



IMPACT REPORT

2023-24



10 YEARS
CHANGING LIVES
FOR THE BETTER



FOREWORD

ERIC BLACK

AFCCT Patron

As Patron of Aberdeen FC Community Trust, I am delighted to share our latest Impact Report with you. Having taken up this role during this 10th Anniversary year, I have had the privilege of spending time with the staff, volunteers and participants that make the Trust such a special place. I have visited a variety of programmes from schools, football camps and some of our active ageing sessions and am consistently impressed by the passion of our team, the quality of delivery and the clear positive impact these initiatives have on those we support.

I have very fond memories of my time in Aberdeen during that extraordinary period of the Club's history in the 1980s. I always enjoy returning to the city and now, more so than ever, as I lend my support to the amazing work that supports over 10,000 people in the region.

This report outlines not only our activities and impact in 23/24, but also provides a reflection on what the Trust has achieved in the last decade. I congratulate everyone who has contributed to the Trust over the years. Our current team of enthusiastic and dedicated staff and volunteers deserve huge credit for all they achieve.

We are indebted to all of you who support our work whether financially or through volunteering. There is still a great need to help our community, so I would encourage people to get involved and contribute to the work of Aberdeen FC Community Trust.

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LIZ BOWIE
AFCCT Chief Executive

An impact report offers an opportunity to reflect on the last year, the challenges that our community faced and how Aberdeen FC Community Trust sought to positively impact lives. Working across our two themes, Education and Positive Destinations; Football, Health and Wellbeing, we are proud to have been able to support 10,000 people. Through a variety of initiatives, we have sought to play our part in reducing the poverty related attainment gap; tackling social isolation and improving mental wellbeing.

We recognise the power of football to form connections across generations. From our work in schools where the love of Aberdeen FC helps us to form trusted relationships with young people, through to conversations enjoyed at our Football Memories sessions for those living with dementia, football is an empowering common language.

This report looks back over the 10 years since Aberdeen FC created its partner charity, Aberdeen FC Community Trust. During the decade we have evolved from largely grassroots football programming to an organisation that supports all ages in a wide variety of ways. We have been recognised for our work with numerous awards, but undoubtedly one of our defining moments was our COVID crisis response #StillStandingFree campaign.

Over 15,000 food parcels and 15,000 phone calls combatting social isolation were delivered by staff of both the Trust and AFC. With the support of the Red Army, we were able to help far more people than we ever dreamed possible.

This is an example of what the Trust does best. It listens, it adapts, and it seeks to find ways to **provide support and opportunity to change lives for the better.**

This year we are delighted to have the support of our patron, legendary Dons number 10, Eric Black. Eric joins our player ambassador Angus MacDonald in encouraging people to learn more about the Trust, get involved and find ways to support.

As we continue our 10th anniversary celebrations, I want to thank those who had the inspiration for the Trust in 2014 and to all the staff, volunteers, trustees, partners and sponsors past and present whose contribution is recognised in this Impact Report.

MISSION, VISION & VALUES

MISSION:

To provide support and opportunity to change lives for the better

VISION:

We work to maximise the potential of our communities and to improve their physical and mental health and wellbeing

VALUES:

FAMILY

We are one team, inclusive and supportive, working together as one community.

AMBITION

We motivate our community to learn, grow and achieve its goals.

FAIR

INSPIRE

We empower our community to embrace new possibilities, encouraging growth and creativity.

RESPECT

We consistently work to do the right thing with integrity and honesty.

10 YEARS OF ABERDEEN FC COMMUNITY TRUST



2014

Aberdeen FC Community Trust officially established in July 2014 as the official partner charity of Aberdeen Football Club.



2015

AFCCT awarded the 2015 Scottish FA Grassroots award due to the outstanding commitment to offering football in the local community of Aberdeen.



2017

AFCCT win major European award – Best Community & Social Responsibility Programme award by the European Club Association for the innovative Dementia Friendly Wellbeing initiative.



2018

AFCCT awarded Queen's Award for Voluntary Services. An award that is described as the 'MBE' for volunteer groups. The award recognises the work done by charities across the UK, with the award being the highest honour bestowed on volunteer groups. This recognition is further evidence of AFCCT's community work as the gold standard for football clubs across the country.



“IT'S FANTASTIC RECOGNITION OF THE WORK THEY DO FOR US IN THE LOCAL COMMUNITIES.”

- Ally Prockter, AFCCT Chief Executive 2014-19



2016

The launch of the School of Football programme in Northfield Academy which aims to improve engagement and attendance using lessons learned from the pitch to the classroom.



2019

Recognised by UEFA Grassroots Award for Best Professional Football Club. Aberdeen FC are recipients of the Best Professional Football Club prize in the 2019 UEFA Grassroots Awards. The award recognises the Scottish Premiership club's engagement with over 20,200 people in projects centred on three main themes: football for life, education and healthy communities.



2020

Launch of #StillStandingFree Campaign in response of the Covid-19 Pandemic.

In response to the Covid-19 outbreak, AFCCT and AFC quickly marshalled their combined forces to support the community through the #StillStandingFree campaign.

The important message issued through AFCCT was that supporting one another was vital, and this became the core aim of the campaign: "We have been Standing Free since 1903 and we will be #StillStandingFree at the end of this if we all stick together!"

AFC and AFCCT were awarded the Local Hero Award for the Still Standing Free campaign at the Scottish Parliament by Her Majesty the Queen in 2021.



2021

£100K raised for Brighter Futures legacy fund established in memory of the late Duncan Skinner to support the Youth Ambassador programme.

The year long programme provides opportunities for young people aged 14-18 to develop skills and knowledge, including through practical volunteering, that will enable them to thrive after school.



