WEMBLEY STADIUM FOUNDATION

## VISION:

Inspire, connect and transform lives through the power of Wembley stadium.

## IMPACT GOALS:

Over time, we work towards...

01
**BRENT**
Local people feel pride, connection to, and have access to Wembley's physical and symbolic value.

02
**TARGETED**
Greater equity in who accesses opportunities linked to sport and culture, by addressing priority barriers.

03
**EURO 2028 HOST CITIES**
Increased participation, belonging, and civic pride in connection to the tournament and Wembley.

## CROSS-CUTTING MEASURES:

We track what matters most...

**BELONGING**
Do children and young people feel part of something bigger, proud and connected to Wembley?

**PARTICIPATION**
Are more children and young people actively engaging in sport, movement and the arts?

**SUSTAINABILITY**
Are organisations and opportunities lasting beyond the life of the grant?

## ENABLING OUTPUTS:

Our progress is underpinned by...

**WELLBEING & RESILIENCE**

**SKILLS & CONFIDENCE**

**CAPABILITY & AGENCY**

## OUTCOMES:

Short term, we aim to achieve...

01
Children, Young people and communities face fewer barriers to participation

02
Improved personal outcomes for underrepresented children and young people

03
Enhanced sense of community belonging, pride & connection

04
Strengthened capacity of partners to deliver long-term impact

## ACTIVITIES:

We support the sports movement and arts sectors through...

**GRANT MAKING:**

- **Strategic funding** addressing priority barriers.
- **Place-based funding** for Brent and the EURO '28 host cities.

**MORE-THAN-MONEY SUPPORT:**

- **Capacity building and wraparound support** for grantees, such as Monitoring, Evaluation & Learning.

**CONNECTING COMMUNITIES TO WEMBLEY:**

- Funding and **partnerships that increase stadium access.**
- Extending Wembley's magic **beyond the stadium walls**, through national giveaways **reducing practical barriers.**