

Introducing the SPFL Trust



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The SPFL Trust is a registered charity (SC041121).

We work with SPFL associated community trusts and clubs (ATCs), helping them to deliver change that improves the lives of people in Scotland.

Since 2010, there has been a threefold increase in the number of football club charities in Scotland, and we are grateful to our network for supporting our work and helping us to create positive change in our communities.



Our strategy: Football Powered

Our 2022-2025 strategy, Football Powered, focuses on alleviating the impact of poverty in communities throughout Scotland.

Those who live within 10 miles of an SPFL Stadium are three times more likely to experience poverty. We know the power of football, glorious goals, history defining moments and memories that will live with fans for a lifetime. That's why we believe in Football Powered change.

What we're doing as we focus on our strategy:

- Learning more about the impact of poverty
- Identifying ways we can help reduce its impact
- Creating, testing and evaluating new activities
- Strengthening and building new, strategic partnerships
- Showing that associated community trusts and SPFL clubs can be agents for social change

Our programmes

SCAN HERE



Football Fans in Training



One of the world's leading men's health intervention programmes, Football Fans in Training, has been running for over 13 years, with over 8,000 people taking part in that time.

The 2022-23 programme was another great success, as we reflected and improved FFIT with a focus on accessibility.

Key highlights from 2022-23:

- 991 people took part in the programme
- 65% of participants completed the programme
- There was an average weight loss of 4kg per participant
- Men on the programme increased their physical activity by 52.7%
- Women on the programme increased their physical activity by 50.68%

CashBack Off the Bench

Funded by the Scottish Government's CashBack scheme, Off the Bench works to provide our young people with an opportunity to access education, physical and mental health support to build better futures.

Sessions take place at each of the participating clubs and are delivered by their associated Community Trust. Young people work towards SQA qualifications and Scottish FA coaching badges.

The Changing Room



The Changing Room supports men in their middle years, through a 12-week programme which uses the power of football to tackle poor mental health.

This powerful initiative is funded by Movember, and delivered in partnership with SAMH, the SPFL Trust and associated community trusts and SPFL clubs.

Over the 12-week course, participants are able to:

- Make friends and learn to better understand their mental health
- Have the opportunity to become more active
- Have conversations in a safe space, within their local football stadium
- Receive bespoke support from one of our trained The Changing Room coaches



Kick-off your career

In partnership with the Department for Working Pensions and Jobcentre Plus, we deliver Kick Off Your Career, an employability programme for 18-24 year olds who are currently unemployed.



Participants have the opportunity to receive a number of qualifications, including the SQA Level 4 Employability Award, first aid training and customer service skills. Additionally, they receive bespoke 1:1 career support with mock interviews and a chance to develop their CV.

The programme is currently being delivered in the North East of Scotland at Raith Rovers Community Foundation, Dundee United Community Trust, Aberdeen FC Community Trust and Montrose Community Trust.

Festive Friends

Festive Friends is a programme which aims to engage and support those in our communities who are socially isolated over the festive period.



Whether it's knocking doors with hampers or opening stadium doors on Christmas Day, the SPFL Trust and its associated trusts and clubs will come together to make magic each Christmas.

Christmas 2023 was another great success for the programme. The following was achieved in 2023:

- **40 ATCs** delivered Festive Friends
- Around **3,600** older people were supported by the programme



Mental Health Awareness

Our Mental Health Awareness Courses are specifically designed for people working within the football industry, focusing on the unique pressures experienced by those involved with the game.

Since its inception, **807** people have taken part in training.

Throughout the last year:

- We have delivered five Mental Health Awareness Courses
- **64** participants took part in the course
- They represented **44** organisations including universities, football clubs, their associated community trusts and other third sector organisations connected to the football world
- Participants came from a broad range of backgrounds including players, coaches, chaplains, club secretaries, physiotherapists and other operational staff from ATCs

Joy of Moving

Joy of Moving is Ferrero UK's CSR programme, delivered in partnership with the SPFL Trust at Scottish clubs since 2014.



The programme uses a specifically designed methodology from Forco Italico (Rome University) and the Italian Olympic Committee (CONI) to help inspire children to move through play.

In Scotland, the programme engages almost **7,000** children in primary 5, 6 and 7 across Glasgow and Edinburgh with Celtic FC, Heart of Midlothian FC and Rangers FC.

SPFL Trust Innovation Fund

We are also piloting projects where we act as a fund manager. This is to enable ATCs to deliver a programme of work that they believe will work effectively for their own community.



Following an initial project, the SPFL Trust Winter Fund, in 2023, we've gone on to provide seed funding to six ATCs to deliver test of change projects. All focus on the effects of poverty, but take different approaches.

The impact of these programmes will be reported later in 2024.

Our key partnerships

