



ABERDEEN FC
COMMUNITY
TRUST

Opportunities to Support Our Local Communities

Scottish Charitable Incorporated Organisation (SCIO), Charity Number SC044720



WELCOME FROM AFC COMMUNITY TRUST BOARD OF TRUSTEES



On behalf of the AFCCT Board of Trustees I would like to thank you for taking the time to read our brochure. This booklet only provides a snap shot of the AFCCT Vision and the 5 strands of activity that are being delivered in close partnership with Aberdeen Football Club and our other key partners.

Since March 2014, AFCCT has existed as a standalone registered charity. By utilising the high profile and facilities associated with Aberdeen Football Club, the Community Trust now delivers around 70,000 community participations a year across the North East of Scotland, with participant ages ranging from 3 to 93+.

I would like to thank everyone at AFC, and all our other community 'supporters', for their help in establishing Aberdeen FC Community Trust as an award winning community asset. The Trust's progress to date has only been achieved as a consequence of fantastic support from many others.

AFCCT continues to present a fantastic opportunity to 'do the right thing' on behalf of North East communities, and I encourage you to help us to support others who may be in need of such help.

Duncan Skinner
Chair of Board of Trustees
Aberdeen FC Community Trust

Honorary Patron: Denis Law **Honorary Ambassador:** Craig Brown

Trustees of AFCCT: Barry Douglas, Edel Harris, Jill Harris, David Johnston, James Knowles, Gregory Poon MBE, Len Taylor, Adrian Watson & George Yule
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WELCOME



“To provide **support** and **opportunity** to change lives for the better”,

The above simple Vision resulted in the creation of Aberdeen FC Community Trust (AFCCT).

Since our confirmation as Registered Charity No. SC044720 in 2014, everyone involved with AFCCT has worked towards this vision with the clear desire to benefit a wide range of community groups based within the North East of Scotland, and beyond.

As Aberdeen Football Club’s partner charity, AFCCT is now firmly established as an identifiable community asset and works alongside a broad range of partners from the private, public and 3rd sectors.

Approximately 70,000 participations per year now take place across a very broad range of targeted and inclusive community initiatives. Some of the specific programmes which now exist provide direct support to: Over 65s; disadvantaged children; ethnic & religious minority groups; and people living with dementia. This non-exhaustive list encompasses participant age ranges from 3 to 93+ years old.

AFCCT fulfils its registered charitable objectives across 5 strands of activity, many of which overlap, providing multiple benefits to participants.

All AFC Community Trust staff and volunteers are fully committed to ‘**doing the right thing**’ and are dedicated to supporting North East communities. Almost all activities are undertaken in close partnership with others, and those cooperative working relationships are seen as a vital ingredient in effectively supporting our local communities.

Thank you to everyone who has supported AFCCT so far, and I encourage those reading this brochure to do what they can to help AFCCT “...change lives for the better”

Ally Prockter,
Chief Executive,
Aberdeen FC Community Trust



“IT WAS AMAZING, I LEARNED A NEW SKILL THAT I THEN USED IN MY MATCHES. I GOT TO SCORE LOADS OF GOALS AND MY COACHES WERE GREAT. I LOVED IT!”

PROGRAMME PARTICIPANT



“MY SON HAD A FANTASTIC TIME AND FELT REALLY SPOILED. WHEN WE GOT HOME HE TOLD ME IT HAD BEEN HIS BEST DAY EVER”

PARENT OF COURSE PARTICIPANT



POSITIVE ACTIVITY

Initiatives which increase the number and variety of people actively involved in any sport or other form of recreational activity.

This is an already well-established area of community activity, with the main focus currently being on participative football and growing multi-sport involvement.

CURRENT ACTIVITIES INCLUDE:

- Football Centres (boys and girls aged 3 to 12 years)
- Disability Football Centres (children and adults)
- Advanced Skill Centres (girls and boys)
- School holiday Soccer programmes
- School visits (coaching delivered in schools)
- Junior Matchday Club (coaching at ASV followed by match at Pittodrie)
- AFCCT 7s (Primary Schools Football League)
- Coach Education (SFA qualifications)
- SFA Quality Mark (developing local grassroots football clubs)

As well as participation in sport, every opportunity is taken to introduce additional learning regarding healthy lifestyles, as well as emphasising the benefits of playing and ‘just’ having fun.

This area continues to be developed to increase participation numbers in any positive activity, and most importantly to encourage and assist people to lead active healthy lives.



“THIS IS THE BEST THING I HAVE EVER BEEN INVOLVED IN, AND ALL MY FAMILY SAY WHAT A DIFFERENCE IN ME.”