15,000+

CALLS TO SUPPORTERS AND VULNERABLE PEOPLE COMBATting SOCIAL ISOLATION



£500,000

RAISED BY THE CAMPAIGN OVERALL TO SUPPORT FAMILIES IN NEED



12,000+

PEOPLE OF ALL AGES SUPPORTED THROUGH FOOD DELIVERIES IN PARTNERSHIP WITH CFINE



2022

AFCCT appoints first ever Player Ambassador, Jonny Hayes, to help engage fans to support the work of the Trust.





INTRODUCTION

ELAINE FARQUHARSON-BLACK

AFCCT Chair

As Chair of Aberdeen FC Community Trust, I take great pride in the achievements of the team during the past year. We have seen our team continue to innovate and find creative ways of engaging and supporting the community.

Working in 20 schools, we have seen our children and young people engage in alternative ways of learning which complement the Curriculum for Excellence. A great example of this approach was a group of young people from St Machar Academy who worked to design a training top that was sold in the AFC shop and was worn on the pitch by the First Team during their warm up on Trust Day. This project captured young minds and provided them with an opportunity to learn many new skills which contributed to their SQA personal development award portfolio.

We have seen a growth in our employability programming and are committed to working with young people to provide them with skills and volunteering experiences that positively impact their CVs and equip them with tools to take them onward after school to positive destinations.

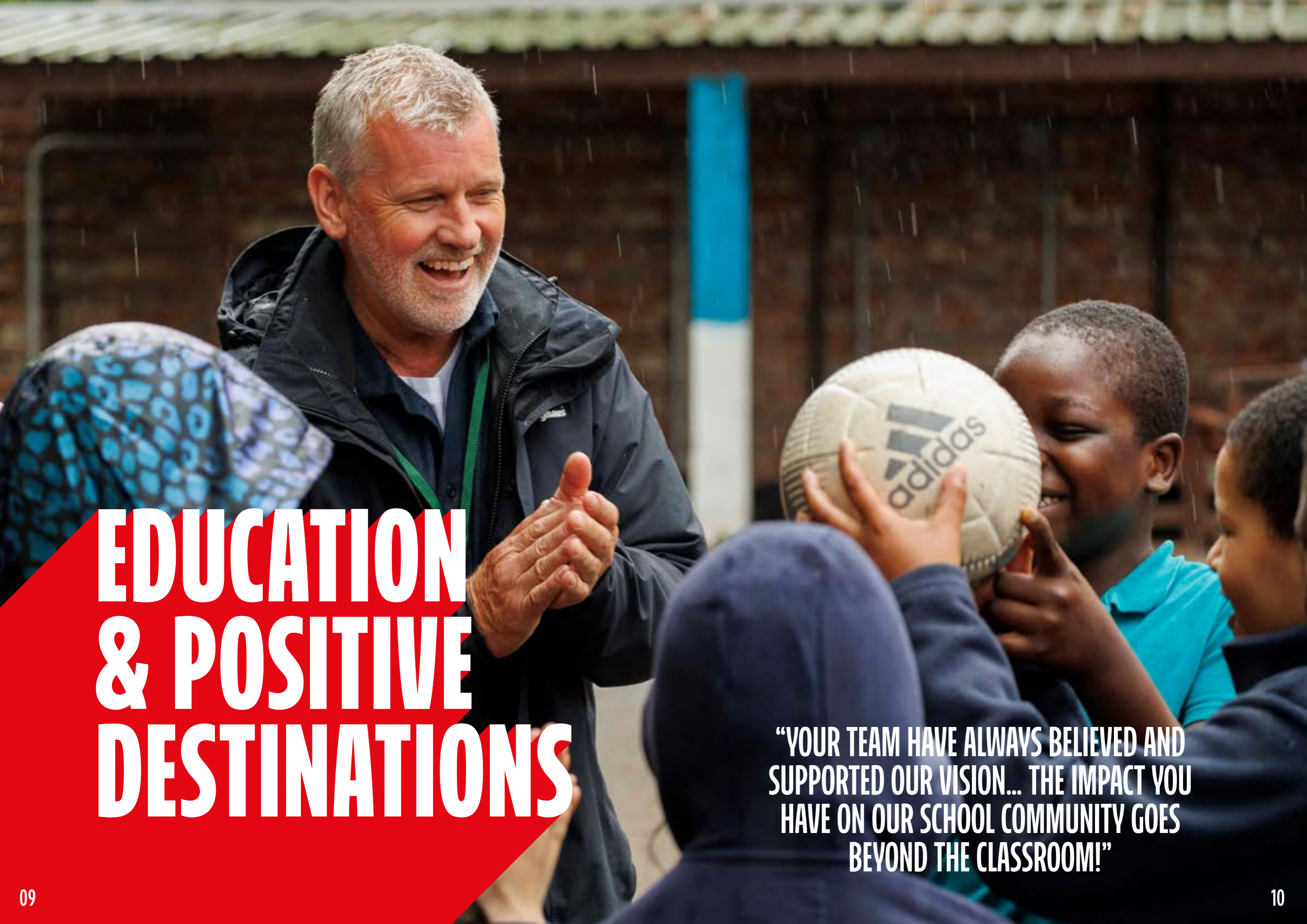
Working with over 2,000 young people in grassroots football, we have been able to grow a range of activities, creating pathways from fun participation levels through to development football.

Our programmes are informed by those with lived experience such as our Dons Families Together project, where targeted local families are helped to tackle the difficulties of living in poverty. Together in a similar way, our Pittodrie Community Hub continues to thrive providing a safe, supportive space which is enhanced by our partnership with a number of other organisations.

As with all charities, funding remains a challenge for the Trust, and we continue to seek support across a range of income streams whilst concurrently delivering our services as cost effectively as we can.

We are extremely grateful to the generosity of everyone who supports AFCCT and would encourage others to get involved.

On behalf of the Board of Trustees, I would like to thank Aberdeen FC for its support and to express our gratitude to the whole AFCCT team and our incredible volunteers who work tirelessly to help our community.



EDUCATION & POSITIVE DESTINATIONS

“YOUR TEAM HAVE ALWAYS BELIEVED AND SUPPORTED OUR VISION... THE IMPACT YOU HAVE ON OUR SCHOOL COMMUNITY GOES BEYOND THE CLASSROOM!”

PRIMARY EDUCATION

AFCCT focus on improving health and wellbeing, raising attainment, and closing the poverty-related attainment gap. Integrated into the school community, our Education and Community Officers work to empower young people to develop their skills for life, learning and work. Our Partner Primary initiative is well positioned to support schools across the region, providing a positive impact on individual pupils and linking in with the Curriculum for Excellence and the Scottish Government's Mental Health Strategy to take an early intervention and preventative approach in both age and stage. The programmes are diverse, adaptable, and engage children and young people in a unique way.



OUR PROGRAMMES ADDRESS:

Food poverty

Mental wellbeing

Physical wellbeing

STEM

Extracurricular activities

OUR OUTCOMES:

Increased school attendance

Reduced lateness & exclusions

Increased participation & engagement

Improved health & wellbeing

Increased confidence & self esteem

**“THE ROBOTS
ARE SO MUCH FUN;
I’VE LEARNT MORE ABOUT
HOW I COULD USE TECHNOLOGY
IN JOBS, BOTH IN SPORT OR
OTHER INDUSTRIES”**

- STEM participant



EXTRA TIME OVERVIEW

In December, AFCCT received funding through the partnership between the Scottish FA and the Scottish Government to support the work in harnessing the power of football to help tackle poverty, by ensuring accessible and affordable school age activities while also reducing barriers to a range of activities around the school day.

Through comprehensive monitoring and evaluation, the programme has developed a better understanding of the pivotal role that organised children’s activities can play in tackling food insecurities, as well as indicators to measure improved mental health for families and wider outcomes.

AFCCT offered unique experiences for families by providing access to matchday experiences; extracurricular activities through our Partner School breakfast and afterschool clubs; and funded places on our holiday programmes to young people engaging in AFCCT health and wellbeing programmes.



Scottish Government
Riaghaltas na h-Alba



STEM OVERVIEW

SCIENCE, TECHNOLOGY, ENGINEERING & MATHEMATICS

AFCCT sponsor Fugro extended their support for the STEM workshops in schools by providing 12 schools with the opportunity to receive the six-week programme, focusing on introducing the functions of our Sphero robots before moving onto an introduction into sports science.

In addition to our core school-based activity, throughout the year we were invited to attend several events to showcase the work of our STEM programme. We have done this by delivering either a Sphero robot or Sport Science workshop. Events included Picnic at Pittodrie, Techfest, and Fair Play for All.

In addition, AFCCT attended the ForeSea Your Future, Subsea Expo at the P&J Live as a guest of sponsors Fugro.



12

SCHOOLS



398

PARTICIPANTS



174

GIRLS



224

BOYS





“THE COMMUNITY CUP HAS BEEN REALLY WELL RECEIVED BY ALL INVOLVED THIS YEAR. SEEING OVER 480 HOURS’ WORTH OF ACTIONS LOGGED HAS BEEN AMAZING AND A REAL TESTAMENT TO THE LEVEL OF ENGAGEMENT AND COMMITMENT FROM ALL PARTICIPATING SCHOOLS.”

- Community Cup Leader



CASE STUDY: COMMUNITY CUP

The AFCCT Community Cup is an engaging school-based project introduced by AFCCT in partnership with TAQA UK, for the first time in January 2024. There were four participating primary schools from the Harlaw Academy Associated Schools Group (ASG), allowing Broomhill, Ferryhill, Hanover Street and Kaimhill Primary Schools to take part.

The Community Cup placed an emphasis on embracing the power of positive competition; encouraging schools to complete internal initiatives; participate in a variety of different workshops; and to connect with their local communities as good citizens. In addition, the Community Cup aimed to remove barriers, enabling children free access to play football.

The project consisted of four categories, each providing unique guidelines for scoring points: Community Actions, Social Actions, Workshops and Fair Play Fixtures. After five months of gathering points, the project culminated in a celebration event at Cormack Park in June where Hanover Street narrowly topped the leaderboard after a day of fun football.



SCAN TO WATCH THE
COMMUNITY CUP VIDEO!





“WITHOUT EXCEPTION, ALL OF THESE YOUNG PEOPLE HAVE GONE ON TO GAIN AT LEAST FIVE QUALIFICATIONS IN 2023-24. THERE IS NO DOUBT THAT THE GAINING OF THE PERSONAL DEVELOPMENT AWARD MOTIVATED AND PROVIDED THESE YOUNG PEOPLE WITH THE CONFIDENCE TO COMPLETE THEIR QUALIFICATIONS IN OTHER SUBJECTS.”

- SQA Coordinator St Machar Academy

SECONDARY EDUCATION

During 23/24, AFCCT worked in partnership with nine Academies within Aberdeen City and Shire: St Machar; Northfield; Lochside; Bridge of Don; Portlethen; Ellon; Inverurie; Fraserburgh; and Peterhead. AFCCT delivered various programmes and initiatives tailored to the individual needs of the school, the young people, and their communities. Each Education and Community Officer took time to build strong relations with the pupils, adopting a youth work, person-centred approach aiming to improve mental and physical wellbeing.

This in return, has proven to increase engagement, attendance, personal wellbeing, and attainment.

AFCCT provided small group sessions along with 1-2-1 mentoring sessions, whilst also offering SQA programmes in Personal Development, Personal Achievement, NPA - Sports and Fitness, and a School of Excellence programme.



