



ABERDEEN FC
COMMUNITY
TRUST

IMPACT REPORT 2024-25

MATT NICOL

CHAIR OF TRUSTEES



As Chair of Aberdeen FC Community Trust (AFCCT), I am immensely proud of the positive social impact the organisation continues to achieve across our North-East communities.

This year marks an important transition for the Trust. I am pleased to be taking on the role of Chair and would like, on behalf of the Board, to pay tribute to Elaine Farquharson-Black for her leadership and commitment during her time in the role. Elaine has provided strong governance, thoughtful challenge and consistent support to the executive team.

I would also like to thank Liz Bowie for her leadership and dedication as Chief Executive. Liz has played a significant role in strengthening the Trust's reach, partnerships and reputation, and we are grateful for the care and professionalism she has brought to the organisation. I am delighted to welcome Peter Davidson as our new Chief Executive. The Board is confident that Peter's experience, values and understanding of the Trust's purpose will support the team to build on strong foundations and respond to the growing need across our local communities.

The breadth of activity outlined in this report reflects a team that remains focused on impact while continuing to adapt in a challenging environment. The Board's role is to provide oversight, challenge and support, ensuring the Trust remains well governed, financially sustainable and true to its mission.

As with all charities, funding pressures remain, and the Board continues to work closely with the executive team to balance ambition with responsibility.

The need for our services in Aberdeen City and Shire is undeniable and continues to grow. We are encouraged by the Trust's strong partnerships and by the continued strength of our association with Aberdeen Football Club, which remains central to the Trust's ability to reach and support communities across the region. We continue to seek support to sustain and expand our programmes that deliver £10 of social impact value for every £1 of income generated, and I appeal for you to get involved and help in any way you can.

On behalf of the Board of Trustees, I would like to thank Aberdeen Football Club for its ongoing support, and all our partners, stakeholders and funders who make our essential community work possible. Above all, I thank our incredible staff and volunteers whose dedication and energy underpins the Trust's ability to provide support and opportunity to change lives for the better.

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CEO WORDS

LIZ BOWIE OUTGOING CHIEF EXECUTIVE

This annual impact report offers an opportunity to reflect on the work Aberdeen FC Community Trust delivers every day, and on the people who make that work possible.

Over the past year, the Trust has continued to respond to need across our communities through education, employability, health, wellbeing and football-based programmes, supporting people of all ages to feel more confident, connected and supported.

What has always defined the Trust is its ability to listen and adapt, shaping programmes around real lives and real challenges. That work is delivered by an exceptional team of staff and volunteers whose care, creativity and professionalism make a lasting difference. I am immensely proud of them and remain in awe of their endless energy and enthusiasm.

I would also like to thank our Trustees, partners and funders, and Aberdeen Football Club for their continued support. As I step aside, I do so with confidence in the organisation and the team that carries it forward.



It has been a privilege to be part of this journey. I look forward to supporting the Trust's continued success in the years ahead under Peter's strong leadership.

PETER DAVIDSON INCOMING CHIEF EXECUTIVE

It is a privilege to take on the role of Chief Executive of Aberdeen FC Community Trust.

This report presents an organisation that is ambitious, trusted and effective. In 2024-25, the Trust supported more than 7,500 distinct participants, delivered over 4,700 sessions, provided more than 40,000 hours of activity and served almost 5,000 meals. Behind these figures are individuals whose lives have been improved through opportunity, support and connection.

“Stand Free is more than a song. It reflects belonging, pride and community, values that run through everything that the Trust does.”

Football remains central to how the Trust works. Not just as a sport, but as a shared language. The reach and appeal of Aberdeen FC enables engagement with people who may not respond to traditional services, whether in schools, community settings or later in life. Stand Free is more than a song. It reflects belonging, pride and community, values that run through everything the Trust does.

My role is to support the team to sustain this impact and to grow it where need demands. Communities face increasing pressure, and charities like this one must continue to evolve, work in partnership and make a strong case for investment in prevention, wellbeing and opportunity.

I am grateful to Liz for the leadership she has shown, and to the staff, volunteers, Trustees, partners and supporters who make this work possible. I look forward to working alongside them to ensure the Trust continues to change lives for the better across the North-East.



MISSION & VALUES

MISSION

To provide support and opportunity to change lives for the better. We work to maximise the potential of our communities and to improve their physical and mental health & 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.



EDUCATION & POSITIVE DESTINATIONS

“
Pupils thrive thanks
to the strong positive
relationships the AFCCT
staff build, taking a
genuine interest in all
aspects of young people.
”





PRIMARY EDUCATION

AFCCT is dedicated to improving health and wellbeing, raising attainment, and closing the poverty-related attainment gap.

Embedded within the school community, our Education and Community Officers aim to empower young people to build their skills for life, learning and work.

Our Partner Primary initiative is strongly placed to support schools across the region, delivering a positive impact on individual pupils while aligning with the Curriculum for Excellence and the Scottish Government's Mental Health Strategy. This ensures an early-intervention, preventative approach at every age.