“MY HEALTH IS SO MUCH BETTER NOW”

PROGRAMME PARTICIPANT



“SINCE DAD JOINED THE TECHNOGYM CLASS, HIS DEMENTIA HAS SLOWED DOWN AND HE HAS A HUGE INCREASE IN CONFIDENCE. IT’S NICE TO SEE MY DAD BACK TO HIS OLD WAYS, AND THAT IS DOWN TO HIM MEETING PEOPLE AND HAVING FUN AS WELL AS BEING HEALTHIER.”

FAMILY MEMBER OF PROGRAMME PARTICIPANT



HEALTH & WELLBEING

Activities which promote improved mental and physical health & fitness.

With an aging population, an increasing obesity problem and ongoing challenges regarding alcohol and substance misuse, there are many areas AFCCT work hard to help.

AFCCT develop and deliver initiatives which re-emphasise existing health and wellbeing messages, often by utilising the hook of football and AFC to generate initial interest and increase retention.

CURRENT ACTIVITIES INCLUDE:

- Football Fans in Training (a health and nutrition programme)
- Dons Family in Training (family health and nutrition programme)
- Active Reminiscence
- New You (health & nutrition programme for people aged 65+)
- Walking Football
- Dementia Friendly initiatives
- Technogym (hydraulic gym exercise for people aged 65+ and those with Dementia)
- Health Walks (walks and visits to places of interest for people aged 65+)
- AFC in the Park (games and activities in various parks across Aberdeen for people aged 65+)



“OUR INVOLVEMENT IN THE RECENT PROGRAM HIGHLIGHTED THAT OUR MEMBERSHIP IS NOT REPRESENTATIVE OF THE LOCAL COMMUNITY. WITH THE HELP OF AFCCT, WE ARE COMMITTED TO ADDRESSING THIS BY ENGAGING IN PARTICIPATION CENTRES AND OTHER CULTURAL EVENTS, WE HAVE TAKEN IMPORTANT STEPS TO REVIEW OUR IN-TAKE PROCESS.”

GRASSROOTS FOOTBALL CLUB CHAIRMAN

“CHILDREN ATTENDING THE MOSQUE AT WEEKENDS NOW HAVE AS MUCH OF AN OPPORTUNITY AS ANY OTHER CHILD, THANKS TO AFC COMMUNITY TRUST.”

PROGRAMME SUPPORTER



EQUALITY & INCLUSION

Initiatives designed to address inequalities across communities, and to access and provide opportunities to those persons or groups who may be excluded for whatever reason.

AFCCT delivers its charitable purposes to any community irrespective of ability, age, gender, race, religion or sexual orientation.

AFCCT is committed to improving social inclusion in all its guises. In a region of marked differences of wealth and social standing the Trust develops initiatives and provides support to help everyone participate and/or contribute. Social integration is a key priority at AFCCT.

ACTIVITIES DELIVERED SO FAR INCLUDE:

- **Footy Tea** (local primary school pupils provided with football coaching, followed by a sit down nutritional meal in the players canteen at Pittodrie)
- **Breakfast Club** (an early morning version of the above)
- **ASN Primary Festival** (football festival provided for children with Additional Support Needs)
- **Grampian Strikers** (a ‘mental health’ football team in the north east)
- **Equity Participation Centres** (football activities provided to individuals from different ethnic & religious backgrounds)
- **UEFA Captains of Change Project** (working with grassroots football clubs to increase integration through football)



“I REALLY ENJOYED THE WHOLE TOURNAMENT BECAUSE I COULD HAVE FUN AND PLAY WITH MY FRIENDS WITHOUT MY PARENTS BEING THERE.”

MIDNIGHT LEAGUE PARTICIPANT



“THE CONDUCT OF THE PUPILS AFTER THE COACHING SESSIONS FROM AFCCT HAS BEEN EXCELLENT. THE DIFFERENCE IN BEHAVIOUR HAS BEEN NOTICEABLE AND THE CHILDREN ARE NOW USING EXEMPLARY SPORTSMANSHIP BY CONTROLLING THEIR OWN MATCHES.”

HEAD TEACHER



GOOD CITIZENSHIP

Initiatives designed to provide interesting and varied diversionary activities, and those which increase positive behaviours and social responsibility.

By developing and delivering its own initiatives, and in conjunction with relevant partners, AFCCT uses the Trust and AFC brands to encourage participation in positive activities by those who are, or who may become, involved in anti-social or disruptive behaviour. Again using the ‘hook’ of sport combined with the unique incentives and facilities available, AFC Community Trust does all it can to help local communities to take part in fun and worthwhile activities.

