

IMPACT REPORT 2026



WEMBLEY
STADIUM
FOUNDATION

ANYONE CAN



Wembley Stadium Foundation values the importance of understanding what happens as a result of its funding. Therefore, our evidence has been independently reviewed and analysed by Bean Research, supplemented by interviews conducted with all participating strategic partners, while participation data was collected using the Upshot online system.



WEMBLEY
STADIUM
FOUNDATION

FOREWORD

A year ago, we set out a simple belief: *Anyone Can*. Can be inspired, can achieve, and anyone should have the chance to experience the magic of Wembley Stadium. This report is the first look at what that belief has made possible.



In our first year delivering the *Anyone Can* strategy, we have partnered with seven remarkable organisations, supporting them to increase access to sport and the performing arts, backed a new wave of place-based, community-led activity in Brent, and helped young people step under the famous Wembley Arch for the first time through support for the Learning Zone and our Wembley Stadium Foundation Box.

Football kits have travelled to grassroots youth teams across the country. Young players, performers, leaders and volunteers have had opportunities they might never otherwise have found.

In the pages that follow, we see a pattern emerging, of growing confidence, a stronger sense of belonging, and young people who feel that Wembley is a place for them.

We are immensely proud of this impact and our dedicated partners who deliver this work, day in and day out, and the coaches, artists, mentors and volunteers who show up for young people.

To all of them, thank you. Your work is at the heart of the Foundation.

We are only at the beginning of a three-year strategy. As we look ahead to 2028, we remain committed to ensuring more young people across England feel connected to their national stadium, and to tackling the barriers that stand between young people and opportunities.

Paul Findlay MBE
Chief Executive, Wembley Stadium Foundation



*"It is a privilege, as Chair of Wembley Stadium Foundation, to share the first year of *Anyone Can* – a year shaped by the power of partnership. Working alongside Brent Council, The FA and our strategic partners, we have supported grassroots organisations, amplified community voices and opened new pathways for young people to connect with the magic of Wembley and create their own stories. This is about more than what we do. It is about what we can achieve together. We believe, together, *Anyone Can*."*

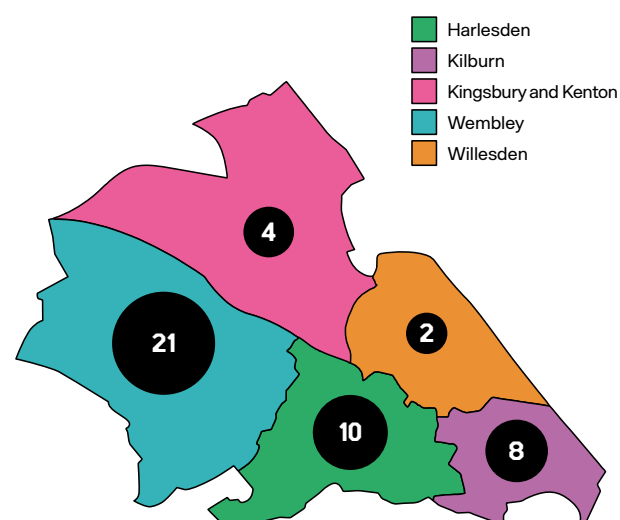
Khilna Shah
Chair, Wembley Stadium Foundation

INSPIRING, CONNECTING AND TRANSFORMING COMMUNITIES

Place-Based Funding

Community grant-making increasing local opportunity and belonging.

Brent Council runs the community fund Love Where You Live in partnership with Wembley Stadium Foundation. The fund awards grants to local Brent-based residents and community groups. WSF support tripled funding available for the Brent community, with **54 projects** funded this year. 18 of these projects have finished, enabling **1,776 Brent residents** to take part in community activities, ranging from therapeutic art sessions to local walks.



n = Number of **Love Where You Live** projects in each ward (excluding 9 borough-wide projects)

B = Initiatives that support communities in Brent

Wembley Connects

Connecting young people to the Stadium.

B WSF, in partnership with the FA and Brent Council, funds the **Learning Zone**, an education space inside Wembley Stadium celebrating the stadium's heritage. This year **2,515 primary school pupils** from Brent came for a half-day visit consisting of a tour and workshop, the very first visit for many living in the shadow of the stadium.

WSF's inaugural **Kit Giveaway** saw youth football teams from every county in England awarded free kits. A total of **2,700 football kits** were distributed to **220 teams**, removing one of the first costs a new team faces.

B The **Wembley Stadium Foundation Box** is offered to partners and charities. This year 96 young people watched a match from inside the stadium, while receiving the full hospitality experience, including a three-course meal. **89% had never set foot in Wembley before.**

WSF awarded **England Football's Young Volunteer of the Year** winner, **Lleyton Canning**, and **Devon FA**, a £5,000 grant which they used to run an event for young people on coaching, refereeing, volunteering and leadership in local football.

Through the power of Wembley Stadium.

Wembley Stadium Foundation (WSF) is the independent charity of Wembley Stadium, funded through event day income at the stadium. WSF awards grants to charities increasing participation in sport, movement and the performing arts, with a particular focus on young people facing barriers to access. Rooted in Brent, it also works nationally to bring the magic of Wembley to communities across the country.

Funded programmes included in this report:

Strategic Partners

Multi-year funding awarded to 7 strategic partners delivering targeted programmes to increase youth participation in sports and the arts.



Bloomsbury Football Foundation removes financial and social barriers to football, running sessions for young people across London. WSF's funding grew their girls' pathway and funded a full-time role dedicated to embedding it across teams. **2,423 girls took part across 537 sessions.** 83% of Bloomsbury Football Foundation participants report improved physical health.



England Amputee Football Association (EAFA) runs residential training camps for young amputees and disabled young players. WSF's funding supported the running of more regular junior camps which were attended by **67 young people.** WSF also provided a hardship fund covering travel and accommodation making it possible for young people to attend the camps and prestigious international tournaments.



B **Eastside Educational Trust** empowers young people through the arts and used WSF funding to partner artists with six primary and SEND schools across Brent, Camden and Tower Hamlets. The artists-in-residence ran creative workshops in film, drama and spoken word poetry reaching **410 children**, culminating in creative festivals attended by **1,380 pupils** and their families.



FA Leadership Academy (FALA) is a 12-month programme developing 16-24 year olds as leaders in grassroots football. WSF's funding provided grants, managed by the FA National Youth Council, for **52 young leaders** to deliver community projects reaching over **1,800 young people.**



Greenhouse Sports places full-time coach mentors in schools, offering targeted sports provision and, crucially, a trusted adult for the pupils who struggle most to engage with school. WSF's funding placed a full-time coach mentor at Ark Charter Academy in Portsmouth, supporting **143 students** in one of England's most deprived areas.



B Kiln Theatre is a Brent-based theatre with a focus on using creativity to build a sense of belonging in the area. With WSF funding, Kiln's Arrive Build Create programme ran **65 drama-related sessions for 79 young people** newly arrived in the UK.



B RPO Resound is the **Royal Philharmonic Orchestra's** community arm, working with communities that face the biggest barriers to accessing music. WSF supported the development of an inclusive music programme in three SEND schools in Brent, reaching **238 pupils** in the opening sessions, with the ambition to build an ongoing inclusive ensemble engaging all SEND schools in the borough.

11,128 PEOPLE SUPPORTED

EXECUTIVE SUMMARY

In 2025, WSF launched **Anyone Can**, a three-year strategy to widen who gets to feel Wembley is theirs.

Year one backed seven strategic partners, funded community grant-making in partnership with Brent Council, and helped more young people build their own Wembley story through kit giveaways and visits to the stadium.

This report is the first look at what that made possible, and how **11,128 people** have been supported this year through WSF funding.

WSF's multi-year, flexible funding enabled partners to tackle three consistent barriers to participation: removing financial barriers, showing young people that they belong and ensuring access to those groups that are often excluded from activities.

"I'd never been to Wembley before and watching England play from the Box was amazing."

It made me believe that anything is possible and motivated me to keep working hard in sport and school."

Young person from local athletics charity
Track Academy visiting the Wembley Stadium
Foundation Box.

MAKING A DIFFERENCE FOR:

Young People

4,041

young people took part in 1,307 sport and arts sessions.

Partners consistently report increased confidence and belonging developed through participation, improved physical health and stronger school engagement, with Greenhouse participants attending an average of two more weeks of school a year.

2,700

football kits received by new grassroots players.

"Because of WSF, every child in six primary schools, half of them in SEND settings, took part in a creative festival this year. Many stepped in front of an audience for the first time."

Eastside Educational Trust

WSF Partners £144,000

in additional funding reported as a result of WSF's support.

Multi-year, flexible project funding gave partners room to expand programmes, build staff capacity and experiment with what works.

New roles were created inside partner organisations, such as Bloomsbury Football Foundation's girls' strategy coordinator and the FA Leadership Academy's Young Leaders lead.



The Community

2,611

young people were welcomed into Wembley Stadium through the Learning Zone and the Wembley Stadium Foundation Box.

The Love Where You Live Fund for the Brent community was almost tripled, with the increased funds enabling a wider range of people and organisations to access Brent-based funding. In fact, **1,776 Brent residents benefitted**.

Parents report increased connections and support networks, while teachers and coaches report new skills and new perspectives on what young people were capable of.

REDUCING BARRIERS TO PARTICIPATION

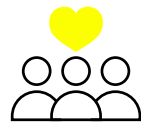
Closing the access gap remains a challenge across both the sport and arts sectors.

Wembley Stadium Foundation focuses its funding on reducing the structural barriers that stop young people taking part in activities that should be every child's right.

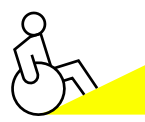
Funding has supported organisations embedded in their communities to shape programmes around the barriers their young people face, from gender and income to disability and neurodivergence. Independent analysis has identified three cross-cutting barriers that WSF funding is reducing:



Reducing financial barriers to participation



Showing young people they belong



Increasing access



REDUCING FINANCIAL BARRIERS TO PARTICIPATION

Taking part in sports or arts activities often comes with costs attached – fees to attend, the cost of equipment or kit, and the cost of travel or accommodation.

These costs can be a key reason that young people aren't able to participate, particularly for those from families with lower household incomes.

Recognising this barrier, WSF focuses its funding on some of the most deprived neighbourhoods in England. Brent, a focus area for WSF's funding, remains one of London's most deprived boroughs with **more than 4 in 10 children growing up in poverty**, and one of the lowest gross average household incomes in London.

Kit Giveaway

WSF partners with Team Grassroots, providing football kits to newly formed teams.

"The biggest barrier for our team is financial. Many families can't afford extra costs, which puts pressure on both players and coaches. Support like these kits helps ease that burden and ensures everyone has the chance to enjoy and take part in football."

Under 9 Girls, West Midlands.

Eastside Educational Trust

Wembley Stadium Foundation has enabled partner organisations to provide activities for free or reduced costs and cover any additional participation costs.

"The schools we most want to reach are often the ones with least capacity to buy in creative arts on top of everything else. WSF's funding means the schools don't pay a penny, which is the only reason we are able to work with the schools that need us most."

Eastside Educational Trust

England Amputee Football Association

"My son was selected to go to the European Amputee Football Camp in Romania but we had to turn it down because we couldn't afford the flight fare. Then the England Amputee Football Association came back and said they had some funding from the Wembley Stadium Foundation to support him. He was overjoyed to hear the news. He had never been abroad or on a plane, it was nothing short of magical for him."

Parent of an England Amputee Football Association participant



SHOWING YOUNG PEOPLE THEY BELONG

The sense that an activity “isn’t for someone like me” can stop young people engaging in opportunities, deepening inequality of access.

WSF-funded organisations tackle this directly, putting relatable role models in front of young people, and opening doors, including to Wembley Stadium itself. In fact,



89% of young people welcomed into the Wembley Stadium Foundation Box last year had never set foot in the stadium before.

Kiln Theatre

The “**Arrive Build Create**” programme uses drama, film and performance to build a sense of belonging for **79 young people** newly arrived in Brent.

“Long-term investment from WSF means we can commit to long-term engagement with these young people, not just one-off workshops. That sustained relationship is what makes the work effective, and it’s what has a real impact on their schooling and their lives.”

Kiln Theatre

“When I come to Kiln, I am a different person, with more energy and power. I enjoy everything when I play and act, and everyone here is lovely.”

Arrive Build Create Young Company participant

Bloomsbury Football Foundation

Bloomsbury Football Foundation seeks to engage more girls in its football provision. The programme lead shared:

“For a lot of the girls we work with, football has never felt like a space for them. Sometimes it’s because they don’t see female players on the local pitch or on TV, sometimes it’s because cultural considerations mean standard settings don’t work. WSF’s funding lets us design sessions around those realities.”

Central to the project has been appointing female coaches to run sessions, including young women who started their own football journeys with Bloomsbury Football Foundation, giving girls visible role models who reflect their own experience.

“It was so nice to see so many girls playing football and people with similar dreams to mine.”

Participant who has now become a programme coach.

INCREASING ACCESS

Learning Zone

Through a jointly funded partnership with the FA and Brent Council, 2,515 local primary school pupils attended the **Learning Zone**, an exhibition and learning space inside Wembley Stadium celebrating the heritage of Wembley.

WSF funding supported partners to tailor their programmes to young people with specific physical and learning needs, and also enabled activities to be offered in geographical areas where they previously hadn’t operated.

Royal Philharmonic Orchestra

Funded by WSF, the Royal Philharmonic Orchestra ran a “relaxed performance” for young people in Brent with SEND as part of their wider “Common Ground” programme. The informal setting, ability to interact with musicians and visual projections made the concert accessible to young people who are usually excluded from classical music performances.

“Mainstream music provision is not accessible to a lot of the young people we work with. Support from WSF allows participants to experience world-class music making through inherently accessible opportunities, enabling them to develop their creativity and celebrate their achievements.”

RPO Resound

Greenhouse Sports

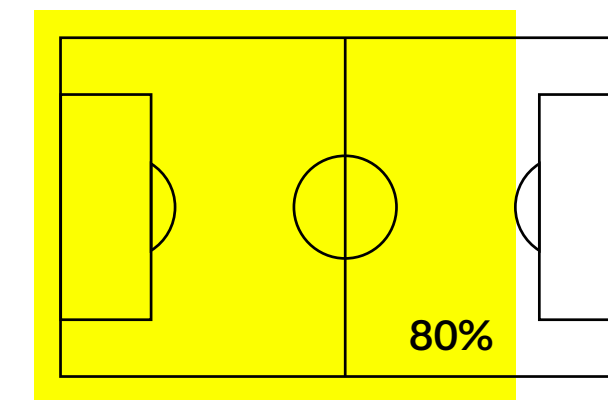
Greenhouse Sports has found it hard to find funding to support schools outside of London. WSF funding has enabled them to support the Ark Charter Academy in Portsmouth, a school serving one of the most deprived areas in England. This has led to 143 students receiving the support of a trained coach mentor. Eight students also visited the Wembley Stadium Foundation box at Wembley Stadium.

“Thanks to WSF, our young people from Portsmouth got to experience the atmosphere of an FA Cup semi-final at Wembley Stadium – a first for many of them, and an experience they’ll never forget.”

Greenhouse Sports

Young Volunteers

Lleyton Canning, England Football’s Young Volunteer of the Year winner, and Devon County FA were awarded funding to create a Your Game event at St James Park, Exeter which gave young people the chance to explore coaching, refereeing, volunteering and leadership opportunities in football locally – roles that young people aren’t often aware of.



“Young people make up 80% of grassroots football, but not enough of the Volunteering or leadership roles in the game, so events like these are super important to enlighten them to the opportunities they may be interested in.”

Devon FA

PARTICIPATION

By lowering barriers to participation, WSF, through its funded partners, is enabling more young people to take part in sport and the arts, including those who have been under-represented.