CASE STUDY: ST MACHAR 10TH ANNIVERSARY DESIGN

In preparation for AFCCT Day on Saturday the 17th of February, ten pupils from the AFCCT St Machar Academy S3 cohort were presented with a unique opportunity: design a football shirt commemorating 10 years of AFCCT. The final design was not only sold to the public in the AFC Club Shop, but was also proudly worn by the Aberdeen FC First Team players during their warm-up ahead of their match against Hibernian.

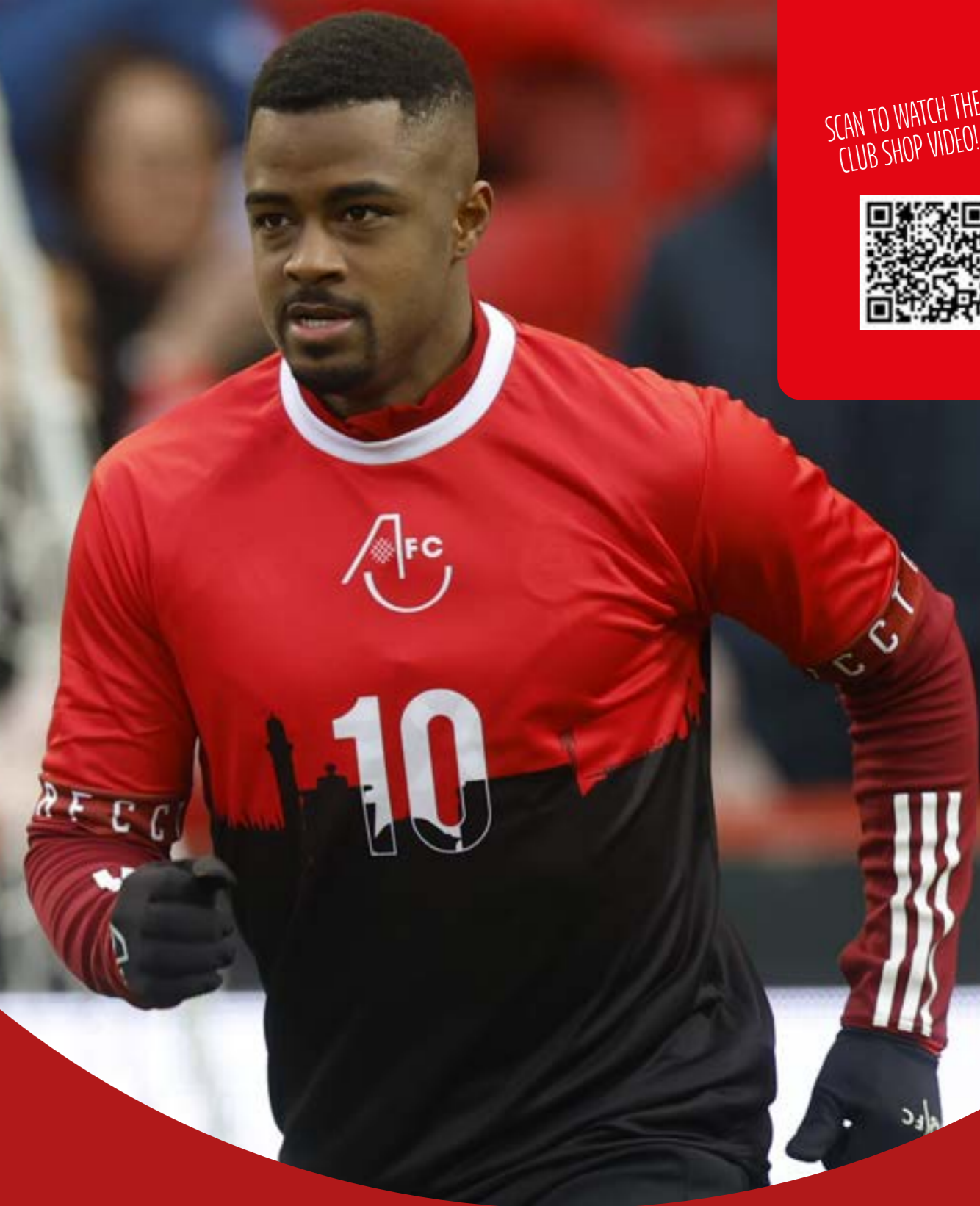
The 'AFC Club Shop Project' commenced in August 2023, with each S3 participant being assigned to one of three teams: Research, Design, or Marketing. Over the course of six months, the pupils collaborated closely and drew on the expertise of AFC Head of Retail, Jason Hill, to create the AFCCT 10th Anniversary shirt. This special edition shirt features the AFCCT logo, the number 10, and a silhouette of Aberdeen's distinctive skyline. In addition to fostering skills in leadership, teamwork, and research, the project also provided participants with evidence to support their attainment of the SQA Personal Development Award. This award, delivered by AFCCT staff at St Machar Academy, will strengthen their applications for further education, training, and employment.

The AFCCT St Machar Alternative Academy Programme was created with the aim of supporting young people who are not reaching their full potential in mainstream education. Similar programmes are delivered in academies across the region.

"THIS PARTNERSHIP BETWEEN ST MACHAR ACADEMY AND AFC COMMUNITY TRUST IS A WONDERFUL EXAMPLE OF HOW ORGANISATIONS CAN WORK WITH LOCAL SCHOOLS TO DELIVER FIRST-RATE EXPERIENCES FOR OUR YOUNG PEOPLE, WHILE AT THE SAME TIME BEING HUGEY BENEFICIAL TO THE ORGANISATIONS INVOLVED. THE ST MACHAR ALTERNATIVE ACADEMY PROGRAMME NOT ONLY OFFERS THE PUPILS INVOLVED THE OPPORTUNITY TO DEVELOP LIFELONG SKILLS, BUT ALSO GIVES THEM THE CHANCE TO GAIN QUALIFICATIONS."

- Councillor Martin Greig

SCAN TO WATCH THE CLUB SHOP VIDEO!





ON COMPLETION OF THE MINDSET PROGRAMME, PARTICIPANTS REPORTED INCREASED KNOWLEDGE OF:



MINDSET

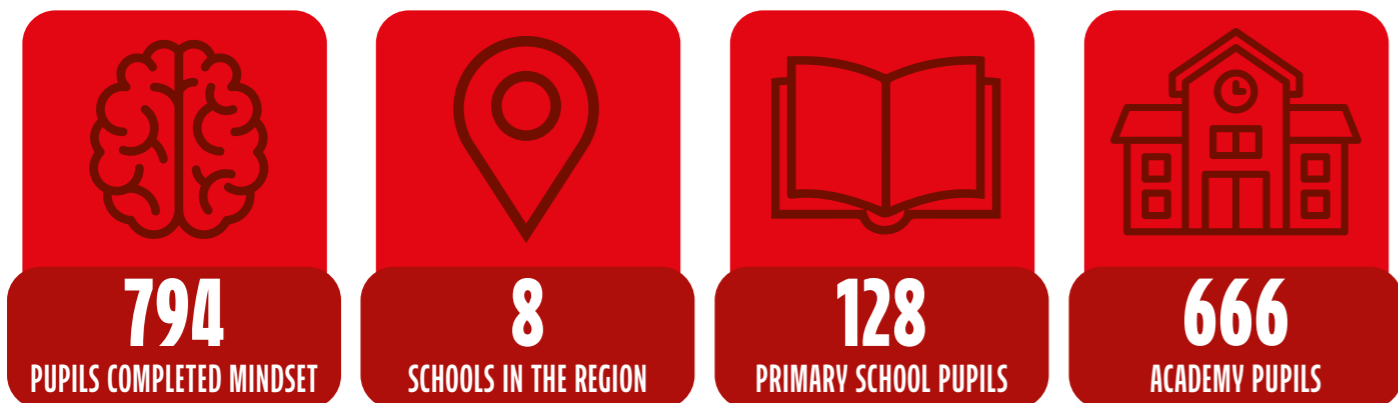
MINDSET is designed for pupils aged 10 to 14 years, offering a proactive and preventative approach to mental wellbeing. Instead of focusing on mental health disorders, MINDSET places emphasis on life skills and strategies that foster positive mental wellbeing, with each session centering around a key theme such as empathy, risk management and prioritisation.

Mental health challenges amongst adolescents in Scotland are on the rise. Data from various sources, including the Scottish Action for Mental Health (SAMH), indicate that by the age of 16, around three children in every classroom will have experienced a mental health problem. Concerningly, every day in Scotland, 20 young people do not get the help

they need for mental health problems, whilst only a quarter of young people know where to go to find help for their mental health.

The Scottish Government's comprehensive Mental Health and Wellbeing Strategy has a key focus on prevention and early intervention, aiming to ensure that everyone in Scotland can maintain good mental health. The MINDSET programme aims to make open and honest conversations about mental health commonplace in the classroom.

MINDSET.
FEEL. THINK. DO.



YOUTH AMBASSADORS

The Youth Ambassador programme gives young people the opportunity to gain qualifications and improve on their own life skills. Each month the Youth Ambassadors gain knowledge and understanding of different topics such as: safeguarding, introduction to football coaching, introduction to youth work equality and inclusion. This training is helping young people to assist and volunteer during the school holidays at various projects run by AFCCT, from football coaching, GoFitba, health walks and Technogym. Whilst volunteering, the Youth Ambassadors gain valuable skills to prepare them for life after school. Over the year they keep track of their volunteer hours, and this contributes towards attaining Saltire Awards. Two Youth Ambassadors have achieved over 500 hours of participation over the last two years.

"SHE HAS EXCELLED IN HER TIME AS A YOUTH AMBASSADOR. SHE HAS PUSHED HERSELF OUT OF HER COMFORT ZONE AND NOW FULLY LEADS CLASSES"

- AFCCT staff member



SCHOOL OF FOOTBALL

Our School of Football programmes in 23/24 were delivered at St Machar, Lochside and Ellon Academies.

The programme aims to create an environment in which the young people participating, can develop key life skills, and learn through football to support the transition from primary to secondary school. The programmes have seen an increase in attendance and a reduction in referrals and exclusions from the participants of the programme. The additional activity promotes improved physical and mental wellbeing, and supports improved focus and concentration, as well as the obvious benefits to confidence and resilience.



"THERE ARE A NUMBER OF PUPILS WHO ARE MUCH BETTER BEHAVED SINCE THEY ENTERED THE PROGRAMME. THIS BEARS OUT IN THE DATA WE HAVE GATHERED WHICH SHOWS THAT BEHAVIOUR "LEVELS" GIVEN TO THE BOYS' SCHOOL OF FOOTBALL PARTICIPANTS IS DOWN AROUND 40% IN S2 COMPARED WITH S1."

- Andy Pennycook, Ellon Academy



FOOTBALL, HEALTH & WELLBEING

“THE SMILE ON THE KIDS’ FACES IS
EXACTLY WHY WE DO THESE THINGS”

- AFCCT Sessional Coach



FOOTBALL

The Scottish FA's 'Football for All 2022-2025 Strategic Plan' has a vision to harness the power of football to improve the wellbeing of Scotland's communities through lifelong participation. We share the Scottish FA's vision for providing opportunities across Aberdeen City and Shire to get involved. The hook of Scotland's most popular sport and the AFC brand, further support the vision of "a more active Scotland" (Active Scotland Framework) and WHO goal to reduce physical inactivity.

HOLIDAY & TERM TIME COACHING

During the Easter, Summer, and October breaks, AFCCT Holiday Coaching worked with boys and girls aged 5-12 years. Taking place at venues across Aberdeen City and Shire, AFCCT holiday coaching programmes were delivered by coaches in a fun and safe environment, focusing on teamwork and developing football skills.

We were delighted to be joined by members of the AFC First and Women's teams during the camps. Memories were made as the children enjoyed time with the players including taking part in Q&As. All participants left with signed t-shirts, courtesy of Concept, as a much-treasured memento of their time at summer camp.

During term time, football sessions catered for all levels of participation, development, and performance across the region.

AFCCT pay-to-play football generated income to re-invest into funded football opportunities as well as supporting the continuation and growth of other AFCCT activity in Education, Health and Wellbeing.



PRIMARY SCHOOL FOOTBALL

Open to all primary schools in the North-East, teams took part in fixtures and festivals on a Saturday morning throughout the school year at Cormack Park, Harlaw Playing Fields and school venues. Working in partnership with the Scottish FA, Sport Aberdeen and

Live Life Aberdeenshire, the programme focussed on participation, inclusion and providing games that are played within a safe, enjoyable, trophy free environment.



GIRLS LEAGUE

AFCCT continued to play a key role in developing the Girls and Women's game regionally. In partnership with TAQA, the Scottish FA, and Scottish Women's Football, AFCCT launched the Girls League football development pathway for girls aged 5-12 across the North-East of Scotland in September 2022, which continued throughout the 23/24 year.

Beyond the weekend festivals and fixtures, AFCCT delivered girls football camps, participation and development centres and saw an increase in girls playing in their primary school teams and attending our mixed football camps.

Aligning with the Scottish FA's 'Accelerate our Game: Strategy for Girls & Women's Football', AFCCT is making inroads to grow the game, increase participation numbers and foster a robust pathway into the top tier of women's football in Scotland. Thanks to the support of the main sponsor, TAQA, and with AFCCT's continued investment in equality within the sport, the game continues to thrive locally.



52
FESTIVALS AT CORMACK PARK



500+
PARTICIPANTS



72
TEAMS





HEALTH & WELLBEING

“I REALLY ENJOY GETTING OUT ON THE HEALTH WALKS AS IT GIVES ME A PURPOSE TO SEE OTHER PEOPLE AS I LIVE ALONE AND FEEL QUITE ISOLATED”

- Health Walk Participant



HEALTH & WELLBEING

Adapting to the ever-changing needs of the North-East community, AFCCT delivers a wide range of established health and wellbeing programmes, such as health walks and active ageing activities, alongside newer initiatives around men's mental health support and holistic family engagement. Partnerships with, among others, SAMH (Scottish Action for Mental Health), Alzheimer Scotland and local community groups enable us to deliver effectively throughout the community.

MEMORIES FOOTBALL, SOCIAL, MUSIC

Ran in partnership with Alzheimer Scotland, the inclusive memories projects are primarily for individuals living with dementia/memory loss. These projects use memorabilia, old footage and guest speakers to allow individuals to have a voice in a safe and supportive environment, to relive old memories and to create new ones. The sessions cover social history, music memories, sporting memories and football memories. Every month, 10 memories sessions run throughout Aberdeen City.



CHANGING ROOM

The Changing Room is a programme delivered in partnership with SAMH to promote positive mental health and wellbeing in men aged 35-65. The Changing Room runs for 12 weeks and uses the hook of football to get men talking about their mental health. By providing a safe space to speak about their experiences, the programme builds a support network that goes beyond the programme, often leading to friendships being established and continued support thereafter.

CASE STUDY: DONS FAMILIES TOGETHER

Over the course of 2023/2024, AFCCT ran two cohorts of Dons Families Together, working with local families to help address a number of needs. Within the first cohort AFCCT engaged with six families from SIMD areas 1 or 2, and over the 12 weeks, there was an average of 77% attendance. The families were provided with a hot meal every session, totalling 252 by the end of the three months.

After the first session, it was established that the programme needed an adaptation to be more inclusive for neurodiverse families, and as a result, AFCCT purchased sensory packs (ear defenders, fidget and calming toys) from local organisation We Too! which allowed the children to feel more relaxed and comfortable within the group.

When delivering the adult sessions of further education, budgeting, employment, positive parenting and working on referrals, AFCCT included fun and interactive sessions for the children, such as making calming jars, Christmas arts & crafts and puppets to express feelings.

Additionally, AFCCT supported the families by signing them up for Sport Aberdeen Memberships, through additional funding, which allowed access to a variety of sporting venues and activities within Aberdeen, free of charge for three months.

The families were extremely enthusiastic and enjoyed using facilities such as swimming, skating, gym, snow sports and other indoor and outdoor

activities. This promoted quality time together without any financial strain.

For cohort two, AFCCT engaged with seven families, which included 12 children between the ages of 2 and 10.

Of the participating families, five were referred via community learning and development, while one family was referred through a local charity (SHMU) and another, through the AFCCT Pittodrie Community Hub. They were referred due to their current living situation, extra support requirements and a lack of engagement and participation with other organisations.

AFCCT provided the families with a hot meal every session - totalling 276 meals - while also providing the families with a soup and fruit pack each week. In total, 84 packs were given out over the 12 sessions.

SCAN TO WATCH THE
DONS FAMILIES TOGETHER
VIDEO!



TECHNOGYM

Technogym is a hydraulic resistance gym machine circuit which helps strengthen and activate the muscles used in essential activities of daily living. AFCCT run three social sessions a week for active agers, each lasting an hour. Over the last year, there have been:

35 PARTICIPANTS **138** SESSIONS **1,130** PARTICIPATIONS

COMMUNITY HUB

The Pittodrie Community Hub offers a warm, safe, inclusive space for individuals. Each week there is free hot food, tea/coffee and a range of activities. Various organisations are on hand to offer free support that participants may require. Over the last year, there have been:

126 HOURS **42** SESSIONS **1,728** MEALS SERVED **1,762** PARTICIPATIONS

FFIT

Football Fans in Training runs in partnership with the SPFL Trust and is a 13-week programme promoting a healthier lifestyle through education and exercise.