Our programmes are varied, flexible, and engage children and young people in a distinctive and meaningful way.

Our programmes address a number of challenges and opportunities, including food poverty, mental wellbeing, physical wellbeing, STEM and extracurricular activities.

Through these approaches:

WE AIM TO ACHIEVE:

INCREASED SCHOOL ATTENDANCE
REDUCED LATENESS & EXCLUSIONS

INCREASED PARTICIPATION & ENGAGEMENT
IMPROVED HEALTH & WELLBEING
INCREASED CONFIDENCE & SELF-ESTEEM

PARTICIPATION NUMBERS
ACROSS 2024-25:



20
Schools



3,487
Participants



1,416
Sessions



1,716
Hours



1,600
Meals



COMMUNITY CUP

The AFCCT Community Cup celebrated its second year in 2024-25, growing from 4 schools to 8, drawn from 2 different schools groups across Aberdeen City and Aberdeenshire.

Thanks to our brilliant Title Sponsors, TAQA UK and our Development Sponsors, Hilton Instruments Ltd, the AFCCT Community Cup provides opportunity and reward for schools for engaging within their local community, while receiving specialist workshops provided by AFCCT and external partners.

Schools log each action completed throughout the year and are rewarded by receiving Community Cup points added to the overall leaderboard. The Community Cup concluded with a celebration event at Cormack Park in June, where a total of **186 children participated in 114 small sided football matches** across the day.



THE PROJECT IS CATEGORISED INTO 4 SECTIONS:

COMMUNITY ACTIONS



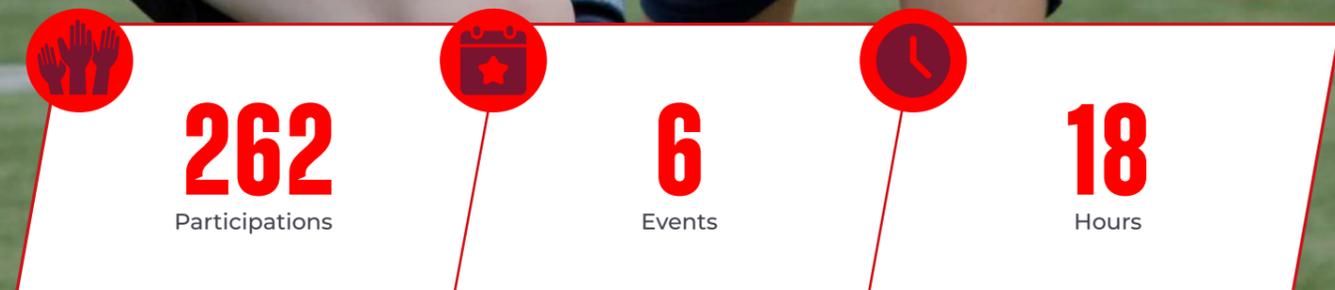
SOCIAL ACTIONS



WORKSHOPS



FAIR PLAY FIXTURES



PROMISE GROUPS

CASE STUDY

AFCCT launched a new project in partnership with Aberdeenshire Council to support Scotland's ongoing commitment to The Promise - a pledge that all children and young people in Scotland will grow up loved, safe and respected, with every opportunity to realise their full potential.

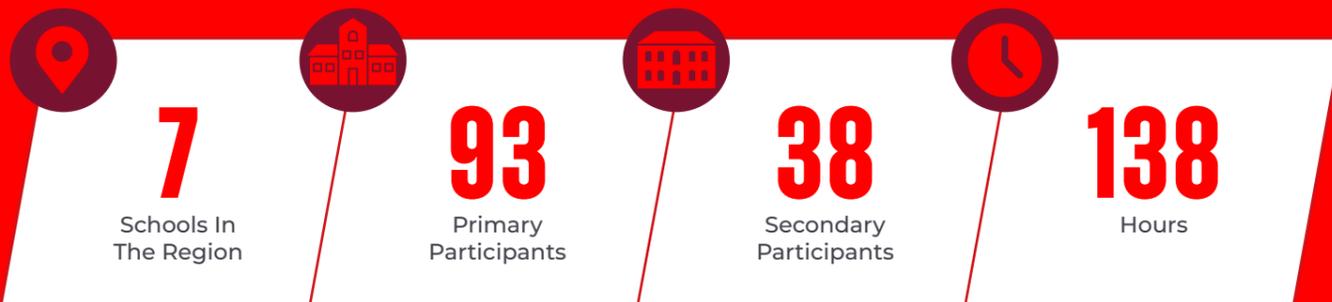
Working closely with Promise Groups across Aberdeenshire schools, AFCCT provides children and young people with the opportunity to take part in a bespoke 6-week programme shaped around their interests and needs as a group. Each block concludes with the young people planning and delivering a celebration event for their peers or local community.

Throughout the programme, participants develop essential skills such as confidence, relationship building, leadership, teamwork and communication.

The project places strong emphasis on youth voice and empowerment, giving young people full autonomy in planning their final event and recognising their achievements.