11,128 people have taken part in activities funded by Wembley Stadium Foundation over the past year.

CONNECTING TO WEMBLEY

Opening Wembley's doors to the community:

"Attending the WSF Box event at Wembley Stadium gave the young people such an exceptional experience. It just reinforced the message that Wembley is for everyone."

Partner visiting the Wembley Stadium Foundation Box.

2,515

young people from Brent visited Wembley Stadium through the Learning Zone programme.

96

young people watched an event in the Wembley Stadium Foundation Box. 89% had never been to Wembley Stadium before.

Extending Wembley's magic across the country:

2,700

kits given to new young players across 220 teams.

55

young people attending a WSF-funded "Your Game" event in Exeter, where they learned about coaching and volunteering opportunities.

Supporting community activity:

WSF almost tripled the **Love Where You Live** fund, reaching community organisations that had never previously accessed council funding.

54

grants given to local Brent residents running activities in the community.

18

projects from the grant round already completed.

1,776

Brent residents participated in activities from baking to walking to painting to environmental conservation as a result of the 18 completed projects.



The charity I Speak Football brought five displaced young people, who live in hotels close to Wembley:

"It showed that football is a place for them, and Wembley Stadium is part of their neighbourhood, not some foreign UFO that is only for other people."

ENABLING PARTICIPATION IN SPORTS AND THE ARTS

Increased participation:

Seven strategic partnership grants, four sport-focused partners and three art-focused partners.

"Being able to play football with other children like himself and not have any worries means so much."

Finley's dad (England Amputee Football Association)

1,307

sessions run for young people.

4,041

young people took part in these sessions.

87%

of these young people were female.

11%

(431 young people) had a physical disability or learning disability or were neurodivergent.

52

Young Leaders trained to deliver sport to young people, running sessions for over 1800 young people in their own local communities.

IMPACT OF PARTICIPATION

While on the surface the activities WSF funds look very different from each other, ranging from football to spoken word, from weekly sessions to one-off kit giveaways, participants describe strikingly similar outcomes: growing confidence and a stronger sense of belonging, with these two outcomes also contributing to a change in behaviours around physical fitness, education and employment opportunities.



91% of girls (over 13) at Bloomsbury Football Foundation report playing football has increased their confidence levels



100% of artists in Eastside's schools programme reported an improvement in students' confidence



94% of young people indicate growth in their confidence following a year in the Greenhouse Sports programme.

"Evie has really been enjoying the sessions, she has grown in confidence as the weeks have gone on."

Mum of Evie, who attended weekly girls' football sessions

INCREASED CONFIDENCE

Across all WSF-supported programmes, young people shared how their confidence had grown, both in themselves and their ability to take part in activities.

This confidence was visible in different ways, from non-verbal young people or those newly arrived in the UK performing in front of an audience, to young leaders stepping up to deliver programmes for their communities, to newly formed teams having greater confidence in their matches.

WSF supported Kiln Theatre's creative engagement programme "Arrive Build Create" which uses drama, film and performance to engage young people newly arrived in Brent.

"When I first came [to Kiln], I only spoke to one person and I was a little bit scared and now I'm not scared. Making stories and performing and playing games means I made friends and I'm no longer scared!"

Kiln Theatre participant

"My confidence in how I can speak English to each other and other people outside of this place came from here inside this place."

Kiln Theatre participant

The Football Association's Leadership Academy is a development programme for 16–24-year-olds. WSF funding supported each Young Leader to run their own community project. One youth leader set up a weekly session for four- to seven-year-old girls. Parents saw a huge change in the confidence of the girls attending.

"It's a pleasure to see Ivy become more confident with every session."

Mum of Ivy, who attended weekly girls' football sessions

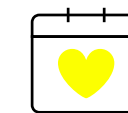
INCREASED SENSE OF BELONGING AND PRIDE

Beyond opening doors, participation has brought a deeper sense of belonging. This is crucial for young people and associated with higher self-worth, lower risk of depression and increased educational achievement.

Programme participants talk of feeling an increased belonging at three different levels



94% of young people taking part in Eastside's film, drama and spoken-word programmes report feeling like they belonged at their school, an increase from 82% before the programme.



93% of Greenhouse Sports participants felt more valued by those around them, one year into the programme



Belonging to a group:

The England Amputee Football Association (EAFA) runs a Junior Programme for four to 18-year-old amputees and those with limb-affecting disabilities, offering regular training camps. The father of one player described the impact of playing on his daughter:

"When my daughter joined EAFA it was a huge turning point. It gave her something she didn't even realise she was missing: a team where she fits in naturally. She's surrounded by players who understand limb loss, who celebrate her strengths, and who treat her like one of their own from day one."

Parent of EAFA Player



Belonging to Brent:

WSF partners with Brent Council to offer "Love Where You Live" grants to residents or community groups who wanted to have a positive social impact on their communities. 54 grants have been awarded to resident-led projects so far, with 18 completed reaching 1,776 people.

"You could come feeling a bit low or with things on your mind, and by the end of the walk you felt different. Being around other people, talking and getting outside helped with the isolation. We also learned more about our health and where we could go for support."

Brent resident taking part in a community walking activity.



Belonging to Wembley Stadium community:

WSF has a strong focus on bringing the magic of Wembley to communities across the nation. The Learning Zone and Wembley Stadium Foundation Box both welcome young people into the stadium, while the Kit Giveaway connects teams from across the country with Wembley through kits.

"The young people gained confidence. They felt a connection with the stadium and that the stadium cared about them. They still talk about it months later. It also gave them a feeling of being valued and part of the football community."

Brent Schools Football Association after a visit to the Wembley Stadium Foundation Box with four young people.

CHANGING BEHAVIOURS

Independent evaluation demonstrates that these changes in turn changed young people's behaviours, including pathways to progressing in education, staying physically healthy, and taking opportunities to step into employment and training.

Education:

- Compared to their peers, participants in Greenhouse programmes:
 - attend two more weeks of school per year
 - achieve around half a GCSE grade higher in Maths, English and Science
- All six artists on Eastside's Artists in Residence programme report improvements in students' self-expression and creativity.
- The Royal Philharmonic Orchestra's "Common Ground" programme engaged young people with SEND in Brent's special schools. Pupils who are usually non-verbal in class sang solos to their peers, and one young person who typically leaves assemblies within five minutes stayed fully engaged for the entire 30-minute performance.

Physical pathways:

- **83%** of Bloomsbury Football Foundation participants report an improvement in physical health, with parents reporting that 60% of children increased their level of physical activity.
- Coaches at England Amputee Football Association training camps report that young players are now joining their local Disability Football teams, which felt too intimidating previously.

Employment and training:

- Kiln's Arrive Build Create facilitation traineeship, for alumni of the programme, offers a year-long paid placement training young people as creative facilitators.
- Two previous trainees are now employed at Kiln and three have progressed to university, supported by Kiln with their applications and interviews.
- The member of the FA National Youth Council who managed the distribution of WSF Grants for all the Young Leaders secured a job at a regional football association, drawing on experience from managing the WSF grant.



RIPPLE EFFECTS

Young people weren't the only people who benefited from the impact of the activities that WSF supported. Evidence suggests that this also affected families, teachers and schools, and the wider community that the young people lived in.

Families:

- Some school-based funded programmes were a catalyst for strengthening connections between families and their child's school. Eastside Educational Trust shared how parents who rarely engaged in school events attended the festivals to see their child perform.
- Parents reported improved behaviour at home, and in some projects families were able to draw on the support of their child's coaches and mentors.
- At the England Amputee Football Association, camps bring together families navigating prosthetics, surgery and phantom pain, providing a support network and a valuable source of information.

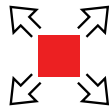
Teachers and schools:

- In Eastside and Kiln's projects, building teacher skills was an explicit aim, equipping them to continue delivering activities after the project finished with Kiln also prompting schools to reflect on school policy areas such as safeguarding.
- For teachers working with Eastside and Greenhouse, seeing pupils engage outside the typical curriculum changed their views on what young people were capable of.

