

# CITY IN THE COMMUNITY ANNUAL REPORT



City in the  
Community

# WELCOME, FROM OUR CEO!

**This report marks the end of City in the Community's three-year strategy and offers a moment to reflect with pride on the impact we've achieved together.**

Since 2022, when this strategy cycle began, the charity has continued to deepen its roots across Greater Manchester—empowering thousands of people to lead healthier lives through football.

This year, we are proud to share a milestone moment in our charity's journey: the announcement of our first social value. Using a Social Return on Investment framework, which aligns with the UK Treasury's Greenbook values and Social Value Principles, we've measured the broader wellbeing impact of our programmes beyond the pitch.

**In 2024/25, CITC generated an estimated £43.7 million in social value, equating to £11.45 of social benefit for every £1 invested.**

**20**  
PROGRAMMES DELIVERED

**£11.45**  
OF SOCIAL VALUE FOR EVERY  
£1 INVESTED

**17,000+**  
UNIQUE\* PARTICIPANTS

**840**  
QUALIFICATIONS GAINED

**I would like to take this opportunity to extend my sincere thanks to Pat Loftus for his outstanding leadership and commitment as Chair of Trustees over 15 years.**

Pat's guidance has been instrumental in shaping our progress and strengthening our foundations for the future.

We are also delighted to welcome Gary Tipper as our new Chair, whose experience and passion for the Manchester community will help steer CITC into its next exciting chapter.

None of this would be possible without the unwavering support of Manchester City Football Club, the fans, our Board of Trustees, partners, participants, and supporters. Your belief in our mission continues to inspire us every day.

Together, we are creating a legacy—one that empowers healthier people, futures and communities. Thank you.

**Michael Geary**  
CEO  
City in the Community

AVERAGE CONTACT TIME OF  
**23.4**  
HOURS PER PARTICIPANT



**“IN 2024/25, CITY IN THE COMMUNITY  
GENERATED AN ESTIMATED  
£43.7M IN SOCIAL VALUE”**

# MEET THE TEAM

## BOARD OF TRUSTEES

### TOM PITCHON

Director of City Football Foundation

### DANNY WILSON

Managing Director, MCFC Operations

### SIMON CLIFF

City Football Group General Counsel

### CAROLYN MACNAB

City Football Group Chief People Officer

### KEVIN PARKER

General Secretary of MCFC OSC

### NEDUM ONUOHA

Former Manchester City Player

### ROBERT BALLANTINE

Director of Events Management Company

### SARA TODD

Chief Executive Trafford Council

An extended thank you...

to our whole team, including casual staff, coaches and volunteers, without whom we couldn't deliver all of our diverse and wide-reaching projects.

## LEADERSHIP TEAM

### MICHAEL GEARY

Chief Executive Officer

### LISA MCKAY

Head of Operations

### ELSAYED SALEM

Head of Finance and Governance

### NATALIE INGHAM

Head of People and Culture

### RACHEL CLARKSON

Head of Communications and Engagement

### LOUISE WRIGHT

Head of Partnerships

## WIDER MANAGEMENT TEAM

### NATALIE SUTCLIFFE

Impact & Quality Manager

### LUCY GASKELL-MILWARD

Primary and Disability Schools Manager

### LOIS DANIELS

Post-16 Education Manager

### NIAMH SWEENEY

Community Inclusion Outreach Manager

### KIMONI BELL

Community Outreach Manager

### JASON EL-KALEH

Community Mentoring Manager

### CRAIG BELL

Partnerships Manager

### JOANNA MONAGHAN

Family Engagement Manager

### DAVID SOUTAR

Fundraising & Events Manager

### MICHAEL WALKER

Safeguarding Manager

Want to be part of the team?

To see all our current openings please search **CITC Jobs** or follow **@citcmancity** for other opportunities to get involved.

# OUR 2022-25 STRATEGY

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

## OUR VALUES

### CARING:

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

## OUR METHOD

We achieve tangible, meaningful impact through regular, sustained and high-quality contact time between our staff and the participants they engage with. **Each of our 20 programmes sit under one outcome-led pillar...**

## OUR OUTCOMES

We create programme specific outcomes, related to the core objective for each of our 20 programmes, **but our five overarching charity outcomes are...**

- 1. Improve physical health and wellbeing.
- 2. Improve mental health and wellbeing.
- 3. Feel inspired and engaged.
- 4. Develop skills and knowledge.
- 5. Improve confidence and self-esteem.

**All outcomes improved by at least 2% versus 23/24!**

**84%**  
of participants feel CTC empowers them to live a healthier lifestyle

**88%**  
of participants have improved their physical wellbeing

**85%**  
of participants have improved their mental wellbeing



**CLICK  
HERE!**

Watch: our annual report explained!

