive.



Wallsend Boys Club are incredibly grateful for the continued support from Michael Carrick Foundation. Their grant has enabled us to employ a dedicated worker to focus on raising funds to build our community hub at Kirkley Park, develop partnerships in the community, and continue to leave a long lasting legacy for young people and their families in Tyneside.

Wallsend Boys Club, 2020

HOW CAN YOU SUPPORT OUR WORK?

Every penny raised and donated goes directly into sustaining Michael Carrick Foundation and helps create a lasting legacy that will inspire this generation and generations to come.

THE DIFFERENCE YOUR MONEY CAN MAKE

£50 - enables the Foundation to recruit, train and deploy one young volunteer so they they can gain access to valuable work experience.

£150 - supports one young person through a Level 1 sports coaching qualification and provides them with a first step on a career pathway.

£500 - provides boxing pads, gloves and safety equipment that will allow the Foundation to teach self-defence, dance and other activities to 250 girls who are at risk of being excluded from education. This programme is vital in helping improve their health, well-being, confidence and social skills.

£1000 - the amount it costs to hire a community football venue to host a week of free football sessions for local children.

£2,500 – the cost for 10 young people to go on a residential camp to improve their team work, social skills, and build self-confidence and independence.

£4,000 - the cost to run a participant day, where youngsters from across Greater Manchester and Tyne and Wear can come together for a day of coaching, friendly competitions, lunch and life skills workshops.

HOW CAN YOU SUPPORT?

Club 16

An exclusive membership initiative that engages with businesses from across Greater Manchester and Tyne and Wear. Limited to 16 businesses per location, for £1600 per annum, the Club entitles members to exclusive events with Michael, acknowledgement across Foundation platforms, employee volunteering opportunities, networking events, and much more.

Event Sponsor

The chance to support one of the Foundation's annual fundraising events. As an event sponsor you can expect; promotion across all event marketing collateral, posts across the Foundation's social media channels in the run up to and during event, mention on website and/or press release following the event, employee engagement opportunity in Greater Manchester or Tyne and Wear where your employees can see first hand the impact the Foundation is having.

Headline Partner

The Foundation are looking to engage with a like minded business who would like to support our journey in creating more empowering opportunities and safe spaces for disadvantaged young people.

The Headline Partner package includes; branding on Foundation kit worn by Michael, volunteers, staff and fundraisers, partnership content posts across all of the Foundation's digital platforms, the chance to join Michael on stage at events throughout the year, employee engagement opportunities and team entry at the Foundation's annual golf day.

Social Media Sponsor

The Foundation now has more than 600,000 followers across our social media channels and have a very engaged group of followers. Videos on Instagram regularly receive over 20,000 views and 50 comments. We would like to offer our close partners the opportunity to work with us on sponsored content to drive traffic to your websites or services.



Seeing the Foundation continue to grow makes me immensely proud. The opportunities that have been created through people's generous contributions, both in terms of donations and time, have not only provided participants with safe places to go, but have helped them gain the skills they need to reach their full potential and provided them with a sense of belonging.

Michael Carrick, 2020



www.michaelcarrickfoundation.com

Our delivery partners