Over the past year, AFCCT worked with 7 Primary schools and 4 Academies, directly supporting 131 children and young people, from nursery age through to S5. In addition, a further 718 young people engaged in the celebration events delivered by the Promise Groups.

Building on this success, the Promise Project will expand for the 2025-26 academic year, increasing to two days per week and extending to an 8-week programme, enabling even greater reach, engagement and impact for young people across Aberdeenshire.



“

The impact of this incredible partnership has been truly transformative across our schools. Time and again, we hear how AFCCT's support for the Promise Groups has sparked a surge in engagement among children and young people. Their growing confidence, both in themselves and in their ability to support others, has been highlighted repeatedly by schools.

This programme is powerful because it blends the passion young people have for Aberdeen Football Club with a deep belief in their own potential to achieve and give back. The collaborative spirit has been nothing short of phenomenal. Watching secondary pupils lead sports sessions for their feeder primaries is inspiring; they become role models, showing younger pupils that secondary school is a welcoming and encouraging place. These connections have eased transitions for many, creating a sense of belonging and continuity that makes a real difference.

We are thrilled to have AFCCT as a key facilitator for the Promise Groups and look forward to continuing this outstanding partnership, one that has brought such meaningful benefits to our most vulnerable children and young people in Aberdeenshire.

We have demonstrated within the Virtual Head Teacher Committee Report this year that there has been a reduction in the number of exclusions for care-experienced children and young people, and it is believed that the Promise Group as an intervention is part of this.

“

They were all so positive about the experience and were able to openly discuss what they had done and how much they enjoyed it. This is huge progress for these learners.

HEAD TEACHER
Kemnay Academy ”

HOLLY ROBERTSON ”

Virtual Head Teacher
for Care Experienced Children and Young People in Secondary & Further Education

EXTRA TIME

AFCCT continued its partnership with the Scottish FA and the Scottish Government to harness the power of football in tackling poverty. Together, we worked to ensure that school-age children could access supportive, inclusive activities while reducing barriers to a wide range of extra-curricular opportunities.

Through comprehensive monitoring and evaluation, the programme strengthened its understanding of the vital role organised children's activities play in addressing food insecurity. This work also helped identify key indicators of improved physical, mental, and emotional wellbeing for families, alongside broader community outcomes.

In 2024-25, AFCCT developed strong partnerships with local community hubs and continued targeted delivery within Partner Schools, providing funded extra-curricular opportunities for young people. This included funded, term-time football sessions at two community hubs, enabling 40 participants to enjoy an hour of physical activity each week, followed by food provision.

Additionally, we expanded our support into school holiday periods, offering week-long activity camps that supported families by reducing childcare pressures, helping guardians extend working hours, and providing consistent support during school breaks.



217

Participants



44

Sessions



93

Hours



1,120

Meals



“

Middlefield Community Project runs in one of the poorest communities in Scotland, let alone Aberdeen, supporting people of all ages within our catchment. The Aberdeen FC Community Trust sessions are a highlight of the week for many children and young people... and parents.

A high number of the children cannot afford to attend sports clubs, and often some come in hungry after not eating much that day as some of the families often have to choose between heating and eating. So extra physical activity for the children is great, but to accompany that with a meal means the children are getting access to free food and a healthy snack every week – which not only is essential for the young people but it helps alleviate costs at home for the parents and carers as well. It's a great initiative and we are delighted to work in partnership with AFCCT to promote positive health and wellbeing through football.

GARY DALRYMPLE ”

ALC Youth Development Officer

SECONDARY EDUCATION

AFCCT partnered with 7 academies across Aberdeen City and Aberdeenshire in 2024-25, St Machar, Northfield, Lochside, Bridge of Don, Portlethen, Ellon, and Fraserburgh. Delivering a wide range of tailored programmes and initiatives shaping the specific needs of each school, its young people, and their wider communities.

Each Education and Community Officer prioritises building strong, positive relationships with pupils, using a youth work and person-centred approach to support improvements in mental and physical wellbeing, as well as skills for life, learning and work. This approach has contributed to measurable increases in engagement, attendance, personal wellbeing, and attainment.

AFCCT offered both small-group sessions and one-to-one mentoring, alongside delivering SQA-accredited programmes such as Personal Development, Personal Achievement, NPA Sports and Fitness, and the School of Excellence programme.

“
As Northfield Academy enters its 10th year working with AFCCT, we continue to see a huge impact on the young people they work with. Pupils thrive thanks to the strong positive relationships the staff build, taking a genuine interest in all aspects of all young people.
”

MISS DEAN
AFCCT Co-Ordinator



752

Pupils



3,028

Sessions



3,033

Hours

“

The AFCCT Education and Community Officer is now a key part of our delivery and has become integral to us supporting all young people to be their best.

Her professionalism and attention to detail ensure the partnership flourishes and allows all young people to thrive.

”

DEPUTY HEAD TEACHER

Bridge of Don Academy



ST MACHAR FLAG PROJECT

CASE STUDY

As part of the young people's Personal Development Award (PDA) at St Machar Academy, 9 pupils participated in a creative, community-focused flag project delivered in partnership with AFCCT.

Although only 7 pupils were available for the final matchday walk-out at Pittodrie, all 9 were fully involved in the design, planning, and creation of the finished flag. Throughout the project, the pupils demonstrated strong commitment, teamwork, and creativity.

The project idea originated entirely from the young people, with AFCCT staff providing guidance and encouragement to ensure the group took full ownership. Pupils collaborated to research concepts, develop design ideas, and allocate roles, including sketching initial artwork, selecting materials, preparing the flag for display, and coordinating the final presentation.

A key highlight was a visit to Pittodrie Stadium, where pupils enjoyed a behind-the-scenes tour and met with Stephen McCormick, Supporter Experience Manager. This session provided valuable insight into fan engagement, visual communication, and how creative concepts can evolve into meaningful community projects. The experience and advice Stephen offered helped pupils understand how their work could contribute to the wider club community and offered real-world context for their learning.

The project linked directly to both the Self and Work and Self and Community units of the Personal Development Award.

UNITS OF THE PERSONAL DEVELOPMENT AWARD

SELF AND WORK:

Pupils planned, carried out, and reviewed individual tasks as part of a team project, developing key employability skills such as communication, organisation, problem-solving, and reliability. By dividing responsibilities and working towards a shared goal, the group showed strong teamwork and an understanding of how individual contributions are essential to collective success.

SELF AND COMMUNITY:

The group made a positive contribution to their local community through AFCCT, with their completed flag showcased by the AFC matchday display team at a sold out home match against Motherwell. Seeing their work displayed in front of thousands of supporters fostered pride, inclusion, and a sense of achievement.

Overall, the project offered a valuable opportunity for young people to develop essential personal, social, and employability skills while contributing to a high-profile community initiative. It supported the growth of independence, confidence, and self-reflection, and highlighted the positive outcomes achievable through partnership working between schools and AFCCT.



SCOTTISH CUP WINNERS

2024 — 2025



MINDSET

MINDSET.
FEEL. THINK. DO.

MINDSET is aimed at young people aged 10 to 14, providing a proactive and preventative approach to mental health.

Rather than focusing on mental health disorders, the programme emphasises life skills and practical strategies that support positive wellbeing. Each session is built around a core theme, such as empathy, risk management, or prioritisation, helping young people develop skills that benefit them both in and out of school.

Mental health challenges among adolescents in Scotland continue to rise. Research from organisations including the Scottish Association for Mental Health (SAMH) shows that by age 16, roughly 3 pupils in every classroom will have experienced a mental health difficulty. Worryingly, every day in Scotland, 20 young people are unable to access the support they need, and only a quarter know where to turn for help with their mental health.

Aligned with the Scottish Government's Mental Health and Wellbeing Strategy, which has a key focus on prevention and early intervention, ensuring that everyone in Scotland can maintain good mental health.

The MINDSET programme seeks to normalise open, honest conversations about mental health within the classroom environment.

“

MINDSET at Lochside has had a powerful impact across S1, delivered by excellent education officers... giving staff a supportive framework that strengthens our whole-school approach to mental health.

HANNAH BEAGRIE ”

Lead Principle Teacher of Support



791

Pupils



203

Primary Pupils



588

Academy Pupils

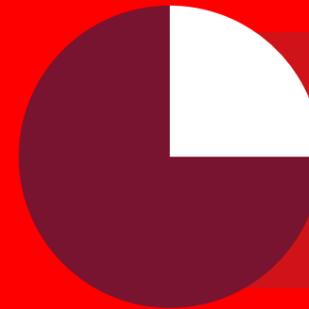


8

Schools In The Region

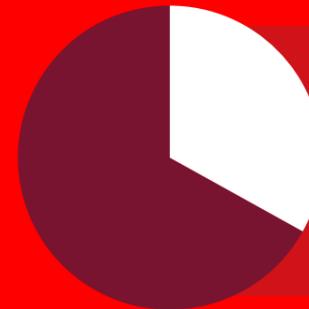


The post-programme survey results show encouraging signs of positive emotional and psychological development among participants.



OVER A QUARTER (26.5%)

of participants reported that they were more likely to believe good things would happen in their lives following the programme, suggesting a boost in optimism and future outlook.



AROUND A THIRD (31.9%)

said they found it easier to make choices, indicating greater self-confidence and decision-making ability.

Emotional wellbeing also showed meaningful improvements.



1 IN 3 (33.7%)

felt better able to control their emotions when upset, while a similar proportion (32.5%) said they were more likely to reach out for emotional support when needed.

28%

Importantly, the programme also appears to have encouraged more open conversations about mental wellbeing, with 28% of participants reporting that they talk about mental wellbeing more often.

Together, these findings point to a programme that helped participants strengthen emotional resilience, self-belief, decision-making, and openness around mental health - important foundations for sustained personal growth and wellbeing.



SCHOOL OF FOOTBALL

Our School of Football programmes in 2024-25 were delivered at St. Machar, Lochside and Ellon Academies.

The School of Football programme aims to create a supportive environment where young people can develop key life skills and use football as a vehicle for learning during the transition from primary to secondary school. The programme has contributed to improved attendance among participants, alongside reductions in referrals and exclusions.

By providing additional physical activity and structured support, the programme helps enhance both physical and mental wellbeing. Participants have shown improvements in focus, concentration, confidence, and resilience, demonstrating the wider positive impact of combining sport with personal development.

“
She is becoming more confident in voicing her opinion and isn't so quiet anymore. It's helping her believe in herself and bringing her out of her shell.
 ”

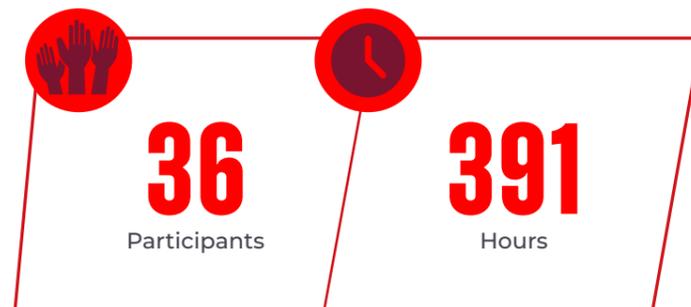
PARENT

YOUTH AMBASSADORS

The Youth Ambassador programme provides young people with the chance to gain recognised qualifications while developing key life skills.

Each month, participants build their knowledge and confidence through training on topics such as safeguarding, introductory football coaching, youth work, equality, and inclusion. This learning equips them to volunteer during school holidays across a range of AFCCT programmes, including football coaching, GoFitba, health walks, and Technogym sessions.

Through these volunteering opportunities, Youth Ambassadors develop valuable skills that support their personal growth and prepare them for life beyond school. Throughout the year, they record their volunteer hours, contributing towards their Saltire Awards.



FOOTBALL

The AFCCT football team have delivered another fantastic year with increased numbers across our term-time, holiday coaching and Girls League participants.



FOOTBALL

The Scottish FA's Football for All 2022–2025 Strategic Plan sets out a vision to use the power of football to enhance the wellbeing of communities across Scotland through lifelong participation. AFCCT shares this ambition and is committed to creating opportunities for people across Aberdeen City and Aberdeenshire to get involved in the game. Leveraging the popularity of Scotland's most loved sport and the strength of the AFC brand further supports the national goal of creating "a more active Scotland" (Active Scotland Framework) and aligns with the WHO objective 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 Aberdeenshire. AFCCT holiday coaching programmes were delivered by coaches in a fun and safe environment, focusing on teamwork and developing football skills.

With the support of Concept, all participants received a t-shirt for taking part in the Summer coaching programme. The camps also welcomed AFC men's and women's players to meet the children, take part in a Q&A and have their t-shirts signed.

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.



358

Term Time Participants



1,661

Holiday Coaching Participants



33,220

Hours



GIRLS LEAGUE

AFCCT continued to play a key role in developing the Girls and Women's game regionally.

In partnership with Peterson, 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 2024-25 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 2021-2025 Scottish FA's 'Accelerate our Game: Strategy for Girls & Women's Football', AFCCT are 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 Peterson, and with AFCCT's continued investment in equality within the sport, the game continues to thrive locally.



GIRLS LEAGUE AWARD WINNERS CASE STUDY

ABBIE GLENNIE FORMARTINE UTD UNDER 8S

Abbie is a fantastic player and has always had a passion for football since she was very young. She always wanted to play in the goalkeeper position, and this is where she plays on our 5 a side team.

In the latest block, she reluctantly played a few games outfield, which she did really well at. Her passion however is in goalkeeping, and she is brilliant at attending our training and festivals every week and rarely, if ever, misses a session!

She loves nothing more than our shooting drills. She is a brilliant team player and always has great humour for players and coaches.



RHODA CAMERON BANCHORY GIRLS UNDER 7S

Rhoda Cameron was nominated for recognition as an outstanding football coach for her incredible dedication, effort, and impact over the past nine months with our Under 7s squad.

Since stepping into the head coach role, Rhoda has grown the squad to a record high for the club. She has achieved this not only through her passion and commitment but also by encouraging more parents to step into coaching and support roles, building a strong and inclusive football community around the team.

Rhoda consistently goes above and beyond her role. In addition to running the weekly Wednesday training sessions, she has voluntarily introduced Sunday morning 4v4 match training to prepare the girls for games at Cormack Park. Her energy and enthusiasm for football are truly inspiring and have created a positive environment where the girls are eager to train, learn, and grow.

She carefully plans sessions that are fun, well-organised, and tailored to the range of abilities in the squad. Recognising the need to support both development and confidence, she recently split the

2018 and 2019 age groups - not only to manage numbers but to help younger players feel more comfortable and progress at their own pace.