**CLICK  
HERE!**

**NEW! "What City in the Community means to us."**

## OUR APPROACH

### BE UNIQUE

Our vision is to stand out from the crowd of other football charities. Some of the ways we aim to achieve this are:

1. Being authentically youth-led and youth-informed.
2. Designing and implementing innovative programme curriculums to provide creative solutions to local social issues.
3. Highlighting the participant pathways and the journeys from early years through to employment.

4. Connecting the young people of Manchester more closely to the global network of young people engaged with around the world.

### BE IMPACTFUL

We plan, develop and deliver life changing programmes with clear, tangible and positive impact for the people we engage with in Manchester. We do this by:

1. Focusing on the impact of our work through increased contact time with participants.

2. Delivering high quality programmes with pride and passion.

3. Connecting impact to communications to demonstrate success stories.

4. Agreeing, and communicating effectively, a set of shared goals and values for all staff to strive towards.

5. Striving for continual improvement by embedding a progressive learning culture and adopting a critical evaluation process that is led by the core purpose.



# SEPTEMBER



We celebrated 10 years of our Men's Walking Football provision. The modified version of traditional football allows for broader participation, with the primary goal being to address challenges such as social isolation and improving health and wellbeing.

# OCTOBER



To mark World Mental Health Day, Manchester City's Katie Startup surprised a City Thrive participant, Lily, who sat down with Katie to discuss her experience of how the programme helps her to deal with the stresses of education.

# NOVEMBER



To mark Remembrance Day, three CITC Military Veterans sat down to discuss how the programme has helped in their transition from military to civilian life.

# DECEMBER



Our campaign '0161 Christmas Calling' had bags of player appearances, including school surprises from Erling Haaland and a mystery phone box! Funds raised supported our work in the Royal Manchester Children's Hospital.

# JANUARY



We released a vlog filmed by CITC coaches when they visited São Paulo as part of Manchester City's Trophy Tour, to deliver coach education sessions for Young Leaders in Brazil.

# FEBRUARY



We announced Primary School Manager, Lucy Gaskell-Milward as our Premier League More Than a Game Community Captain. Working at CITC for more than seven years, Lucy was presented with the award in front of the Etihad Stadium during the Manchester City vs Newcastle Match.

# MARCH



We hosted our annual community matchday! CITC took over the City in the Community Etihad Stadium to raise awareness of the charity's purpose and creating once-in-a-lifetime opportunities for our participant.

# APRIL



We hosted ANOTHER community matchday, this time with MCWFC! Participants enjoyed once-in-a-lifetime opportunities, putting them at the forefront of matchday activities and roles. One highlight included a City Degree student interviewing Player of the Match, Kerstin Caspari.

# MAY



"It's ok to be different." Evie, a Premier League Primary Stars participant, shared her story on the impact CITC coach, Josh, had on her classmates. Evie and Josh, who are both deaf, taught students about the challenges she faces.

# JUNE



Before jetting off to the Club World Club, three Manchester City players surprised Maureen, a local headteacher at a City in the Community supported school, ahead of her retirement.

# JULY



City Esports travelled to South Korea! For the first time 17 CITC and Oldham College Esports students travelled to South Korea, teaming up with Gen G to learn and experience the Esports industry from an international market.

# AUGUST



Rico Lewis surprised participants at Soccer Schools session in Moss Side! His visit was in celebration of a donation from the Manchester City squad, which will support our holiday provision throughout the 2025/26 season.

# HEALTHY PEOPLE

WE NURTURE HEALTHY PEOPLE BY PUTTING PHYSICAL ACTIVITY AND MENTAL WELLBEING AT THE CENTRE OF OUR PROGRAMMES.

Seven programmes sit underneath our Healthy People pillar, meaning their core outcome is to improve physical and mental wellbeing. **These are:**

1. City Soccer Schools
2. City Play
3. Premier League Primary Stars
4. City Thrive
5. Walking Football
6. ReminisCITY
7. One City

84%

of participants from Healthy People programmes agree with the statement: **City in the Community empowers me to live a healthier lifestyle.**

87%

of participants from Healthy People programmes agree that the sessions improve their physical wellbeing.

84%

of participants from Healthy People programmes agree that the sessions improve their mental wellbeing.

12,994

unique participants supported across Healthy People programmes.

11,744 HOURS

delivered across Healthy People programmes.

20.5 HOURS

average contact time per participant across Healthy People programmes.

## A HEALTHY PEOPLE STORY: LEWIS REGAINS HIS CONFIDENCE

After lockdown, Lewis suffered with separation anxiety, which meant he struggled spending time apart from his parents and brother. Mum, Louise, told CIC how much of a difference Soccer Schools has made...

"Lewis got to meet so many new friends in a great place full of fun and activities, with friendly coaches who took time to ensure the environment was safe. It's been great for his social development and allowed him to become more like the boy we knew before lockdown."

"Lewis has learnt to be able to do things for himself and not to worry not being

with his family. It provides them with a good routine, and it keeps them fit and healthy."



CITY SOCCER SCHOOLS

17 HOURS

average contact time

1,583 unique participants

745

HOURS

delivered

## CITY SOCCER SCHOOLS

City Soccer Schools use the brand of Manchester City to engage participants in open access football, increasing physical activity throughout the school holidays with regular sessions in communities across the city.

Participants are provided with free full day structured coaching sessions as well as free food provision at all sites to tackle holiday hunger in the most disadvantaged areas of the city.

Sessions are also adapted to include educational and supportive workshops to highlight important

topics such as mental health and anti-bullying.

With thanks to Kellogg's, Manchester City Council and MCR Active through the 'Holiday and Activities Food Programme'.

CLICK  
HERE!

"It's changed my motivation and aspirations": Shane's Story



## CITY PLAY

**City Play** is a bespoke Early Years programme that provides physical activity sessions for children aged between two and five years in nurseries and schools across Greater Manchester.

It aims to use of the power of football and the Manchester City Football Club brand to encourage children to live a healthy and active lifestyle from a young age.

Each themed session is delivered in a fun, engaging and inclusive environment and are created to support a child's physical development and progressive Fundamental movement skill development, through a 38-week

programme delivery.

The sessions reflect the seven learning areas of the EYFS framework and are made up of 45-60 minutes of moderate to vigorous physical activity per group, contributing to the nationally recognised 180 minutes of physical activity per day.

With thanks to the PLPFA.

**CLICK  
HERE!**

City Play kids design and deliver Christmas cards to CITC participants with dementia



## PRIMARY SCHOOLS

We deliver the Premier League Primary Stars (PLPS) programme in schools across Greater Manchester. Pupils and teachers take part in national curriculum PE lessons, extra-curricular activities, targeted interventions, educational workshops, social action projects, anti-discrimination sessions, competitions, and teacher CPD events.

CITC coaches work in up to five schools per week and deliver a full day each week of the academic year to each school. The aim is to use the inspiration of Manchester

City Football Club and the Premier League to engage pupils and teachers to help primary school children be active and develop essential life skills.

The programme also intends to improve teacher's confidence and competence when delivering PE and School Sport, and to increase children's enjoyment and engagement in this area.

With thanks to the Premier League Charitable Fund and Eamar Developments UK.



## PRIMARY SCHOOLS



**CLICK  
HERE!**

CITC Coach, Eduardo, sources and builds a new Primary School sensory room!

## CITY IN THE COMMUNITY

One City Thrive has been delivered by CITC since 2020 as a response to the COVID-19 pandemic, and works closely with the NHS, RMCH CAMHS and Primary Care Networks across Greater Manchester.

The programme aims to harness the power of football to normalise stigmatised conversations around mental health, promoting positive wellbeing for young people aged seven to 18. A dedicated team developed a mental health curriculum, combining specially adapted football sessions with group workshops and one-to-one mentoring.

In 2024/25, City Thrive was bolstered with support from Movember. The charity's 'Ahead of the Game' initiative uses sports to teach young people, parents and coaches how to talk about mental health.

With thanks to Street Games.

**CLICK HERE!**

"If you're really stressed out, City Thrive can put your mind at ease." – Lily



City in the Community provides two free walking football sessions per week, aimed at engaging older participants in regular physical activity.

By coming to the sessions, participants can meet others and build social relationships. Some individuals come to the sessions for the social interaction specifically as this is the only place that they have someone to talk to.

CITC take this social interaction further by giving our participants the chance to travel and play other Premier League teams that also have walking football sessions.

**CLICK HERE!**

"It's brought back his identity" – Tracey on how CITC has helped her husband



ReminisCITY was launched to create a dementia safe environment for participants to enjoy social and physical activity, through the conduit of football and Manchester City, to promote active and engaged lifestyles in the face of the challenge's dementia can bring.

The programme consists of a six-week programme of activity, taking place in and around the Etihad Stadium and Campus.

2024/25 saw CITC launch 'ReminisCITY on the Road', with staff delivering in care homes across Greater Manchester, ensuring that participants can access sessions regardless of their personal circumstances or need.

"It's a place we can come where no one will be judging us."  
"He's recalling things that were obviously well buried."

One City provides opportunity for participants, from a wide range of disability backgrounds, to take part in free football and sporting provision.

Sessions – which range from dwarfism football to powerchair football, amputee football and more – are held in Primary and Secondary Schools, as well as in community venues outside of school hours.