ACTIVITIES INCLUDE:

- **Midnight Leagues (5-a-side football for boys & girls aged 12-16 years, delivered in conjunction with Police Scotland and other partners)**
- **Positive Coaching Scotland (workshops delivered to players, parents and coaches to emphasise a positive football culture in the north east)**
- **Better Playground Play (football and PCS workshops delivered in schools to encourage better play and sportsmanship in the school playground)**
- **Drugs Action Programme (designed for teenagers, this programme provides accurate information using various methods, to encourage healthy & safe lifestyle choices)**



“THE COMMUNITY CLUB PROJECT ALLOWED OUR CLUB AND ITS COACHES TO RECEIVE MENTORING SUPPORT FROM AFCCT. WE HAVE THRIVED OFF OF THIS, AND ARE NOW AT A LEVEL WE NEVER WOULD HAVE BEEN WITHOUT THE HELP OF THE TRUST.”

GRASSROOTS FOOTBALL CLUB CHAIRMAN



“GREAT COACH EDUCATION SESSION DELIVERED BY AFCCT TUTORS. IT WAS REALLY INFORMATIVE, AND HAD GREAT CONTENT. I CAN’T WAIT TO TAKE WHAT IVE LEARNED AND PUT IT ACROSS TO MY TEAM.”

COACH EDUCATION PARTICIPANT



LEARNING

Initiatives which promote the value of lifelong learning and personal development via academic, vocational and experiential opportunities.

AFCCT develops and delivers innovative learning programmes which often use football and its unique facilities to make learning fun and engaging. Supporting those who are disengaged from mainstream learning, by supporting local schools, and via Scottish FA Coach Education programmes, AFCCT provides a wide variety of opportunities for people to learn through participation, volunteering and through more structured programmes and events.

AFCCT is progressing its own Learning Centre, which will be available for use by its partners, and which will also help support all 5 strands of activity.

AFCCT ALWAYS AIMS TO MAKE LEARNING FUN AND INCLUSIVE. RELEVANT ACTIVITIES INCLUDE:

- A Healthy Lifestyle programme delivered by AFCCT to classes from North East schools at Pittodrie Stadium and Aberdeen Sports Village.
- Coach Education (delivered to 600+ coaches across the North East)
- Community Club Project (coach and club development work delivered to grassroots football clubs within Aberdeen City)
- Work placements and internships for local schools, Universities and College
- Saltire Awards (awards presented to volunteers for specific numbers of hours they have volunteered for AFCCT)



“I LOVE WORKING WITH THE ALL THE AGE GROUPS. THE KIDS ARE SUCH A LAUGH AND THE OVER 65s ARE EVEN MORE FUN. I HAVE A BRILLIANT TIME EVERY TIME I AM AT AFCCT, AND MY OWN CONFIDENCE HAS GROWN HUGELY.”

AFCCT VOLUNTEER



“SIMPLY PUT, IT’S GOT ME WORKING AGAIN AFTER BEING UNWELL. I FEEL SO MUCH BETTER BECAUSE OF AFCCT AND LOVE HELPING THE TRUST TO SUPPORT OTHER PEOPLE LIKE ME. THE STAFF HAVE BEEN SO GOOD TO ME.”

AFCCT VOLUNTEER



VOLUNTEERING

This is an area of significant growth which continues to gather momentum. AFCCT volunteers have already received Awards and Highly Commended accolades at the prestigious Aberdeen Sports Awards .

AFCCT has volunteers aged of 14 to 74+ years old, who happily give their time to support Aberdeen FC Community Trust activities. AFCCT has given direct support to these volunteers by providing training in specific activities including Dementia Friends, Coach Education, Technogym and Walk Leader skills. The Trust’s activities are invaluable enhanced by the work our volunteers do.

Aberdeen FC Community Trust also offers 14 - 25 year olds the opportunity to gain Saltire Awards whilst volunteering in their local community. Saltire Awards are designed to formally recognise the commitment and contribution of youth volunteering to charitable organisations such as AFCCT.

Anyone wishing to become an AFCCT football coach and/or would like to assist with the delivery of a wide range of community engagement projects, AFCCT has many exciting and rewarding developmental opportunities available.