Rhoda supports every player individually. She works closely with girls who need extra help to develop their basic skills, while also challenging more advanced players by encouraging them to try new tricks and use them in match situations.

Her coaching builds resilience, determination, and self-belief in every player. Before leading the 2018s, Rhoda also contributed her time and skills to both the boys' squad and the senior girls' team, showing her long-standing commitment to youth football. Rhoda's hard work, passion, and positive influence over the past 9 months have made a lasting impact on our club, our players, and their families.

Rhoda is always willing to pass on her expertise through all the levels in the club and has been a great support to our team, starting 11-a-side this year and is actively involved in our ladies' recreational team as well.

PERFORMANCE COACHING

AFCCT Performance Squads are weekly sessions for grassroots players who have been recommended by the AFC Youth Academy scouting team or participants who have been recommended by AFCCT coaches from our Development Centres or Holiday Camp programmes.

The sessions are delivered by AFCCT's highest qualified coaches and provide opportunities for young players to receive extra coaching on a weekly basis at Cormack Park, therefore, improving the grassroots game in the North-East.



75

Performance Squad Participants



100+

Hours



62

Performance Camp Participants



21

Hours



HEALTH & WELLBEING

“

Joining Changing Rooms was one of the best decisions I have ever made.

It has had a life-changing impact, and since completing the project I now attend Technogym, Community Hub, and Extra Time programmes. I'm truly grateful for the support that has helped me move forward.

”



HEALTH & WELLBEING

Responding to the evolving needs of the North-East community, AFCCT delivers a broad spectrum of programmes, from established health and wellbeing activities such as health walks and active ageing sessions to newer initiatives focused on men's mental health and holistic family engagement. Collaborations with partners including SAMH (Scottish Association for Mental Health), SPFL (Scottish Professional Football League) and local community groups allow us to deliver these programmes effectively across the region.



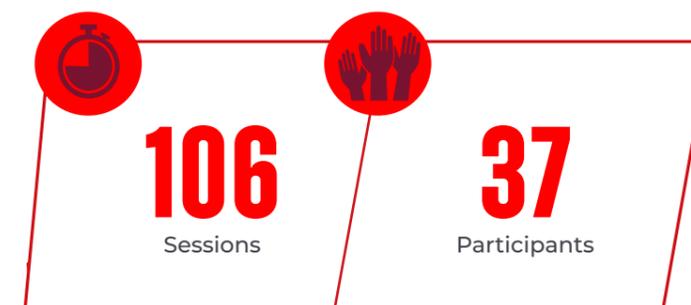
HEALTH WALKS

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 across Aberdeen City and Shire. Over the last year, there have been 49 walks across 34 different locations with 52 regular participants attending.



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 106 sessions and 37 participants



COMMUNITY HUB

The Pittodrie Community Hub offers a family friendly, safe, warm and inclusive space to enjoy a hot meal, activities and free wi-fi on a weekly basis. Various organisations are also on hand to offer free support that participants may require.



DONS FAMILIES TOGETHER

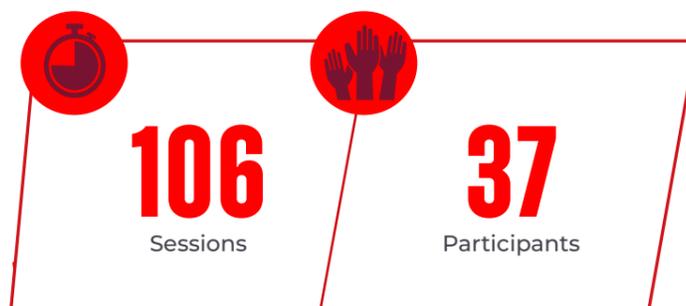
The Dons Families Together programme is a health and wellbeing initiative to support families in making positive life choices. This programme focuses on practical support and promoting family activities and time spent together.

This programme welcomes families to Pittodrie, and each week they receive a hot meal and a food pack to take home, along with opportunities to enjoy family activities.



MEMORIES

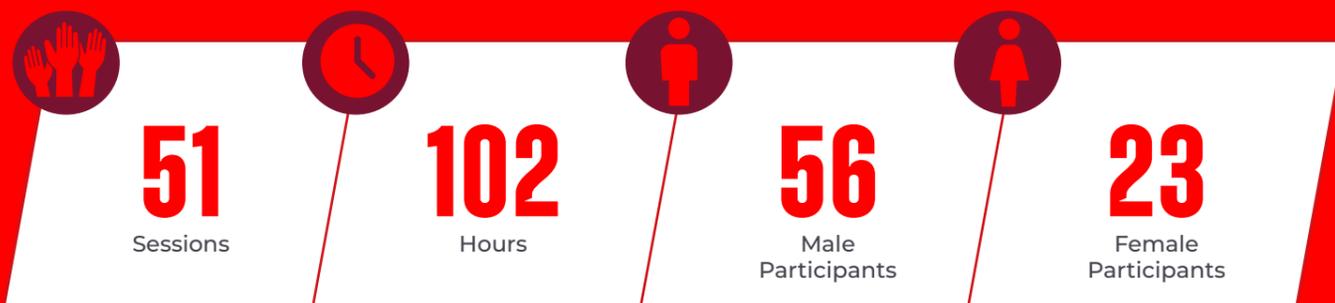
The inclusive memories projects are open and safe spaces for anyone to attend with a common interest. These projects use memorabilia, old footage and guest speakers to allow individuals to have a voice in a safe and supportive environment, to relive old memories and to create new ones. The sessions cover **social history, music memories, sporting memories** and **football memories**. Every month, 10 memory sessions run throughout Aberdeen city.