Our aim is to ensure that participants across Greater Manchester have access to

disability specific provision and education.

Participants with disabilities do not always feel comfortable or able to access universal provision, so we believe it's important to provide disability specific sports to provide participants with a development and participation pathway, regardless of their disability or impairment.

With thanks to Mark Davies and Premier League Charitable Fund.



# HEALTHY FUTURES

## WE BUILD HEALTHY FUTURES THROUGH EDUCATION AND EMPLOYABILITY PATHWAYS.

Programmes are designed to engage and inspire young people by providing qualifications and skills required to progress into further education, employment or training. Seven programmes sit underneath our Healthy Futures pillar, meaning their core outcome is develop skills and knowledge. **These are:**

- 1. City BTEC
- 2. City Esports
- 3. City Inspires
- 4. City Careers
- 5. City 93:20
- 6. City Girls
- 7. City Degree

82%

of participants from Healthy Futures programmes agree with the statement: City in the Community empowers me to live a healthier lifestyle.

86%

of participants from Healthy Futures programmes agree that the sessions help them to develop skills and knowledge.

1,060

unique participants supported across Healthy Futures programmes.

840

qualifications achieved across Healthy Futures programmes.

6,392 HOURS

delivered across Healthy Futures programmes.

68 HOURS

average contact time per participant across Healthy Futures programmes.

### A HEALTHY FUTURES STORY: CIARA AND CITY INSPIRES

"I'd describe City Inspires as one of the best things that's ever happen to me. I think my school experience would have been a lot harder without it."

"I was very shy, and I didn't like social things but having that support really

helped me, and it was exactly what I needed to get me through."

"Now I'm happy to push myself outside my comfort zone, to try and become a better version of myself and be more confident. I've even enrolled for the CITC BTEC! Seeing what the coaches did for me made me want to be that person for someone else."

CLICK HERE! Watch Ciara's 'We Are CITC' story in full!



CITY BTEC

128 HOURS  
average contact time per participant

198 unique participants

70 qualifications achieved

CITY BTEC

Delivered in colleges across Greater Manchester, the City BTEC programme aims to be totally inclusive, offering places to both male and female participants without trials.

Coaches deliver a holistic education of football, supporting those who want to develop their skills and abilities on the pitch as well as receiving classroom-based education as well.

The programme provides an opportunity for students who are passionate about football and their education, to combine the two as part of this course.

The curriculum provides students with an insight into what life would be like coaching in an academy session, through the way in which CITC staff deliver sessions.



# 53 HOURS

average contact time per participant

23 unique participants

20

Qualifications achieved

## CITY ESPORTS

CITC's new City Esports programme offers an exceptional opportunity for students who are passionate about both esports and education to merge the two as part of their academic journey.

Delivered at Oldham College in partnership with Manchester City, this programme is designed to be fully inclusive, welcoming both male and female participants. It allows students to develop technical skills

and gain invaluable insights into the esports industry.

With the support of Manchester City, students also gain exclusive opportunities to connect with the professional esports world, enhancing their career prospects and opening doors to exciting industry connections.

"It's helped me to decide what I want to do with my career." – Students travel to South Korea for once-in-a-lifetime educational experience!

CLICK HERE!



## CITY ESPORTS

## CITY INSPIRES

City Inspires aims to use the appeal of Manchester City to work with secondary school learners who are at risk of not reaching their potential, and to support them through the education system and early adulthood.

CITC coaches deliver a high-quality education curriculum that inspires pupils to succeed and excel academically, physically and socially. The programme provides an opportunity for pupils to learn essential life skills, with a focus on improving their engagement in education, prosocial behaviours and mental wellbeing.

Within the City Inspires programme, we offer a wide range of PSHE sessions, which schools can choose from to tailor the programme to the needs of their students. We place a strong focus on behaviour, welfare and personal development.

With thanks to the Premier League Charitable Fund and Eamar Developments UK.

CLICK HERE!

"It's memories like these that are the best" – Dias make Inspires surprise!



## CITY CAREERS

City Careers is an eight-week employability programme, working in areas of deprivation creating health and education benefits, with an aim of getting young people into education and employment.

Participants work with CITC officers, staff and external partners, on a series of employment workshops, with a focus on developing soft employability skills such as CV and cover letter writing, interview

practice and how to approach job applications. There is also the opportunity to gain qualifications.

With thanks to Clean Event Services and Socios.

CLICK HERE!

"Now I want to help other young people." City Careers participant



## 93:20

'93:20' is a long-term volunteer programme providing skills, experiences, qualifications, and pathways into employment both within CITC and across our network of partner organisations.

Inspired by the Sergio Aguero Premier League winning goal against QPR, it aims to inspire participants to never give up.