Anyone interested is asked to contact the AFCCT Team on info@afccommunitytrust.org



“WINNING THE VOLUNTEER OF THE YEAR AWARD WAS TOTALLY UNEXPECTED. I LOVE VOLUNTEERING AT AFCCT, THEY HAVE OPENED UP SO MANY DOORS FOR ME AND I NOW HAVE THE CONFIDENCE TO TRY LOTS OF NEW THINGS.”

OVER 65s PROGRAMME PARTICIPANT & VOLUNTEER

“TO BE A FINALIST FOR THE ‘RISING STAR AWARD’ WAS EXTREMELY HUMBLING. I FEEL A GREAT SENSE OF PRIDE JUST BEING PART OF THE AFCCT TEAM AND LOVE WORKING WITH ALL THE PROGRAMME PARTICIPANTS.”

AFCCT TEAM MEMBER



AWARDS

Aberdeen FC Community Trust staff and volunteers have received some formal recognition for the work being done by them. The following list highlights some of the accolades associated with AFCCT so far:

WINNER – Friend of the Third Sector *Aberdeen Council for Voluntary Organisation Impact Awards 2014*

WINNER – Best Professional Club in the Community *Scottish FA Grassroots Awards 2015, Hampden*

WINNER – Volunteer of the Year *Aberdeen Sports Awards 2015: Marion Douglas (Over 65's programme participant + AFCCT volunteer)*

HIGHLY COMMENDED – Volunteer of the Year *Aberdeen Sports Awards 2015: Craig Rollo (AFCCT volunteer)*

HIGHLY COMMENDED – Young Coach of the Year *Aberdeen Sports Awards 2015: Murray Collie (AFCCT volunteer)*

FINALIST – Outstanding Contribution to Society: *Northern Star Business Awards 2015*

FINALIST – Rising Star *Northern Star Business Awards 2015: Dean McBain (AFCCT Community Projects Officer)*

FINALIST – Transformative Innovation *Sports Business Innovation Awards 2015*

The above list reflects the significant amount of teamwork and effort which goes into every AFCCT programme and initiative, and none of the above could be achieved in isolation. Everyone who has supported AFCCT so far has been part of this success.



**70,000
PARTICIPATIONS**

HOW YOU CAN SUPPORT AFCCT?

As a standalone charity Aberdeen FC Community Trust is responsible for generating its own income to fulfil its charitable objectives.

The Trust's activities are designed to generate some of the necessary income however, like most charities, AFCCT will always need external financial support in order to deliver its vision.

AFCCT works closely with like-minded partners/supporters and creates arrangements whereby those partners can undertake their own CSR commitments and/or fulfil community focused objectives through AFCCT.

If interested in working with us, providing sponsorship or just finding out more about what we do, please contact us at info@afccommunitytrust.org

Thank you!!



**PROGRAMMES
& INITIATIVES**



GET IN TOUCH!

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BEST PROFESSIONAL CLUB IN THE COMMUNITY

2015



ABERDEEN FC COMMUNITY TRUST GRATEFULLY ACKNOWLEDGE
THE SUPPORT PROVIDED BY THE FOLLOWING:

Aberdeen and Grampian
Chamber of Commerce
Aberdeen City Community
Safety Partnership
Aberdeen City Council
Aberdeen Council for
Voluntary Organisations
Aberdeenshire Council
Aberdeen Football Club
Aberdeen Foyer
Aberdeen International Airport
Aberdeen Sports Village
ActivPayroll
Alzheimer Scotland
Apache North Sea Ltd
Bank of Scotland
Big Lottery
Cashback for Communities
Central Coaches
Clydesdale Bank
CNR International
Cornerstone

Dave and Fiona Cormack
DA (formerly Drugs Action)
Denis Law Legacy Trust
EY
Foundry Aberdeen
Garioch Sports Trust
Glencraft
Global Pipe Components
I & K Motors
Iceberg Print & design
Supporting Aberdeen Cyrenians
Inspire
Inverurie Loco Works FC
Life Changes Trust
McDonalds
Moray Council
Morrisons Motors Turriff
NHS Grampian
North East Scotland College
Police Scotland
Recognition Express

Robert Gordon University
Russell Anderson Football Academy
Saltire Energy
Scottish Council for Development and Industry
Scottish Disability Sports Grampian
Scottish Football Association
Scottish Football Partnership
Simmons & Company International Ltd
Sodexo
SPFL Trust
Sport Aberdeen
StreetSport
Strikers Indoor Football
Tartan Army Children's Charity
Technip UK Ltd
Tesco Bank
University of Aberdeen
WorkingRite
Xcite Media



To provide support and opportunity to change lives for the better

Scottish Charitable Incorporated Organisation (SCIO), Charity Number SC044720

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