

ANNUAL REPORT 2021

MINDS UNITED FOOTBALL CLUB CIC

ISSUE 1



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INTRODUCTION

We are a ** England Accredited football club that aims to use sport as a medium to connect the community and reduce isolation.

Established in July 2019, we support adults in the community with lived experience of mental health issues. We promote respect, equality, inclusion, diversity and wellbeing.

We have a health partnership with NHS West London CCG and welcome players of all abilities. We deliver female only, male and mixed football sessions every week and have a members social club on Latimer Road open Monday to Thursday 12–6pm.

In July 2019, our football project began in West London to help adults with mental health issues and substance misuse. At our first session, 7 people attended; however, thanks to our popularity and dedication, we have grown and now have over 75 people regularly engaging with our service.

We have developed several partnerships with other organisations within the borough who are also supporting adults through their continued recovery. In Autumn 2019, after a joint meeting with St Charles Hospital Mental Health Unit in North Kensington, we developed a partnership with CNWL FT which enables adults in the hospital to be escorted to our session with the help of dedicated NHS Staff.

After individuals are discharged from the hospital, they can continue to attend our football sessions and benefit from being signposted to other activities and wellbeing services in the borough.

Each week we play in a safe environment where adults from different backgrounds can come together and forget about their problems, whilst playing the beautiful game.





Tarik Kaidi

CLUB PRESIDENT

PRESIDENT'S REPORT

It is with great pleasure that I present this report to our members and supporters, Firstly I'd like to thank all of our volunteers, staff and committee members for all their support and hard work this season, Without you amazing people, none of this would be possible and especially to our volunteers that give up their precious time to help the club.

Despite a year of uncertainty and forced closure due to government restrictions, Minds United has been able to adapt and be innovative due to our rapid growth and momentum.

Our ** England Accredited club has built capacity throughout the pandemic and we are close to having 200 members in the past year, Minds United has seen a substantial increase in revenue during the pandemic which has helped us to support our members and create job opportunities for local residents.

After publishing our 19/20 Annual Report, we had a Kit Launch at our first end of season Annual Awards Ceremony which was held at The Curve. It was a very special day for our members and we made sure that everyone left with a gift and a smile.

Our teams enjoyed playing against Waltham Abbey Focus and Pro Touch SA in pre-season friendlies, our first competitive matches since February due to Lockdown restrictions.

Minds United was also successful off the pitch, we gained a partnership with local community organisation KOTG and were granted shared use of their building, we are now open Monday- Thursday 12-5 pm and run the ground floor as our Clubhouse providing a private members club.

Minds United were awarded Middlesex FA Charter Standard Club of the Month in November 2020 and I would like to thank those that nominated for me to be awarded Middlesex FA Grassroots Coach Of The Year 2020-Adults at the Middlesex FA Grassroots Football Awards.

Minds United has been recognised with a Mayor's Award for community organisation delivering outstanding services to residents of the Royal Borough of Kensington and Chelsea. I would like to thank those that nominated me to receive a Mayor's Award for Individual contribution to improving the wellbeing of residents in the borough.

We have expanded our football in the community programme to train 6 times a week at Westway Sports Centre and have played in various pre-season matches/tournaments including football festivals at Tooting & Mitcham FC, Sutton United FC, DS Sports FC, St Albans Youth FC, Rectory Park and Watford FC training ground.

In January during the lockdown two of our club officials JJ and NK lead on our ' Respect and Resilience ' Community Leadership Course commissioned by RBKC which was a huge success. We placed 4 locals on Midas Courses at Westway CT to enable them to drive minibuses for the community.

In April we launched our women-only football sessions in partnership with RBKC and Golborne Champions, this became a really successful project and the female section has grown significantly, we aim to create a female-only division in the Middlesex FA Mental Health League for the 21/22 season.

We have supported 5 of our members to gain FA Level 1 Coaching Courses, safeguarding children and safeguarding adults courses since the courses launched online in June 2021. In July we were very busy, our club officials attended QPR vs Man United, we also entered 4 male and 3 female fighters that started training for the Big Fight Legacy at the Clapham Grand.

Minds United entered 3 teams into the Prem 1, prem 2 and league divisions of the Surrey Football For All tournament. All 3 of our teams made it to the finals with the Prem 1 and League teams winning their tournament, It was the first time our London borough team had won a tournament which was a special day for us all to remember.

Minds United entered a tournament run by AFC Wimbledon and after the tournament the team met Chelsea player Callum Hudson Adoi and So Solid legend MC Harvey. Our Players were asked if we wanted to play football with them and we all enjoyed the match in the heat.

Minds United received accreditation from Kick it Out as we were awarded as an Equality Charter Club, It has been a fantastic year for the club both on and off the pitch and we look forward to rewarding all of our hard-working staff and players at our Annual Awards Ceremony next month!!

**Yours in sport,
Tarik Kaidi
Club President**



FINANCIAL REPORT

This season our income was £78,415 and our expenditure was £66,041 leaving a deferred income of £12,374 for the next financial year. We were awarded two 3 year grants totalling just under £60,000 from Kensington and Chelsea Foundation and The Evening Standard Dispossessed Fund.

We were awarded a grant of £18,976 from Unltd and were awarded two grants of £9990 and £45,000 from City Bridge Trust. We were also awarded a grant from KCSC for £35,500 with some grants being paid on a quarterly basis and some on a yearly basis.

We have forecasted that we will need to receive £140,000 to cover our costs based on our growth and employing more staff, Our company is stronger than ever and i look forward to seeing what next season brings.

Tarik Kaidi
Club President



INCOME	
COMPANIES & TRUSTS	£78,227
FEES CHARGED	£8
FUNDRAISING	£130
DONATIONS	£50
TOTAL INCOME	£78,415

EXPENDITURE	
WAGES	£20,696
MINIBUS	£1,500
WIFI / PHONE	£701
EQUIPMENT	£22,712
DRINKS / FOOD	£1,734
COURSES / DBS	£1,150
FEES PITCH HIRE	£4,684
EXPENSES	£6,534
SERVICES	£6,330
TOTAL EXPENDITURE	£66,041

STRATEGIC REPORT

Drawing on our analysis of the context in which we operate, the challenges facing the communities we serve and the strengths and weaknesses of our current operations, we have identified five strategic priorities for the next 3 years.

Organisational Development: Building our capability –

We need to build the capability of the club to ensure high quality governance and operational excellence in our work over the longer term.

Business development and stakeholder relations –

Growing our income and reach. We want to increase local partnerships, grow income and funded programmes to extend our reach and impact.

Delivery: Demonstrating service excellence and changing lives –

We will deliver high quality programmes through inspirational people to raise aspirations and improve the life chances of young people and adults in our local communities.

Marketing and promotion –

Taking a leadership role in Kensington and Chelsea. We want to significantly raise the profile of our club – and the Minds United brand – to achieve greater recognition and support for the companies work.

Monitoring and impact –

Demonstrating value. We want to clearly demonstrate the value of our work, using monitoring and evaluation of our performance to guide future delivery and increase the long-term impact of our activities.

STRATEGIC REPORT

OUR AIMS

The aims of Minds United Football Club are as follows:

To encourage and promote the development of football in a safe environment, promoting respect and resilience within the community.

The club will strive to provide an opportunity for players of both sexes to enjoy and participate in football at all ages.

We will endeavour to facilitate the provision of the best playing amenities and equipment available to us in line with the growth of sport in London.

We will achieve our aims by:

Encouraging the development of football at all levels from 5 aside to 11 aside through turn up and play sessions.

Achieving this through a policy of equal opportunity where the best possible facilities are made available for both sexes.

Encouraging sportsmanship and fair competition at the highest possible levels, where improvement of performance and enjoyment is far more important than results.

Supporting the development of football and sport in general throughout London and supporting attempts to improve sporting venues and facilities.

STRATEGIC REPORT

OUR FOCUS

In the 2021/22 season the Committee's focus is as follows:

To continue to feed our teams with new players and also enable the continuation of player/team/club development.

To explore the introduction of establishing a female football section and entering two new female teams to participate in the league.

To fill in existing team gaps with the aim of providing football at all levels. This includes the recruitment of new managers, coaches and players.

To ensure that volunteers, managers, coaches and club officials receive adequate training to undertake their roles.

To improve communication throughout the club.

To encourage and support club members in their attempts to gain coaching, refereeing, first aid and other qualifications.

To endorse, encourage and advertise Minds United FC's Commitment to the FA Respect Campaign.

To improve the club's profile within the community of London and the wider area.

To build and maintain our relationships with all players, volunteers, staff, commissioners and partner organisations.

STRATEGIC REPORT

OUR MISSION STATEMENT

To establish Minds United FC in the community as the flagship grassroots football club within West London supporting adults with lived experience of mental health issues.

To focus on respect and fair play, ensuring everyone involved understands the importance of creating an enjoyable environment for all. 'We Only Do Positive' is The FA's new strategic approach is to emphasise the role of parents and coaches while highlighting the importance of positive behaviour and environments – both on and off the pitch.

To educate parents and coaches on their roles in creating a fun, safe and inclusive environment for players to ensure the campaign is embraced throughout the age groups and result in sustained participation from players and volunteers alike.

To offer peer support networks, facilities and coaching in an atmosphere that is conducive to the development of everyone in terms of self-discipline, good behaviour and teamwork.

To provide all players the maximum opportunities to develop their football, personal, social and educational skills to their full potential with the players welfare and enjoyment a priority in all decisions we make.

This will be achieved by maintaining our FA Chartered Standard status, updating policies whilst providing dedicated and qualified coaching staff within a caring, safe and fun environment for learning and development.

FOOTBALL IN THE COMMUNITY

Minds United have been making strides in making football accessible for all, starting with establishing a sports session everyday throughout the week. These sessions in football and tennis have been created to empower, educate and encourage people with lived mental health experiences to have fun while playing sports. Throughout these sessions we help players to socialise with other people, teach them new skills like controlling the ball, passing to other players and working as a part of a team.

We run multiple different programmes to suit other people's needs. For example we have a women only team. This group has gone on to grow a considerable amount and our female members enjoy playing football and being a safe environment for them to enjoy themselves.

We also have a men only programme which helps people to gain skills and socialise with other men. We have established multiple programmes where both women and men can play football together throughout the week. This dynamic has been very successful in bringing people together and has created an environment where players of all genders and abilities can play together knowing that it is safe to do so and the teams will be balanced to make it fair for all. We meet at Westway Sports Centre located in Latimer, W10 and Power League football grounds based in W12.



FOOTBALL IN THE COMMUNITY

We have expanded our football in the community programme to train 6 times a week at Westway Sports Centre. We run 2 mixed, 2 male and 2 female sessions each week at Westway Sports Centre. Equality and inclusion is at the heart of what we do here at Minds United FC.