As part of the programme, young people aged 16-25 from across

various CITC programmes will complete hours of volunteering whilst developing their skills and experience, helping them prepare for the world of work.

CLICK HERE!

"93:20 has made me believe in myself" – Carl's story.

## CITY IN THE COMMUNITY

The City Girls project engages female participants with free football training, leadership and mentoring opportunities.

Through after-school sessions and community satellites, girls across Greater Manchester have the regular opportunity to play for free with CITC.

Using the power of football and brand of Manchester City, the City Girls project aims to provide safe spaces for girls to engage in football, improve their physical and mental wellbeing and develop their leadership skills.

What our participants said...

"The culture we come from looks down on girls playing football, but City Girls has given me a safe space."

"The community we have City Girls has made me feel like I can just be myself."

With thanks to the Premier League Charitable Fund.

**CLICK  
HERE!**

"CITC has changed my life massively." - Grace's story from City Girls to staff



City in the Community's degree programme brings together our community football coaching knowledge with Manchester Metropolitan University's academic expertise, to offer the best of both worlds and an integrated path to rewarding career goals.

With 28 weeks of work-based learning in elite, professional sporting surroundings, this BSc course provides clear career pathways.

Some facts about our City Degree with MMU...

100% of surveyed students were in employment or further study 15 months after graduation (2023/24).

100% completion rate | 85% overall satisfaction (2024/25).

Students complete approximately 100 hours of structured work placement, embedded within the degree.

Access to 10+ coaching and employability-focused qualifications alongside the degree.



## CITY DEGREE



# HEALTHY COMMUNITIES

WE CONNECT PEOPLE BY CREATING  
HEALTHY COMMUNITIES IN SAFE,  
INCLUSIVE ENVIRONMENTS.

Six programmes sit underneath our Healthy Communities pillar, meaning their core outcome is to help participants feel inspired and engaged, as well as improve confidence and self-esteem. **These are:**

- 1. City Play Together
- 2. City Mentoring
- 3. City Ready
- 4. City Kicks
- 5. Military Vets
- 6. InclusCITY

90%

of participants from Healthy Communities programmes agree with the statement: City in the Community empowers me to live a healthier lifestyle.

91%

of participants from Healthy Communities programmes agree that sessions help them to feel inspired and engaged.

91%

of participants from Healthy Communities programmes agree that it has improved their confidence and self-esteem.

3,261

unique participants supported across Healthy Communities programmes.

2,333 HOURS

hours delivered across Healthy Communities programmes.

18 HOURS

average contact time per participant across Healthy Communities programmes.

## A HEALTHY COMMUNITIES STORY: WHAT OUR PARTICIPANTS SAID

"Mentoring has helped me a lot with being gentle and kind with my anger. I have also made new friends too, with my new confidence." – City Mentoring

"At times I forgot I was in jail and

the sessions made me think about something beneficial." – City Ready

"The sessions have shown me how to get ready for the day with a positive mindset." – City Thrive

"I feel more positive about where I live now because we can go to CITC sessions now." – City Kicks



## CITY PLAY TOGETHER

5 HOURS

average contact time per participant

379 unique participants

248

hours delivered

## CITY PLAY TOGETHER

City Play Together is an initiative using the power of football and the brand of Manchester City Football Club to encourage children aged two to five and their parents, in Manchester, to live a healthy and active lifestyle from a young age.

The curriculum has been specifically designed in order to have a greater impact on not just physical and mental wellbeing of families, but also empower parents to embed a healthy lifestyle at home. Sessions aim to develop their skills, confidence and self-esteem

when interacting with their child in any setting.

City Play Together is delivered in Youth Zones and Sure Start Centres across Manchester, at no charge to participants.

With thanks to Music Magpie.

"My child is learning to socialise with others, which is something he struggles with. It has enabled my child to gain some independence and be more physically active."



## CITY MENTORING

Our City Mentoring provision works alongside City Kicks sessions to deliver a bespoke one-on-one programme for young people aged between eight and 19 years, who are at risk of being affected by Serious Youth Violence, either as a victim or perpetrator.

Young people are referred into the programme either by GMP or Youth Offending services, before they're

## CITY READY

City Ready aims to reduce reoffending in incarcerated young and vulnerable adult males.

Delivered in HM Prison Hindley, specialist CITC coaches work with inmates one day a week, across a three-month programme. Sessions provide football-based education and employability training.

Participants are also offered 1-2-1 mentoring upon completion of the

## CITY KICKS

City Kicks is a community outreach programme which provides free evening, weekend, and school holiday provision.

Through mentoring and open-access football sessions, City Kicks is delivered six days a week, 48 weeks a year, ensuring CITC has a consistent presence across Greater Manchester.

The City Kicks project addresses the lack of opportunity for those living in areas of social deprivation whilst providing positive activities at times and in communities where there is a gap in youth provision.

## What our participants said:

"Kicks gives us a safe space to keep away from trouble."  
"Talking to different people has actually made me like more tolerant to other people."

With thanks to the Premier League Charitable Fund and Wythenshawe Forum Trust.



given a personal development plan catered to their specific needs and circumstances.

The overall aim is to transition the young people into positive activity, either with CITC or through an external partner.

## With thanks to Street Games.



The Military Vets project helps armed forces personnel stay active during and after transition to civilian life.

It is a space for ex-military personnel to engage with each other, and enjoy the social aspects which team sports give, whilst maintaining regular physical exercise.

## What our participants said...

"There's no support for anyone who wants to leave or has left the Forces, but the CITC sessions have offered that space."

"The whole CITC team are amazing,

considerate, hardworking people who really understand what it is to be part of the local community and work as a team. They instil a sense of friendship and support to all members."

"I've been keeping more active in general and taking care of my health more since joining Military Vets."

**CLICK HERE!** "I needed this!" – A military vets podcast special.



InclusCITY provides a safe space for 18-25 year olds that identify within, or are allies of, the LGBTQ+ community.

The sessions aim to encourage our participants to socialise and take part in football activities in order to positively impact their physical and mental health.

Working with young people and local expert organisations, the charity's initiative has been designed by the very people who will benefit from it.

## With thanks to Nissan.



# WORKING INTERNATIONALLY

**WE DELIVER 'YOUNG LEADER' TRAINING INTERNATIONALLY ON BEHALF OF MAN CITY.**

Led by CITC coaches, 'Young Leaders' training brings together inspiring people under the age of 26 from the local community, creating a safe and inclusive space to develop skills both on and off the pitch.

Offering more than just football techniques, the sessions encourage teamwork, communication, and leadership, empowering participants to become role models within their communities. Coaches use football as a powerful tool to address key social issues, using the game to educate and empower local communities.

Practical sessions are designed to inspire critical thinking and personal development, while tailored workshops and hands-on activities ensured that Young Leaders are equipped to return to their communities with new knowledge, confidence, and the ability to inspire others.

CITC coaches also deliver annual summits, which bring together nationwide Young Leaders to further enhance meaningful connections, build confidence, and develop new skills in community coaching to take back to their cities.

One Young Leader from Atlanta, Natalie, said: "I'm so grateful for the chance to attend...during the session, Pete [a CITC coach] said, 'You don't know what inclusion is until you've been excluded,' and that really stuck with me.

"It reminded me how powerful it is when we intentionally create space for everyone, regardless of age or ability, you should have a place on the soccer field."

**16** staff members travelled to **13** cities, supporting over **400** young people



**CLICK  
HERE!**

Watch the highlights from the Atlanta Young Leader Summit!



# HEALTHY GOALS

## CREATING NEW COMMUNITY FOOTBALL PITCHES IN MANCHESTER.

Launched in 2023, the 'Healthy Goals' initiative aims to uplift the physical and mental health of local young people by creating new community football pitches in Manchester, where City in the Community's youth-led programmes can be delivered.

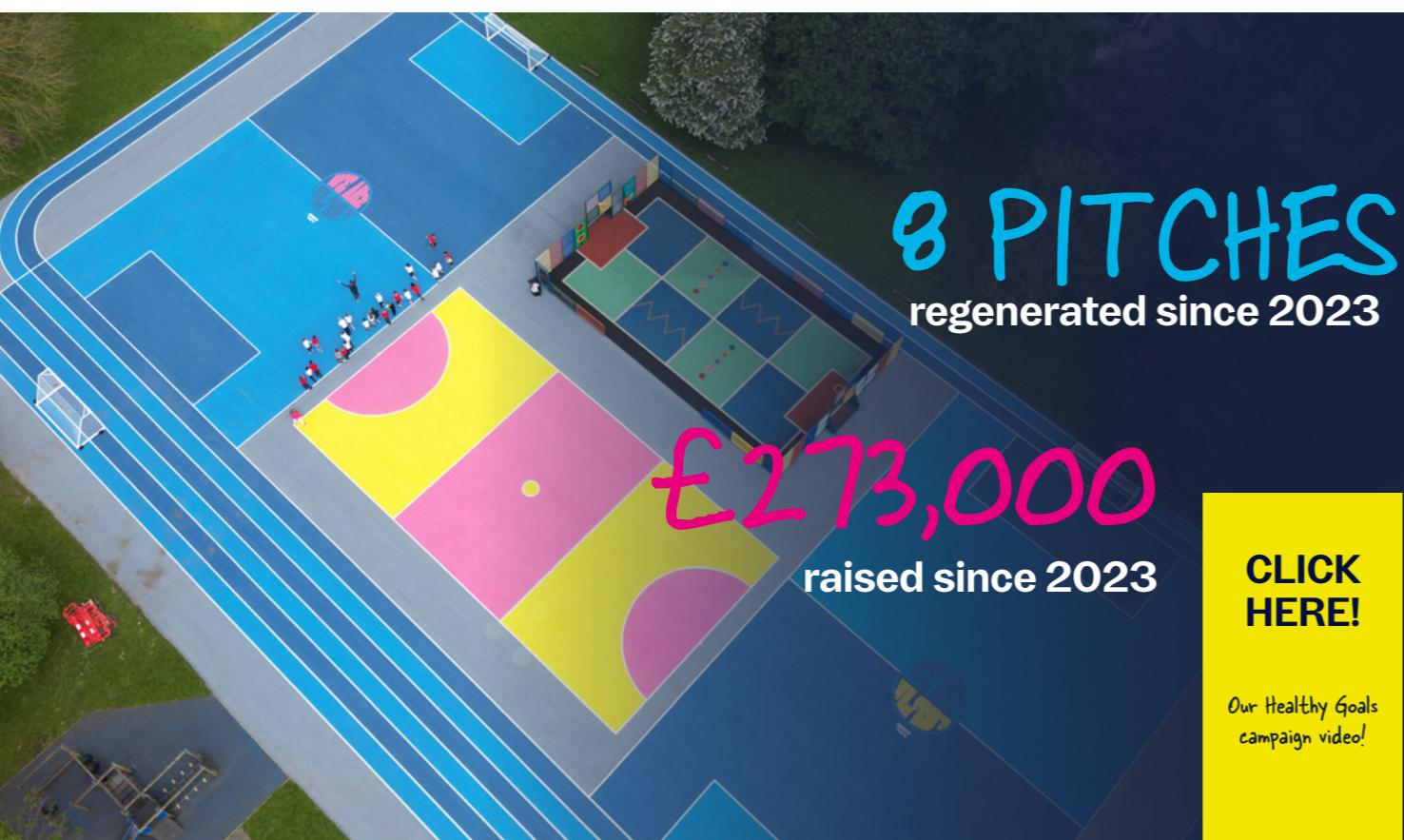
2024/25 saw the charity open its eighth pitch development at Bradford Park, a stone's throw from the Etihad Stadium.

Developed in collaboration with Manchester City's Official Fashionwear Partner, C.P. Company, the pitch's design was inspired by one young student from East Manchester, Waiden, whose name features on the final artwork alongside the message 'There's No Us Without You', a core theme of C.P. Company's community work.

Commenting on the moment he discovered his design had been chosen, Waiden said:

"We went to assembly to do some hymn practice, but they paused it and said we weren't actually there for singing, there is a special person coming in. Then Jack Grealish came in. I then got to show him my picture that I made from my CITC session. It's amazing that something that I've made is actually going to be in a park local."

To mark the opening, Manchester City Ambassador and former player Joleon Lescott cut a blue ribbon at a launch attended by local councillors, residents, and young people.



# PARTNERSHIPS

## WORKING TOGETHER TO EMPOWER HEALTHIER LIVES THROUGH FOOTBALL.

At City in the Community, we are passionate about creating strong partnerships with commercial, public, community and volunteer sector organisations to increase engagement, awareness and income.

Our aim is to form sustainable and strategic partnerships that support the wider business and ultimately aid the charity in the continuation of the amazing work it does.

The team works hard to build meaningful bespoke relationships for City in the Community, whilst also proactively connecting into Manchester City Football Club partnerships to build authentic connections.

If you are interested in teaming up with City in the Community, we'd love the opportunity to explore how you can be part of our team through incredible partnership opportunities.

Email [citc@cityfootball.com](mailto:citc@cityfootball.com) for more information!



## C.P. COMPANY

2024/25 saw the team secure CITC's first ever Healthy Goals partnership with C.P. Company.

The multi-year deal will enable City in the Community to renovate three community or school pitches over the course of the partnership – starting with Bradford Park!

C.P. Company President, Lorenzo Osti, said: "At C.P. Company, communities have always been at the heart of what we do. For several years, we've promoted a project called There Is No Us Without You, which uses sport – especially football – to foster inclusion, break down barriers, and serve as a powerful force for social cohesion.

"That's why we're proud to partner with City in the Community on a project that brings people together and drives meaningful, lasting change."



# FUNDRAISING & EVENTS

## CREATING MEMORIES WITH OUR CITY FAMILY TO EMPOWER HEALTHIER LIVES.

Each year, the Fundraising and Events team works hard to bring together fans, staff and wider stakeholders for a series of meaningful, and enjoyable, opportunities.