FOOTBALL FANS IN TRAINING

Football Fans in Training (FFIT) runs in partnership with the SPFL Trust. This is one of Europe's leading health intervention programmes which is helping to tackle health inequalities of people aged 35-65.

The 13 week programme promotes a healthier lifestyle through education and exercise within Pittodrie Stadium. In addition to FFIT we also deliver a programme for men living with prostate cancer to become fitter, happier and healthier.



PROSTATE FFIT

CASE STUDY

Prostate Football Fans in Training (PFFIT) is a 12-week healthy lifestyle programme delivered in partnership with Prostate Scotland and the SPFL Trust.

The initiative provides a supportive environment for men currently undergoing, or who have previously undergone, prostate cancer treatment.

Prostate FFIT is developed in line with clinical guidelines for men living with prostate cancer and features education on forming healthy habits, nutrition, and a structured fitness element.

All participants are offered a wide range of activities, including walking football, pickleball, boccia, and the use of hydraulic resistance Technogym machines.

Each participant receives a personal workbook to support them throughout the course, as well as access to specially developed exercise videos to help them continue physical activity beyond programme completion.

During the 2024-25 season, AFCCT delivered 2 programme cohorts, engaging a total of 35 men. Of these participants, 8 had completed treatment and 27 were in active treatment.



COHORT 1

Cohort 1 involved 16 participants and achieved a 100% retention rate across the full 12-week period, with an overall attendance rate of 85%.

Session topics included eating well during cancer treatment, the role of exercise in reducing treatment-related side effects, and the importance of social and emotional support.

Feedback from this cohort highlighted a desire for increased opportunities for peer discussion, particularly around treatment experiences and side effects.

COHORT 2

Cohort 2 engaged 19 participants and achieved an 85% retention rate, with a 79% overall attendance rate. In response to feedback from Cohort 1, each session began with dedicated peer-support time using cancer-related icebreaker activities.

Post-programme evaluations indicated that 100% of participants who completed the course found it extremely worthwhile and would recommend it to others.

Guest speakers from Urological Cancer Charity (UCAN) provided specialist sessions, offering medical insight and advice tailored to participants' needs. In addition, former Aberdeen FC players Willie Garner and Jim Leighton, both of whom have experienced prostate cancer, were invited to share their personal journeys. These sessions consistently received the most positive feedback, with participants reporting that hearing from their football heroes was both reassuring and highly motivating.



BOB DUNLOP

Crucially, Prostate FFIT provides a safe and welcoming environment where men living with prostate cancer can meet others in a similar situation, offering valuable peer support in an informal and supportive setting.

Bob Dunlop, a 76-year-old participant who attended Cohorts 1 and 2, was diagnosed with prostate cancer 2 years ago and underwent 20 rounds of radiotherapy.

He chose to join Prostate FFIT to gain insight into living well with prostate cancer and to connect with others going through a similar experience. Bob identified the "camaraderie" among participants as his personal highlight, alongside the guidance provided by trained FFIT coaches and volunteers.



“They are there to listen to you, to help you and to guide you, and hopefully come up with the right answer.”

BOB DUNLOP



1 IN 8 MEN IN THE UK DIAGNOSED

With 1 in 8 men in the UK diagnosed with prostate cancer and one man dying every 45 minutes, AFCCT will continue working with Prostate Scotland to deliver programmes that raise awareness, provide support, and improve wellbeing.

CHANGING ROOM

The Changing Room is a programme delivered in partnership with SAMH that supports positive mental health and wellbeing among men aged 35–65. Running over 12 weeks, it uses the power of football as a way to encourage men to open up and talk about their mental health.

By creating a safe, supportive environment for sharing experiences, the programme helps participants build connections and support networks that often continue well beyond the sessions, developing into lasting friendships.



It has been a real journey but a good one as I have shared it with some other great guys who have been through their own journeys.