STRENGTHENING PARTNER CAPACITY AND SUSTAINABILITY

Wembley Stadium Foundation's relational grant-making approach, and multi-year, flexible project funding, give partners autonomy to use funds as they see fit within their own plans.

Alongside the grant, WSF offered non-financial support such as access to the Wembley Stadium Foundation Box, a subscription to the Upshot Monitoring Evaluation and Learning system, and opportunities to network with other partners. Together, the funding and this wider support have enabled partners to strengthen their own organisational capacity in five key ways:



Supporting sustainable expansion and formalisation of programmes

Funding was pivotal in the expansion of some programmes, increasing the number of schools each programme could reach, and the geographic areas they could cover. With WSF support, Brent Council's Love Where You Live grants pot was tripled, enabling the council to fund collaborative applications, award larger grants and reach community groups it couldn't fund before.

For the England Amputee Football Association, the multi-year nature of the grant enabled them to plan sustainably, as camps could be planned and offered on a standardised schedule rather than on an ad-hoc basis determined by the charity's funds, with plans to also expand the camps to new geographical regions.



Providing partners space to reflect and experiment

For some partners the multi-year, flexible funding gave them breathing room to think more systemically about the change they wanted to see. At the FA Leadership Academy, the funding meant the young leaders didn't need to fundraise for delivery costs such as pitch costs and equipment and could instead focus on the design and roll-out of the programme.

Bloomsbury Football Foundation shared that the new role, enabled by the grant, gave them capacity to think strategically about how to build girls' participation across all programmes.

While at Kiln, the grant gave them space and time to experiment and pilot different approaches to see which were most impactful.



Building greater staff capacity

WSF funding also supported the creation of new roles within partner organisations. Bloomsbury Football Foundation used the funding to reshape an internal role, enabling their football coordinator to work full time on embedding the organisation's girls' strategy across teams.

At the FA Leadership Academy, the grant supported the creation of a new post on the National Youth Council specifically to manage the WSF fund within the Young Leaders programme.



Unlocking further funding

Partners consistently reported that the Foundation's endorsement raised their profile with other funders. Many examples of this were shared: since receiving WSF funding, the England Amputee Football Association has attracted £40,000 from two funders, both of whom approached the organisation having seen the work made possible by the Foundation's investment. Bloomsbury Football Foundation was able to leverage the WSF funding for match funding from the Childhood Trust via The Big Give, doubling the value of the grant.



Creating ecosystem connections

WSF acted as a connector, brokering relationships that extended the reach of each grant beyond the money itself. Eastside Educational Trust used introductions from the Foundation to establish connections with new local authorities, while Bloomsbury Football Foundation was linked to the programme manager for Brent Council's Holiday Activity and Food (HAF) programme, with early discussions about collaboration beginning. And for RPO Resound, the grant supported the achievement of a large strategic objective, enabling them to establish provision and have an opportunity to build networks within their new home borough.



LOOKING FORWARD

WSF is moving into the second year of its three-year strategy, with activity and momentum expanding.

In Brent, the next wave of community grants will open to residents, community groups and schools, building on a successful first year that reached 1,776 people across the borough.

The seven strategic partners who have begun to deliver lasting outcomes can now build momentum as they move into year two of their multi-year grants, and will be joined by a cohort of new funded partners, widening WSF's reach into new communities and new activities.

Next year also sees the launch of the WSF Communities Fund, running from 2026 to 2028 in the build-up to UEFA EURO 2028 UK & Ireland. Delivered through place-based grants distributed by expert local partners, the fund will reach grassroots youth projects across five cities: Birmingham, Liverpool, London, Manchester and Newcastle. Alongside this, national youth charities will run programmes that connect young people across the country. Collectively the fund will support thousands of young people while building a sense of ownership and pride in their cities.

Year two will be about scaling the belief that incredible things happen when barriers are lowered, continuing to widen who gets to feel that Wembley is theirs.

WE BELIEVE ANYONE CAN



Wembley Stadium, Wembley, London HA9 0WS

Registered Charity Number: 1072392

wembleystadiumfoundation.org