Our aim is to raise funds for City in the Community's important work, whilst also bringing people closer to the charity, helping to support our communications and engagement objectives - interest, awareness, perception, action and belonging.

The team delivered a diverse portfolio of fundraising products and initiatives, including record-breaking kit sales, a redeveloped CITC Prize Draw and auctions designed in collaboration with Noel Gallagher's team.

Two event highlights are showcased below, but a huge 'thank you' must go to all who engaged with the charity's fundraising and event activities across the season, with a special mention for the Official Supporters Clubs, Blue Moon Rising Group and Classic Football Shirts for their support.

**1,000+**  
participants invited to  
free Christmas events

**£196,000**

raised through  
the Christmas  
campaign



## EVE WITH ERLING

Erling Haaland spoke candidly to an intimate audience of 40 fans at a special 'Evening With' event, designed in collaboration with Erling himself, in support of CITC.

Guests enjoyed a curated dinner, a private Q&A, and the chance to have their photo taken with the City number nine, with all proceeds directly supporting CITC programmes.

Over the course of the night, Haaland discussed a wide range of topics, including his dreams as a child, his standout goals, ambitions for Norway, life off the pitch, and his desire to win every trophy available.

The evening also featured a 'Question of Erling' quiz, an inspiring talk from a CITC participant turned staff member, and an auction of one-of-a-kind memorabilia. Proceeds will help the charity continue to empower healthier lives through football.

Reflecting on the event, Haaland said: "Manchester's a special place for me, and I've seen for myself what City in the Community means to people here. Things like this show how football can really change lives."



**CLICK  
HERE!**

Watch highlights  
from the night!



**CLICK  
HERE!**

Watch our  
guests enjoy the  
showcase event!

## SHOWCASE

The charity hosted its annual Stakeholder Showcase on the Joie Stadium pitch to demonstrate the important work CITC is doing to empower healthier lives through football, as well as help to create advocates across Greater Manchester for the charity.

Key partners, funders, councilors and business leaders, were invited to the City Football Academy, where they were able to explore stations to find out more about CITC departments, programmes, its participants and staff.

Guests at the event started the day with a presentation from members of City in the Community's leadership and management staff before being taken on a tour around the Joie Stadium pitch and City Football Academy facilities, to experience several practical and classroom sessions in action.

The showcase also included interactive stands from the charity's Impact and Quality, and Communications and Engagement departments, showcasing the teams behind-the-scenes.

# YOUTH PANEL

## A SPACE CREATED FOR YOUNG PEOPLE TO SHARE THEIR VIEWS ON SOCIAL ISSUES.

In November 2024, City in the Community was proud to take another big step towards being a youth-led organisation by launching its very own Youth Voice Panel.

The Panel is a space created for young people from across Greater Manchester to share their views and speak about the social issues that matter most.

The group is made up of 12 motivated young people aged 11-18, or up to age 25 for those with additional needs, who all came forward to apply to take part.

Since its conception, the panel has met regularly, taking part in surveys, workshops, and campaigns — all contributing insights into projects such as the 2025 Youth Voice Census and the government's 'Deliver You' strategy.

They have even created their own anti-bullying workshop, supporting the visibility and importance of Anti-Bullying Week celebrated each November.

Each member brings their own experience, enthusiasm, and ideas as the next generation of changemakers. And as the panel has evolved, the members have taken on new roles, including a 'Captain', two 'Vice Captains', and various 'Representatives' of groups they're most passionate about.

### AIMS:

- Influence City in the Community decision making.
- Co-design policies, programmes and strategies to ensure they work effectively for the local communities City in the Community supports.
- Provide insight into the issues affecting local young people and how the charity can support with tackling some of those challenges.
- Gain feedback about our existing or upcoming programmes/projects.



## YOUTH PANEL

“The CIC Youth Voice panel feels like a home. I love it!”

“It feels like an opportunity to better sport for everyone, with like-minded people.”

“I feel honoured...I feel powerful.”

“My hope for the future of Greater Manchester is to make it more inclusive and welcoming to everyone.”

“It really feels like I have a voice.”



# SAFEGUARDING

## SAFEGUARDING

Safeguarding remains a priority at CITC, ensuring that participants have access to a safe and positive environment where participants 'want to come back tomorrow'.

CITC continues to have a dedicated resource around safeguarding ensuring that concerns raised are dealt with in a proportionate and timely manner, and staff training ensures that participants' wellbeing is at the forefront of all engagements.



# THANK YOU

To our official 2024/25 partners and supporters



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CITY COUNCIL



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Foundation



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palatine crep project

Blue Moon Rising Group. MCFC Official Supporters Clubs. Norway & Denmark OSC.

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City in the  
Community

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