This year AFCCT ran three cohorts of FFIT:

Garioch Sports Centre:

13 SESSIONS **26** HOURS **15** PARTICIPANTS **111** PARTICIPATIONS

Pittodrie*:

15 FEMALE PARTICIPANTS **23** MALE PARTICIPANTS **292** PARTICIPATIONS **26** HOURS **13** SESSIONS

*1 male & female cohort

HEALTH WALKS

AFCCT weekly health walks are a safe and inclusive space for individuals to improve their physical and mental wellbeing. The social walks take place in a variety of locations over Aberdeen City and Shire. Over the last year, there have been:

1,200 PARTICIPATIONS **50** WALKS **26** LOCATIONS **55** PARTICIPANTS

PICNIC AT PITTODRIE

For the first time ever, the season ended with hundreds of Dons fans descending onto the Pittodrie pitch to enjoy a picnic on the hallowed turf! With the backing and support of Aberdeen FC, AFCCT organised a family friendly fun day for almost 500 lucky Aberdeen fans of all ages to spend a few hours enjoying a picnic in the summer sunshine on the sacred grass.

Making the most of the warm weather, families were given the chance to meet the AFC Women's players; former Dons stars and mascots; enjoy live music; and see behind the scenes at Pittodrie with mini stadium tours. Feedback from those lucky few who were able to join us on the day was fantastic and demonstrated the true value of the relationship between AFC, AFCCT and the community of fans, young and old.



“IT WAS FANTASTIC TO SEE SO MANY FAMILIES COME TOGETHER TO HELP US CELEBRATE THE TRUST IN OUR 10TH ANNIVERSARY YEAR.

THERE WAS A REAL FAMILY FEELING THROUGHOUT THE DAY HELPING TO AMPLIFY ALL THAT THE TRUST STANDS FOR IN TERMS OF BEING INCLUSIVE OF OUR LOCAL COMMUNITY, CREATING A REAL SENSE OF PARTICIPATION AND ACCESS.

MY THANKS GO TO THE ENTIRE AFC FAMILY AND OUR WONDERFUL VOLUNTEERS FOR THEIR HELP IN ENSURING THE EVENT WAS A GREAT SUCCESS.”

*- Liz Bowie,
AFCCT Chief Executive*

VOLUNTEERING

Volunteers are at the heart of AFCCT, with 34 volunteers giving up their valuable time to support the work that AFCCT does across the community. AFCCT are extremely grateful to have such a dedicated, versatile and supportive team to help deliver our programmes, reach out to the community and inspire others to get involved. AFCCT provide a variety of training to ensure that our volunteers are in a positive environment and can gain quality experience whilst volunteering.



4043
HOURS OF VOLUNTEERING

CELEBRATE ABERDEEN AWARDS

MARION DOUGLAS
VOLUNTEER OF THE YEAR

SHANNON DALGARNO
YOUNG VOLUNTEER OF THE YEAR



DAVE IRONSIDE SELECTED TO REPRESENT AFCCT AT HAMPDEN FOR THE 2024-25 SPFL TRUST TROPHY DRAW



VOLUNTEERS TEAM AWARDED FOR OUTSTANDING COMMITMENT TO AFCCT AT PLAYER OF THE YEAR

YEAR OF FUNDRAISING

Over the course of 23/24, AFCCT's valued volunteers decided to raise funds to support the programmes that they are involved in, primarily Health and Wellbeing sessions including the Pittodrie Community Hub, Technogym; and Health Walks. Starting in May 2023, the group set themselves a fundraising target of £15,000 for the year, through a series of events and activities.

Kicking off with the Aberdeen Kiltwalk, which raised £3,300 through the efforts of 28 walkers, the next 12 months saw a range of activities (some physical, others more 'social'). Can collections at Aberdeen FC home games throughout the season helped generate

a steady stream of income, while a race night headed up by the volunteers raised £2,200. The Ladies in Red Lunch at the Douglas Hotel, sponsored by KW Contractors, was attended by over 100 guests and raised £5,000.

AFCCT Day, mascot appearances and general donations made up the difference in funds raised. The final total was a fantastic, £19,500! The volunteers are taking on the challenge again in 24/25 with a new target of £20,000.