We plan to start a new female football league team to compete in the Middlesex FA North West London Mental Health League on the second friday of each month next season.

Minds United FC ensures that we make our sessions inclusive for all players that follow the respect code of conduct and have a diverse team with players of different abilities.

We are currently competing in three separate football leagues run by Surrey FA and Middlesex FA. These football leagues give our players the opportunity to compete against other teams located in different areas and skill levels. In each league we have separate teams that are classed in different skill levels. Premier and Championship teams, carefully chosen to compete in football that make all games fair and ensures everyone can play without conflicts.



MIDDLESEX FA NORTH – WEST LONDON MENTAL HEALTH LEAGUE



KENSINGTON KINGS



ST CHARLES COMMUNITY

Minds United Kensington Kings team won Minds United St Charles Community did the league by 15 points after starting the very well in their first season in the league. season in fourth place. The Kensington Kings The team came a respectable 3rd place team dominated the league in their first and was only 1 point behind second place. season playing as a team. The team worked on its defensive strategy for the whole season.



LONDON BOROUGH

Minds United London Borough team played well throughout the season. The team focuses on inclusion and having fun. Through this development team we are creating a female only team which we will enter into the league, exciting times.

MIDDLESEX FA MENTAL HEALTH COUNTY CUP



ST CHARLES COMMUNITY

Minds United St Charles Community started off the tournament slowly and were lucky to qualify to the semi finals, the team beat the league winners 1-0 and faced a defensive Hendon FC in the final. We won 2-0 in the penalty shootout final.



KENSINGTON KINGS

Minds United Kensington Kings were undefeated in the tournament until they faced our St Charles Community team in the semi final. The team conceded in the last few minutes of the game and didnt give up until the final whistle.



LONDON BOROUGH

Minds United London Borough team played very well and made it to the semi finals, only losing 1-0 to the runners up. The team were really happy to qualify to the semi finals and look forward to reaching a final in the future. Onwards and upwards!

SURREY FFA TOURNAMENT



Our 1st team won the Premier 1 division of the Surrey FFA tournament and were undefeated on the day. The team played against Woking Wolves, Sutton United and Hampton & Richmond. Our Club plans on entering 3 teams into the league next season.



Our Prem 2 team made it to the final after winning a semi final penalty shootout against Battlebridge. The team played a tough Kingstonian team and lost 2-0 after remaining undefeated for the whole tournament. Well done guys !!



Our London Borough team won the league division and were undefeated on the day. Our team beat Sutton United in a Semi final penalty shootout after Vicki scored an equaliser in the last minute of the game. London borough beat Wandgas in a penalty shootout final and won their first title.

FRIENDLY GAMES



We were invited to play in a friendly 7 a side tournament against Watford FC Man On project with an 11 a side game at the end. Our team was undefeated on the day and won all their matches, our players really enjoyed playing in the dome at the Watford training ground.



We were invited to play 11 a side against Sutton United U's premier disability team at their Stadium. We took our mental health premier team and we scored the winning goal in the last few minutes. The game ended 3-2 and our players really enjoyed the experience.



Minds United were invited to play an 11 a side friendly against St Albans City disability team at their home ground. It was a great day with lots of goals and our team keeping a clean sheet on the day with a lot of respect shown from both teams.

WOMENS ONLY FOOTBALL



We began running our 5 a side women only football project in Emslie Hornimans Pleasance Park, our first session was well attended and we worked on raising funds to hire a pitch and coach on an astroturf pitch at Westway.

In May the females played their first friendly against a southwark disability stars mixed team. The females worked very well as a team and Ursula scored a hattrick. The team kept a clean sheet and really enjoyed the experience.



In June the team began 5 a side training for females with lived experience of mental health issues at the blue pitch in Emslie Hornimans Park. Members who turned up were given new yellow Adidas kits and tracksuit tops.

WOMENS ONLY FOOTBALL

"I love Minds United because they continue to help me succeed as a person and as a player. I have felt my confidence and skill level grow and I can't wait to learn more new football skills. The friends I've been able to make, makes me want to continue to attend sessions. I am very happy with the progress I have made, thanks to the dedicated staff who are always available to help me and others."

Ayesha Sultan

Minds United FC Member



COMMUNITY

CONNECTING THE COMMUNITY TO IMPROVE WELLBEING

Our Zoom meetings carried on during Lockdown, Our members were given Samsung A20e phones alongside a protective case to connect with their family throughout the lockdown and join us on our scheduled zoom meetings. Many thanks to the K&C Foundation for their continued support.



COMMUNITY FOOTBALL FOR ALL

Lockdown was easing and we could get back to Football! Our members were so happy about this that we played football at the 'Just Play' London FA Centre for adults with experiences of mental health. Each session followed strict social distancing government guidelines.



COMMUNITY

COMMUNITY INVESTMENT PROGRAMME



We were awarded a 3 Year grant as a part of the Community Investment Program (CIP) Funded through Grenfell Community Development Fund which benefit residents from North Kensington with more Football, Coaching & Referee courses. This has really helped our members to further themselves in football. Our players got the opportunity to go on a driving course, including CBT and RAKAT Driving courses at Westway CT. It was provided to the Community Transport and Training Services for the local community in Kensington & Chelsea, Westminster and Hammersmith & Fulham for minibus training.

"It's just a different way for people to improve their well-being."

