



WEMBLEY
STADIUM
FOUNDATION



INSPIRING, CONNECTING AND TRANSFORMING LIVES.

Strategy 2025–2028



FROM OUR CEO

A simple but powerful belief drives us: anyone can be inspired, anyone can achieve, and anyone should have the chance to experience the magic of Wembley Stadium.

Every cheer, every anthem, and every moment under the arch is powered by the people, football fans, music lovers, and dreamers who fill the stands. Without them, there is no Wembley Stadium, and without them, there is no Foundation.

By the time we reach Euro 2028, our work will have left a lasting imprint, empowering communities, funding opportunities, and ensuring Wembley Stadium's legacy reaches those who need it most.

This is more than a strategy. It's a thank you to those who power us, and a commitment to lasting change.

**Paul Findlay MBE,
CEO of Wembley
Stadium Foundation**



Who We Are

AN INDEPENDENT GRANT-MAKING CHARITY

Wembley Stadium Foundation uses the power of Wembley Stadium to inspire, strengthen and connect communities through sport, movement, and the performing arts.

Funded through income generated on event days at Wembley Stadium, the Foundation transforms this revenue into opportunities for communities across the country.

By distributing funds locally and nationally, we ensure that the impact of Wembley extends far beyond the stadium walls.

“Wembley Stadium Foundation have been a great partner, supportive, understanding and focused on helping the people of Brent.”

**Patrik Ewe,
CEO of Track Academy**



Where we're going

OUR CORE AIMS

Increase grassroots investment and stadium access across Brent.

Develop strategic partnerships to support more young people and people with disabilities, helping improve access to sport, movement and performing arts.

Bring the magic of Wembley to communities across the nation, reflecting the diverse fans who visit the stadium.

Embed a sustainable funding model, providing grantees with capacity-building support.

Measure impact effectively, understanding the change we are creating without overburdening grantees.

“Thanks to Wembley Stadium Foundation, we have been able to add considerable value to some of our existing programmes and also try new ideas whilst expanding our reach.”

**Otis Roberts,
CEO of Jason Roberts
Foundation**



How we'll get there

OUR GRANT-MAKING APPROACH

Local (Brent): Local investment

A community grants programme funds grassroots organisations to ensure community initiatives thrive. Here our focus is on youth development, disability inclusion and arts and culture.

Stadium access for Brent communities. This includes partnerships with the FA and Brent Council to increase investment in the Wembley Learning Zone.

National: Removing Barriers to Participation

Strategic partnerships increase nationwide access and inclusion in sports and the arts. This includes funding kit, equipment and participation costs.

Targeted: Euro 2028 Host Cities Fund

Multi-year funding for sports and performing arts programmes, reflecting Wembley's diverse events. Delivers tangible, sustainable impact for communities across Newcastle, Manchester, Liverpool, Birmingham and London.



How we'll get there

DELIVERING SUSTAINABILITY AND IMPACT

Providing capacity-building support for grantees.

Measuring impact using storytelling, digital tools, and outcome tracking.

Encouraging match-funding and alternative revenue streams to ensure resilience.



How we'll get there

RAISING OUR PROFILE

Increasing awareness of our impact amongst visitors to Wembley through partnerships and campaigns.

Driving national awareness to increase equitable access to our funds, through strategic campaigns and improved online presence.

“Thanks to the support of Wembley Stadium Foundation, we have significantly increased the number of girls playing and reinvigorated the boys’ teams. We have seen players navigate difficult school and home situations, cushioned by the out-of-school camaraderie that they have built.”

Chris Ampofo,
Chair of Brent Schools
Football Association





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**WE BELIEVE
ANYONE
CAN.**

Connect with us:

