



# 2025-28 STRATEGY



## OUR PURPOSE

**WE EMPOWER HEALTHIER LIVES WITH CITY YOUTH THROUGH FOOTBALL.**

## OUR PILLARS

### HEALTHY PEOPLE

Healthy People programmes centre on physical activity and wellbeing.

### HEALTHY FUTURES

Healthy Futures programmes create educational pathways and support employability.

### HEALTHY COMMUNITIES

Healthy Communities programmes create safe, inclusive spaces to play.

**“OUR APPROACH IS TO ACHIEVE TANGIBLE, MEANINGFUL IMPACT THROUGH REGULAR, SUSTAINED AND HIGH QUALITY CONTACT TIME”**

**CEO, MIKE GEARY**

## OUR VALUES

### CARING

Putting people first. Being compassionate and helping our people (participants, peers, and partners). Showing pride and passion in our work.

### INCLUSIVE

Valuing, respecting and supporting all individuals and communities through inclusive and accessible opportunities that break down barriers to participate and achieve their full potential.

### TRANSFORMATIVE

Causing positive change to our people and their communities through programmes which are influential, inspiring, innovative, and individualised.

### YOUTH LED

Empowering and involving young people, providing the opportunity to participate meaningfully in decisions that affect them.



## OUR AMBITIONS

### Operations

By 2028, the Operations Team will have built a more sustainable, inclusive and resilient foundation, enabling City in the Community to further amplify and elevate its positive impact across Manchester.

### Communications and Engagement

Through meaningful storytelling, strategic marketing and impactful fundraising and events, we connect people to our purpose, driving visibility, sustainability and belonging for City in the Community.

### Partnerships

Building sustainable and strategic partnerships that drive impact and position City in the Community as an essential cause to support.

### People and Culture

Progressive partnering to deliver high-quality People and Safeguarding policies, inclusive practices and continuous improvement, ultimately driving team engagement, performance and sustainability for City in the Community.

### Finance and Governance

Safeguarding the financial integrity and upholding robust governance of the charity by exercising strong financial stewardship and sound governance practices. We ensure the charity's resources are managed responsibly to support its mission, deliver programmes effectively and achieve its financial objectives.

[Click to visit our website](#)

**CLICK HERE**

[Our strategy explained in video](#)

**CLICK HERE**

[“What City in the Community means to us”](#)