CLUB CHAIRMAN PROVIDES CLUB MEMBERS WITH HOME COOKED FOOD

Long term member and Club Chairman for Minds United FC Joseph John cooking tasty home cooked food since December 2020. Our club members now get to enjoy top quality food after their football sessions.



We began running Turn Up and Play sessions at Westway sports centre from funding that we were awarded from the Royal Borough of Kensington & Chelsea's Grenfell Projects Fund which helped to create a new Kensington and Chelsea team.

Minds United were awarded funding from the Kensington & Chelsea Foundation Greenshoots fund to pay for 3 residents to complete coaching courses and pitch hire for one year. This project has been really popular due to the size of the pitch and goal size which is helping our teams in the league.

Minds United were awarded funding from UNLTD which helped us to build capacity during the lockdown in december. The club run a variety of different zoom groups to meet the needs of our community members until the end of march 2021.

Minds United received funding from City Bridge Trust in February to run a multi sports project which we launched on the 29th March when the FA announced the Return to Football. The project was very successful with over 100 participants attending between March and June.



2ND KINDNESS CONFERENCE

Inspired by this years' theme for World Mental Health Day, Mental Health for All, we were invited to a 2-hour virtual conference to explore how we can make wellbeing support accessible through skill sharing and collaboration. The event is designed in collaboration with local partners, for K&C residents, professionals & volunteers, to: Share skills, knowledge and ideas on making wellbeing accessible to everyone. Explore how we can enhance the offer to local people through collaboration.



SHOW RACISM THE RED CARD.

This year Black History Month felt different. After the months that went before it, October’s celebrations were mellowed not only by the long history of Black sufferance – but also the ongoing fight for the rights of our Black community.

The campaign Show racism the red card plays a role in tackling racism within professional and grass-roots football. Our players wore Red to represent this charity. We only do positive, Respect referees, coaches and other spectators.



COMMUNITY CHAMPIONS

Some of our members helped pack Christmas gifts for our Kensington & Chelsea community, at the Venture Centre to support our local community to help families in these uncertain times.



PARTNERSHIP WITH CO-OP

Minds United were chosen to be one of the Co-Op’s chosen local causes. It’s an honour to be considered for this opportunity. This contribution will help Minds United to focus on mental health wellbeing through sports and also help us to raise awareness about mental health.



STAFF GROWTH

Since we started Minds United in 2019 we have grown to 10 dedicated staff and committee members to help facilitate sports programmes, support our member’s wellbeing and to help future growth of the football club.

DEVELOPMENT

Inclusive
Recovery
Fund⁺



UNLTD UK FUNDING

We received Funding from UNLTD UK – For funding our projects through the Inclusive Recovery Fund. We were extremely excited to provide more wellbeing activities that would benefit our members. It has helped us to adapt and innovate to the pandemic and continue to support our members locally and in all communities with this funding.

We are running a full tennis programme from Monday – Friday. Including a newly established cycling club running for 5 days a week. Lastly we have started football sessions at Westway Sports Centre. We also were fortunate enough to take part in a QPR friendly match with other adults with lived experiences in mental health. Since then we have been able to grow in club members and generate more awareness in our local community.

UNLTD UK has also helped with our full programme at our Members club, in December before the 3rd lockdown happened, we were provided access to our members club at KOTG throughout Monday to Friday. The players loved this as they felt safe and comfortable by being able to socialise with other members of the club in a secure and private space. Whenever it was lunch time we were also welcomed at Bay20, a local community center that provided us with tasty home cooked food. While at KOTG we encouraged our members to talk with each other about sports sessions, listen to music and play games with each other.

Joseph our Chairman & Head chef would prepare an amazing meal for our members for the evening about 5–6 PM, We had staff on rota to help the players complete courses online and be a one-to-one support. Being able to use the KOTG venue we encouraged our members to express themselves creatively through booking time in the music studio upstairs. This has been a great benefit and has been well received by our members because of funding provided by UNLTD. Alongside this we were also able to book football pitches for our weekly sessions.



COMMUNITY LEADERSHIP COURSE

We received funding from Royal Borough Kensington & Chelsea (CLP) Community Leadership Programme to deliver a Respect course and Leadership Course which we have started at the end of June.

These courses were created to develop our player's knowledge about how to play games with safety in mind. Our club members also learned about respecting the laws of the game and respecting coaches and referees.

This is incredibly important because whenever a referee or a coach makes a decision about an important aspect within the football game, it is crucial that all players respect their decision to correct something that has gone wrong.

We believe that football games will run smoothly when players respect the officials rulings about gameplay, sometimes even if players are unhappy they should always try to conduct themselves as professionals on and off the pitch.

As a 2 star accredited club we believe that education is important, for anyone expressing passion or a willingness to start a career in football we make sure to help them complete courses set by the FA; courses that offer a wide range of subjects. For example safeguarding children, safeguarding adults, first aid and many more courses related to football development.

We aim to continue to provide this to our members throughout the year. We also have big plans in the following year that will be beneficial for our members and community members who join our club in future.



MARKETING STRATEGY

As a football club we are focused on attracting local people from the community and attract potential donations from local authorities or supporters with well established funds. We will aim to combine different marketing mediums to create content which is unique, visually engaging for people and players aged 16 + years of age and each campaign will have a detailed marketing strategy which will convert people to sign up for membership and donors to invest in the growth of future football programmes and community outreach events.