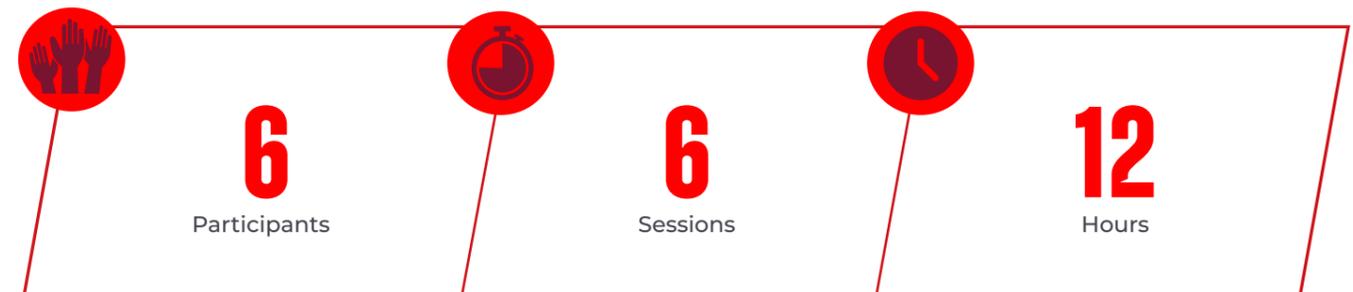


EXTRA TIME

I am so glad I came, it has been so good for me as it has improved most things in my life. It has been great to be able to share my struggles openly without being judged or even ignored.

This programme provides additional group sessions focusing on resilience and building on the self-care planning elements of the 12 week programme.

The course provides an opportunity for men to explore specific areas that often challenge them; how they view themselves, how they think and feel - all of which impacts on their mental health and wellbeing.



A YEAR IN NUMBERS

 **8,677**
PARTICIPANTS

 **40,274**
HOURS

 **4,736**
SESSIONS

 **5,247**
MEALS



VOLUNTEERING

Volunteers are at the heart of AFCCT, with 34 individuals generously giving their time to support our work across the community.

We are incredibly grateful to have such a dedicated, versatile, and supportive volunteer team who help us deliver programmes, connect with local communities, and inspire others to get involved. AFCCT provides a range of training opportunities to ensure volunteers feel supported, work within a positive environment, and gain valuable experience throughout their time with us.



4,536
Hours



FUNDRAISING



AFCCT volunteers went above and beyond once again to not only reach their target set for 2024-25, but smash it well before the end of their year. The group set themselves a fundraising target of £20,000 and raised over £25,000!

Fundraising activities included can collections at each home match, Race Night at the Ashvale, Ladies in Red Christmas Ho Ho Ho Down Lunch and donations for Donny the Sheep and Angus the Bull mascot appearances. Our wonderful volunteers support the delivery of our programmes and events.

Some highlights from the community events calendar included:

PREMIERSHEEP SUPPORTER'S CLUBS LEAGUE

Former Aberdeen FC player and AFCCT Patron, Eric Black, kicked off the Premiersheep initiative at the start of the 2024-25 season, by inviting supporter's clubs to work in partnership with AFCCT to raise awareness and funds for our community programmes.

11 supporter's clubs joined in the challenge and raised the amazing total of £31,000.

AFCCT provided the clubs with signed shirts and balls for raffles on supporter's buses to games, as well as events that many of the clubs organised. As well as Aberdeen and Aberdeenshire based clubs, we also had Dubai, Tenerife, Shetland and Lancashire represented. Topping the leaderboard were Northern Elite (overall winners) and Granite City Reds (Aberdeen based club) for raising the most funds.

LADIES IN RED LUNCH

The ever popular Ladies in Red Lunch – with a Christmas Ho Ho Ho Down theme - raised £8,408 thanks to 129 attendees and event sponsor, KW Contractors.

PERSONAL CHALLENGES

AFCCT Board members Mark Wilson and Rob Wicks climbed over 17,500ft over the course of 13 days, to achieve a lifelong dream of reaching Everest Base Camp. Mark and Rob's efforts raised £6,000 for AFCCT and Braemar Mountain Rescue.

AFCCT Board member Barry Duncan and his son, Ben, teamed up to participate in the Edinburgh Kiltwalk, as well as Jetset Spin – raising funds for several charities. AFCCT received £1,552 as a result of their efforts!



Away from community fundraising, the Trust were once again very generously supported by a number of corporate and grant based partners, providing valuable funding to allow the continuation of key programmes across all our themes.

The events calendar was equally busy, including two hugely successful golf days and the annual fundraising lunch with Gothenburg great and AFCCT Patron, Eric Black.

In combination, these events generated over £100,000 of income for the Trust.



SCOTTISH CUP TOUR

Following the historic Scottish Cup win in May 2025, the famous trophy has been on its travels far and wide across the Country. Many of our valued partners, community groups, schools and individuals who work closely with AFCCT have been fortunate enough to see the cup first hand!





OUR PARTNERS

A huge thank you to everyone who has supported AFCCT during 2024-25. These partnerships are key to allowing us to continue providing vital support across the North-East. Thank you!



GET INVOLVED

Thank you for taking the time to read our 2024-25 Impact Report. If you would like to be part of AFCCT in the future, you can check out all the ways that you can support us below:



FUNDRAISING

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



VOLUNTEERING

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



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.



DONATIONS

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





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COMMUNITY
TRUST**

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