A YEAR IN NUMBERS

9,727 PARTICIPANTS

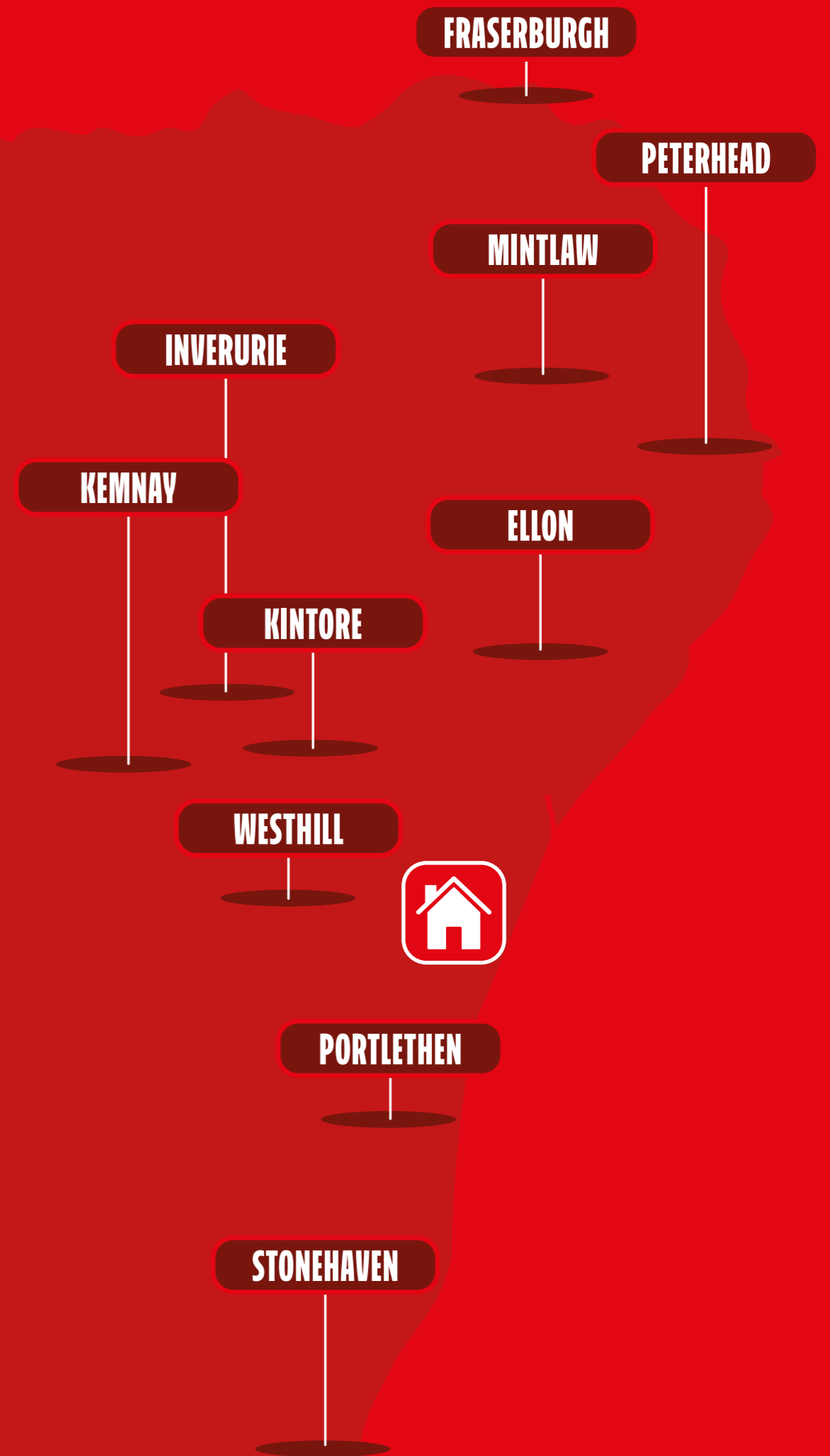
4,880 SESSIONS

4,523 MEALS

SESSIONAL STAFF: 40

STAFF: 32

VOLUNTEERS: 30





PARTNER THANK YOU

Thank you to everyone who has supported the Trust this year.

We are indebted to our sponsors, donors, volunteers, board members, AFC manager, AFC First Team, AFC Women's Team, AFC and AFCCT staff who enable us to support communities across the North-East.

OFFICIAL PARTNER OF ABERDEEN FC COMMUNITY TRUST



PARTNERS OF ABERDEEN FC COMMUNITY TRUST



EDUCATION PARTNERS



MINDSET PARTNERS



HEALTH AND WELLBEING PARTNERS



FOOTBALL PARTNERS



ANGUS MACDONALD

AFCCT Player Ambassador

As player ambassador I have the privilege of supporting the hard work of the Trust in our community. By harnessing the passion for AFC, the Trust is able to form strong connections with people of all ages. I have particularly enjoyed seeing the impact of relationships formed between Trust coaches and young people in schools where the Trust's work has led to increased attendance; improved time keeping and greater attainment. Further, it is playing a crucial role in improving adolescent mental health through the innovative MINDSET programme.

I have faced my own serious health challenges during my football career and have had to lean on others to support me on this journey. I understand the importance of having a strong support team around me, both now and then, and I think this is the crucial role that the Trust plays in many lives.

From their work in schools inspiring young people to raise their ambitions, through to providing safe spaces such as the Pittodrie Community Hub, the Trust is there to listen and support.

Within the First Team, we all have a role to play, and each is vital to the success of the whole team. AFC's work in the community is no different, it takes all of us to pull together to ensure that **we provide support and opportunity to change lives for the better.** As they say at each home game at Pittodrie "Red Army... you are the 12th man"!

I want to thank the AFCCT team of staff and volunteers for their incredible work, but I also want to challenge everyone who reads this impressive Impact Report to get on board.

**"PLEASE
SUPPORT THE
TRUST AND HELP
TO RAISE VITAL
FUNDS."**

SCAN TO DONATE VIA
JUSTGIVING!



GET INVOLVED

Thank you for taking the time to read our 23/24 Impact Report.

Interested in getting involved? Check out all the ways that you can support us below. Whether you have some funds to donate, or time to give, we would be delighted to have you join the AFCCT family and help continue the good work of the last 10 years, for the next 10 and beyond.



FUNDRAISING

Through fundraising for AFCCT you can help make a life changing impact to people of all ages and backgrounds across the North-East.

afccommunitytrust.org/support-us/fundraising



CORPORATE SPONSORSHIP

Working together, through the power of partnership, the business community can make a huge positive difference to our local communities. We ensure that we align your corporate social responsibility (CSR) goals with our programming.

afccommunitytrust.org/support-us/corporate-sponsorship



VOLUNTEERING

At the heart of AFCCT are our volunteers who give us tremendous support through the delivery of programmes and community outreaches. You can get involved today and work with a range of people and programmes.

afccommunitytrust.org/support-us/volunteering



DONATIONS

We appreciate every donation made, no matter how big or small. We rely on donations to support our community and your donation would allow us to provide support and opportunity across the North-East.

afccommunitytrust.org/support-us/how-to-donate





**10 YEARS
CHANGING LIVES
FOR THE BETTER**

GET IN TOUCH

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