We plan to utilize our main website, social media platforms, and professional connections to find potential members, donors and corporate partners. Users that come onto our website, will be converted into registered members of our club and our future programmes. By having a modern, accessible and responsive website we will be able to attract people regularly to our programmes and grow our CIC.

Our main avenues of marketing strategy:

- **Networking:** Using current relationships, networking at several events throughout the year, marketing on social media and building an emailing list to create content which will attract potential clients, also connect with the online design community.
- **Word of mouth:** Letting our connections know about what programmes we are providing we have maximised our member registrations by 10%.
- **Motion Graphics:** By creating a visually engaging online presence using animation and motion graphics we are able to promote our new campaigns moving forward and establish a new professional visual identity that people can recognise in the football and sports industry.

MARKETING STRATEGY

- **Videography:** We use videography to record ongoing games and league features so that potential players and donors can see what we do on our weekly sports programmes and our trips away.
- **Email Marketing:** By using email marketing campaigns we are able to reach out to our members and partners monthly through elegant and professional design. All users will be able to sign up their interest in future projects and show case studies from current football club members to show the positive impact we as a club have been able to provide.
- **Community Outreach:** When we go to events to community projects to pitch our sports programmes and future ideas for providing value to different communities We will use photography as our main tool to create campaigns that are impactful and genuine, showing our players and seeing how far they have grown through football.
- **Outreach Meetings with partners:** We will hold similar meetings with mental health providers such as The North Kensington & Chelsea Community Mental Health team. We will liaise with RBKC's Community Outreach team, to ensure they are aware of our services and can feel confident in making referrals to us. We will also target local organisations supporting women suffering from mental ill health, to ensure the opportunities we provide are open to as a wide a group as possible.

FUNDRAISING STRATEGY

INTRODUCTION

Minds United Football Club CIC is a community organisation that exists to improve the mental, physical, social and emotional wellbeing of adults in the borough who suffer from a wide range of mental health issues and substance misuse. We are a peer-led organisation using peer support within football therapy to ensure the voices of the broad range of beneficiaries we represent are incorporated into the body of our work.

We would like to be able to fund essential costs ie. financial support that covers running costs for the 3-year period from 2021 to 2024.

This funding would allow the organisation to implement it's objectives of working with more beneficiaries, giving them opportunities to improve their mental and physical wellbeing. The amount sought is £420,000 in total (for the 3 years). Core funding will ensure our survival, this will enable us to continue to provide vital services to allow the improvement of the mental health of our service-users.

THESE ARE THE COSTS PER YEAR

Minds United Football Club CIC aims to leverage in a total of £140,000 annually.

This is made up of:

£66,000 to cover the cost of 11 members of staff per year;

Male only Pitch hire & coaches / referee x 2 hours a week - £10,000

Female only Pitch hire & coaches / referee x 2 hours per week - £10,000

Mixed Pitch hire & coaches / referee x 2 hours per week - £10,000

Equipment & Kit for teams - £7,000

Coaching / Refereeing Courses - £7,000

Rent of office space - £6,000

External E&M - £6,000

Telephone and comms - £3,000

Minibus & Driver for Leagues - £3,000

Consultants - £3,000

Social Outings - £6,000

Awards Presentation - £3,000

Total = £140,000 annually

FUNDRAISING STRATEGY

Activities that the organisation will deliver:

Activities will include multi-sport activity, mainly football/football therapy, taking the teams to league fixtures/tournaments and activities to help improve physical and mental wellbeing for those with lived experiences of mental health.

Impact:

This will create more social cohesion, reduce isolation and improve the well-being of our beneficiaries using sports as a tool. We will actively improve the mental, physical, social and emotional well-being of adults in the borough who suffer from a wide range of mental health and/or substance misuse issues.

STRATEGIC AIMS	STRATEGIC OBJECTIVES
Run a volunteer programme in which beneficiaries can gain experience in different areas to create pathways to employment	Provide work placement opportunities for 10 beneficiaries each quarter
Run multi level football and multi sports sessions for adults	Deliver 5 training sessions per week ensuring that a minimum of 20 individuals have access to training sessions weekly
Sufficient funding secured annually	To cover core costs including staffing and training costs

CURRENT POSITION

FUNDING SOURCE	PROJECT	AMOUNT
K&C Foundation 3 year grant	Football sessions for 18-25 affected by Grenfell & Football teams in Middlesex FA Mental health League	£28,500
Evening Standard Dispossessed Fund 3 year grant	Football sessions for young affected by Grenfell & Football teams in Surrey Mental health League	£30,000
City Bridge Trust Wave 5 Crisis Grant - 12 month grant	Organisation Development Staffing, consultants, e & m, equipment, expenses, training	£45,000
KCSC - NHS CCG 15 month grant	Music Project Football Project Tennis Project	£35,500
National Lottery 6 month grant	2 x Female Only football sessions a week	£10,000

BREAKDOWN	FUNDING EXPIRES	OTHER INFO
3 installments £8,536 yr1 £9643 yr2	October 2023	18+ Residents of North Kensington
3 installments £10,100 yr 1 £10,223 yr 2	January 2024	18 - 24
4 installments £11,250 every 3 months	April 2022	
5 installments £7104.80 every 3 months	August 2022	Adapt and Innovate
1 installment £10,000	January 2022	Female Only



FUNDRAISING SWOT ANALYSIS

STRENGTHS

- Have developed a strong presence and reputation locally in a relatively short period of time
- Our story and ethos tells a strong & powerful story
- Can draw on a lot of support locally with developing the CIC.
- Have developed some strong evidence to show the impact of our work.
- Due to links with the locality and the Directors having grown up locally, there is a natural ease regarding networking and making links with other organisations
- Ability to engage new and existing users
- Directors and board have 'lived' experiences of the aims they are addressing
- Excellent local support and working relationship from the borough and local grant givers
- Empathetic understanding of the needs of beneficiaries allows the organisation to engage with individuals who would benefit from support
- Room to grow and develop the organisation into other areas which support wellbeing and other objectives
- There is a strong funding focus on our area of development which gives greater opportunities to fundraise.

WEAKNESSES

A small, albeit emerging organisation

Being a CIC might mean we may not be eligible to apply for some trust funding.

Limited capacity in some areas – governance, fundraising.

Over reliance on one person to run the CIC/ require staffing.

Lack of training of key staff members and to those on the board.

OPPORTUNITIES

Rise in concern over people's mental ill health

NHS priority of preventing mental and physical ill health

RBKC's commitment to enable local people to have more power over decisions which affect their lives.

Strong emphasis on improving wellbeing during and following Covid will lead to future funding opportunities

Possibilities to work with other organisations through partnership working

Will examine Corporate Social Responsibility (CSR) to leverage funding opportunities

Opportunities to share good practice/learn from with other similar community organisations

Can pool resources with other organisations

Opportunities to run sports/well-being sessions for private individuals/companies locally

THREATS

Competition locally with other established organisation

Lack of core staff /high staff turnover

Uncertainties regarding building/space used for football sessions.

Changing financial conditions eg. need to diversify organisations income.

Covid19 as the government and FA stopped all football between march-june 2020 and december-march 2021.

AREAS FOR DEVELOPMENT

Over the next 3 years (ie. 2021-2024) Minds United FC would like to secure funding to cover this period to assist our growth and to cover core staffing costs. Alongside this, our plans are to create and develop strategic links with Corporate partners both locally and nationally to gain sponsorship; with the wish to utilise sport (football) to improve the wellbeing of their staff.

Further plans include undertaking commissions by the West London CCG for a three-year funding programme for our work supporting those with lived experience of mental health in order to diversify income streams and reduce reliance on funding; to develop a strong creative element to the organisation which garners its own stream of funding to enable us to produce and deliver a programme of creative wellbeing activities and outreach, and extending partnership working on joint contracts with organisations delivering services to beneficiaries who have experience of mental health.

FUNDING SOURCE	PROJECT	AMOUNT
HS2	Developing provision in North of H&F	Asking
Big Lottery	5 year sports and wellbeing programme	Asking
Paul Hamlyn	3 Year Youth Fund	Asking
Sport England (via London Sport)	Tackling Inequalities Fund	Asking
Develop a sports programme for adults	Staffing and running costs	Earning
Sports Lottery	Staffing, core costs	Asking

BREAKDOWN	FUNDING EXPIRES	OTHER INFO
£75,000	Ongoing	Quite likely to receive funding as not many organisations have yet applied for this funding in this part of London
£250,000	Ongoing	To help secure us for 5yrs
£30,000 per year for 3 years	Ongoing – no closing date	Funding for core costs including staffing
£30,000	Ongoing	Funding for core costs including staffing
£50,000/yr	Ongoing	To support our core costs
£40,000 per year for 3 years	Ongoing	Support core costs and activities

SHORT LISTING

FUNDING SOURCE	PROBABILITY OF SUCCESS	RISKS	BENEFITS
Develop a sports programme for adults	Medium	It is a new area for us so we would have to develop such relationships before securing any contracts	An extra stream of income which is not funding based so more chance of longevity
Big Lottery	Medium	Competition with other organisations	Will help to stabilise the organisation

ACTIONS AND TIMESCALES

FUNDING SOURCE	WHO IS RESPONSIBLE	RESOURCES NEEDED	ACTION REQUIRED
Paul Hamlyn Foundation / Sport England	Consultancy via the Bridge Programme	Have engaged a consultant from the Bridge Programme	Funding application to be completed and submitted; funding strategy to be completed.
Big Lottery	Medium	Competition with other organisations	Will help to stabilise the organisation

TIMESCALE: MAY – JUNE 2021



MEASURING PROGRESS

DATE	FUNDING SOURCE	METHOD OF MONITORING PROGRESS	BY WHOM
2021	The Bridge Programme / Ubele.org	Social Impact reporting	The Bridge / Ubele.org
			BY WHEN: 2021
2021	Charity Excellence Framework	Social Impact / Holistic overview of organisation	www.charityexcellence.co.uk
			BY WHEN: 2021

CONTINGENCIES / EXIT STRATEGY

PROJECT	PROBABILITY OF SUCCESS	RISKS	BENEFITS
Develop a project that delivers accreditation to adults in football coaching	Working in partnership with Local Authorities and other training providers	Partnership funding.	At end of contract examine the possibility of rolling out a programme as the Lead provider
To be discussed / possibility of partnering with other organisations nationally who deliver programmes to adults to improve health and wellbeing.	Funder (to be decided)	Partnership funding eg. Groundwork	At end of contract examine the possibility of rolling out a programme as the Lead provider

AWARDS & CLUB RECOGNITIONS

MINDS ANNUAL CEREMONY

UNITED AWARD

Team Photo Shoot after the awards ceremony in our new 20/21 kit representing our supporters Kensington & Chelsea foundation on our shirts. Many thanks to the staff from the Curve who helped to make this a special day for everyone Kensington and Chelsea council.

Special shout out to Westway sports for letting us use their changing rooms and BW- Trophies for their professional service and quick delivery. Together we are stronger London FA – Surrey FA.



GRASSROOTS – COACH OF THE YEAR 2020

Founder of Minds United FC, Tarik runs and coaches the team operating in West London. The club provides a key service to those who need support. Tarik encourages confidence and respite from the struggles his players face. His team play in the Middlesex FA North West London Mental Health Football League, playing their games at Brunel University once a month and spending their time with regular training outside of this. For his achievements in establishing and running the daily workings into Minds United FC, Grassroots Awards have recognised him as 2020 coach of the year from a wide network of other football organisations in the industry.



MAYOR'S AWARDS RECOGNISED OUR CLUB

Our club was recognised in the Mayor's Awards for going above and beyond in improving the lives of many of the residents within Kensington & Chelsea borough. It's amazing to be recognised for this achievement as we work hard to improve mental health wellbeing for people in the local community. Its a big passion for us to see people develop and grow the sense of achievement.



MAYORS AWARD RECOGNITION FOR OUR CLUB PRESIDENT

Tarik Kaidi our club president and founder received an individual award for his excellent work within the community, going above and beyond to assist the wellbeing of residents.

WE ARE NOW A FA CHARTER STANDARD CLUB – SEASON 20/21

As a result of this status, the club can be proud to be the best place for people to play and enjoy football. Minds United FC are able to demonstrate that we offer positive football environments where people can develop their skills, keep fit and enjoy playing as part of a friendly, inclusive community.

MEDIA & PRESS

MEN'S HEALTH ON NOW TV

We were approached by NOW TV asking if they could shoot an advert for Men's Health with our male members to learn how football has improved their wellbeing.

Our Club President Tarik, was interviewed along with the other officials and our male members played a great game of football. You can catch the short film on our YouTube channel @Mindsunitedfc.



Evening Standard.

WEBSITE OF THE YEAR

Today's grants include £20,000 to boxing programme Fit For Life Youth, which works with 11 schools and colleges in the north of the borough.

Almost £3,000 was allocated to Minds United Football Club, which provides football sessions for adults with mental health or substance abuse problems in the wake of the fire.

GRENFELL FUND HANDS £200K TO PROJECTS FOR SURVIVORS AND LOCAL COMMUNITY PROJECTS

Community projects today received £200,000 from a fund set up to benefit survivors of the Grenfell fire.

Almost £3,000 was allocated to Minds United Football Club, which provides football sessions for adults with mental health or substance abuse problems in the wake of the fire.

MEDIA & PRESS

MINDS UNITED FC SUPPORT PEOPLE STRUGGLING WITH MENTAL HEALTH ISSUES

Minds United FC's weekly sessions provide people affected by mental ill health and substance abuse in North Kensington with the opportunity to play football and socialise in a safe and non-judgemental environment.

The team was set up in 2019 by local resident Tarik, who says football played a "massive role" in his recovery after being diagnosed with bipolar disorder seven years ago. Over 30 players are now registered with Minds United FC, many of whom say the sessions are the highlight of their week.

HOW CORONAVIRUS HAS IMPACTED MINDS UNITED FC AND FORCED THEM BACK INTO ISOLATION

The impact of Minds United FC has certainly spread community wide; last month they received funding from the Grenfell Project Fund voted for by North Kensington residents. With existing and up-and-coming partnerships with St Charles Hospital and RBKC, Tarik tells me he wants to extend the reach of Minds United FC to support adults all over London struggling with mental health.

Small grants with big impact



"I didn't feel like I belonged to anything or anyone, I felt like a misfit in society. I feel like the bond we've built in Minds United FC is a family. You come and you're accepted." Adam, team player

Minds United FC's weekly sessions provide people affected by mental ill health and substance abuse in North Kensington with the opportunity to play football and socialise in a safe and non-judgemental environment.

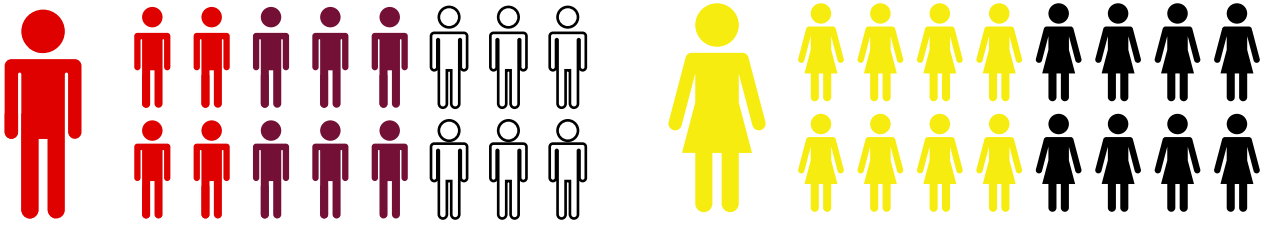
'It's really hard': Inside coronavirus' mental health impact on this West London football club

Minds United FC helps adults suffering from mental health conditions to find community but Covid-19 has forced them back into isolation

SHARE     COMMENTS 

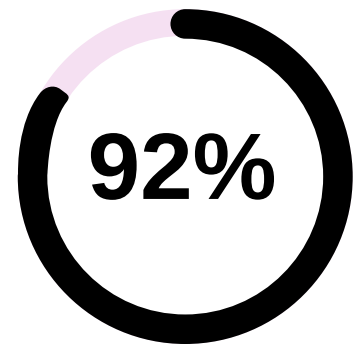
By [Thomas Kingsley](#), Community News Reporter

IMPACT



192 TOTAL SERVICE USERS.

BENEFICIARIES REPORTING IMPROVED MENTAL WELLBEING.

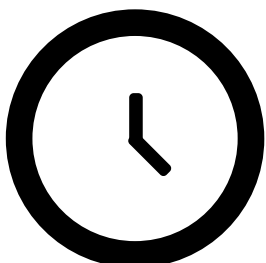
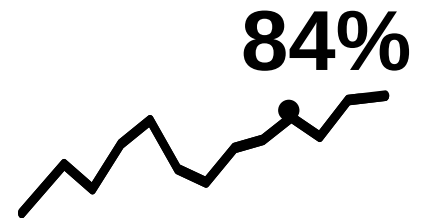


72%

BENEFICIARIES REPORTING IMPROVED PHYSICAL WELLBEING.

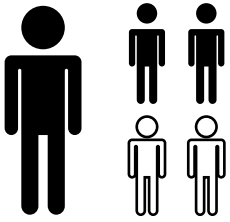


BENEFICIARIES REPORTING IMPROVED PHYSICAL WELLBEING.



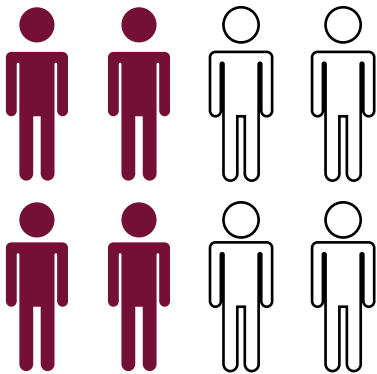
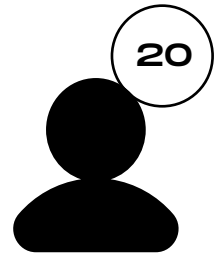
8,640 MINUTES OF EXERCISE.

IMPACT



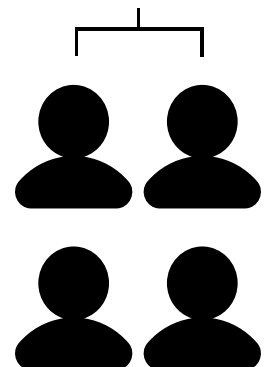
MALE PARTICIPANTS HAVE BENEFITTED FROM 8,640 MINUTES OF FOOTBALL OVER THE LAST 12 MONTHS.

WE HAVE HAD 20 VOLUNTEERS OVER THE LAST YEAR ALL OF WHICH HAVE HELPED WITH THE RUNNING OF FOOTBALL CLUB.



WE HAVE EMPLOYED 8 RESIDENTS AS PART TIME STAFF THAT WERE PREVIOUSLY UNEMPLOYED.

WE'VE TRAINED 4 WELFARE OFFICERS FROM PEOPLE WHO WERE PREVIOUSLY PLAYERS.

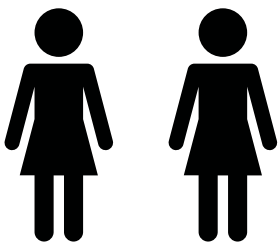
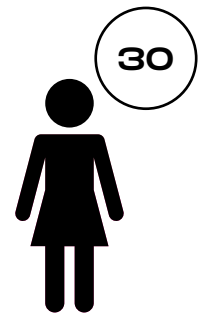


IMPACT



FEMALE ONLY PARTICIPANTS HAVE BENEFITTED FROM 4,320 MINUTES OF FEMALE FOOTBALL OVER THE LAST YEAR.

WE HAVE HAD 30 NEW FEMALE PLAYERS SINCE LAUNCHING THE FEMALE ONLY FOOTBALL SESSIONS.



THE TRAINING OF 2 NEW FEMALE COACHES.



CREATED 3 NEW TEAMS IN THE LEAGUE.

150

MEMBERS HAVE PARTICIPATED IN FOOTBALL EVENTS.

25 - 30

MEMBERS THAT TURN UP TO REGULAR SESSIONS IN THE WEEK.

600

FOLLOWERS ON INSTAGRAM ENGAGING REGULARLY WITH OUR CONTENT.

17

NEW FOLLOWERS ON TWITTER PLATFORM.

3,200

REGULAR VISITORS TO OUR CLUB WEBSITE EVERY MONTH.

98%

WEBSITE SEO RATING ENSURES WE GET REGULAR MEMBER SIGNUPS AND NEW VISITORS.

60%

VISITORS THAT ARE ENGAGING WITH OUR WEBSITE ARE NEW VISITORS.

SPECIAL THANKS

K&C FOUNDATION

UNLTD

RBKC

NORTH KENSINGTON HEARTS AND MINDS

CIC UNITY GROVE CIC

FLASHPOINT FOOTBALL CLUB

NKYC – HARROW CLUB

MIDDLESEX FA

LONDON FA

LONDON COMMUNITY FOUNDATION

CITY BRIDGE TRUST

KCSC

WESTWAY CT

WESTWAY TRUST

WESTWAY SPORTS CENTRE

Kensington
+Chelsea
Foundation



THE ROYAL BOROUGH OF
KENSINGTON
AND CHELSEA

