

HIBERNIAN COMMUNITY FOUNDATION

THE SOUL OF OUR
COMMUNITY
STRATEGY 2024-2027





As Hibernian FC's official charity, we uphold the club's charitable origins to inspire and enact positive change in our community. Without judgement, we provide meals to anyone and everyone, we create opportunities for people to come together and take part in activities, and we organise football for hundreds of people of all ages and abilities.

COMMUNITY MEALS · SOCIAL HUB · HEALTH AND WELLBEING · FOOTBALL FOR ALL



OUR CHARITABLE ORIGINS

When Hibernian Football Club was founded in 1875, the mission was simple: utilise a football club as a vehicle to promote positive social change.

On the chaotic cobblestones of Edinburgh's Cowgate, known at the time as 'Little Ireland', a meeting at St Patrick's Church led to the idea for a football team which, a century and a half later lives on through the work of the Hibernian Community Foundation.

Guided through its early years by Canon Edward Joseph Hannan, the club embarked on charitable tours around Scotland's cities, raising considerable sums of money to feed the impoverished, and alleviate the effects of the vast social inequalities present at the time – leaving a trail of positive social impact across Scotland.

The club also promoted a code of healthy living and responsible conduct, the 'Hibs Class' that is carried on





THE FOUNDATION

Drawing inspiration from Hibernian Football Club's long-standing commitment to charitable endeavours, our foundation works to combat the effects of poverty and social inequalities within our community. With a focus on delivering accessible, empowering, and inclusive programs, we strive to address the root causes of these issues, enhancing the overall health and well-being of all community members.

Our work is grounded in the belief that everyone deserves the opportunity to thrive, free from the barriers imposed by social deprivation. By mobilising the collective spirit and resources of our community, we are creating lasting change, building a legacy of health, equity, and unity for future generations.



3 YEAR STRATEGY
2024 - 2027

OUR MISSION

To use the power and passion of football to change lives.

OUR AIM

To make long term, positive impact on the lives of those most in need.

OUR APPROACH

We will play to our strengths. We recognise that Hibernian FC's brand is a massive draw to a lot of people, as is the opportunity to take part in activities we organise in the stadium and elsewhere. The Community Hub – donated by the club – is an exceptional space, equipped to deliver a wide variety of community services.

Partnerships

We recognise that many other charities, community groups and individuals have their own strengths and do amazing work in our area. We will actively seek to partner with others in delivering services or give them access to our space and facilities to further their charitable work for the benefit of local people.

Enterprising

Our links to one of the biggest football clubs in the country, means we can use the strength of the Hibernian brand to generate income to fund our charitable work. We will operate as a social enterprise, looking to develop opportunities where we can, offering an outstanding football experience and re-investing profits generated.

People

It is the talent, passion and commitment of our volunteers and staff that allows us to make a difference. Volunteers sit on our board, serve community meals, deliver programmes, lead football sessions, raise money and do so much more for us too. Our success emanates from our staff, and we will continue to recruit the best, develop talent and reward success.

Objective One - COMMUNITY PROGRAMMES

The origins of Hibernian FC are rooted in serving the needs of the local community. We will continue to target our services to those who can most benefit. **People from low-income households are our priority**, some of whom will be elderly, disabled, single parents, New Scots, and have younger or larger families. Poverty can affect people in many ways: our focus will be on the impact it has on people's health, both physical and mental.

In Scotland, people from the most deprived neighbourhoods – and many of these exist within a few miles of Easter Road Stadium – have a healthy life expectancy that is 24 years lower than those living in the most affluent areas. Our community programmes are designed to alleviate the impact of poverty. We will:



Increase the provision of meals to **2,000** each month.



Organise social and mental health activities involving **500 attendees** each month.



Deliver physical fitness programmes involving **200** each month.



Host Christmas Day Lunch for **500** in the stadium every year.



Publish an annual impact report.

CASE STUDY ONE

Free Meals As A Core Offering

Free meals are one of our core offerings and enables us to directly tackle food poverty and inequality within our community. To date, we have served over 11,000 meals in the hub, including 500 on Christmas Day this year.



Objective Two - FOOTBALL

Thanks to Hibernian FC, we have access to some of the best football coaches and facilities in the UK. This is our strength, and we will use this to encourage people of all ages to play regularly, and at whatever level they aspire to. We will ensure that affordability is never a barrier to participation. We will offer extensive, high-quality coaching programmes, creating more pathways for children and adults to regularly participate in the national game. We will continually invest and upskill our community coaches, equipping them with the kit, equipment and support they need to make sessions rewarding for players.



Deliver weekly sessions to 1,200 players aged 18mths to 65+ years.

15%

Grow Community Academy teams and membership by 15% each year.



Grow holiday camps to 2,500 places a year.



Organise events, festivals and conferences for 2,000 players & coaches a year.



Implement a social enterprise model to maximise returns for charitable purposes.



"Archie loves football. We tried a few clubs but none were quite right. He attended a Hibs Community training session at the end of 2021. He has been there ever since and loves it. Archie has come on massively in confidence. He has progressed well within his age group. He really feels like part of a team. He also feels a strong connection to big Hibs and appreciates the various occasions when Hibs and Hibs Community overlap and he gets the chance to see (and speak to) his heroes. He enjoyed participating with his dad in the Kilt Walk in 2023 and raising money for Hibs Community.

We all enjoyed it when Hibs Community arranged the opportunity for kids to play on the pitch at Easter Road.

Hibs Community football camps are great during the holidays - they are excellent value and a good way to stay active."

GEMMA SCOTT

"I joined Hibs Community as a player with the 2013s 2 and a half years ago. Since then I have made many new friends and played football all over Edinburgh and Midlothian. I even brought one of my school friends along and he is now in my team. I love playing football and training with my friends. I enjoy scoring goals but also tackling and providing assists.

I enjoy the Hibs Community holiday camps and attend these in the summer as well as other school holidays.

I really enjoyed the chance to Play on the Pitch at Easter Road and score goals where I watched Martin Boyle and Dylan Vente scoring."

ARCHIE SCOTT
(HIBERNIAN COMMUNITY 2013 WHITES)

Objective Three - PARA FOOTBALL

We want everyone to have the opportunity to play football. In 2023 we merged with Team United, a charity that provides neurodiverse children and young adults across Scotland the opportunity to develop essential life skills using the power of football. We do this by working in partnership with grassroots and professional clubs throughout Scotland, training and providing support to their coaching staff to work with neurodiverse players. We want to grow the Team United programme while expanding broader para football opportunities at Hibernian.

Grow participation in the 10-16 yr old programme from 240 to 420

Develop a football and lifeskills development programme for 120 young adults.

Organise ten annual holiday camps for 8-16 yr olds across.

Establish two Hibernian teams in new para disciplines.

Connect with local, regional and national neurodiverse organisations in the public and voluntary sector.





Objective Four



FANS, FUNDRAISING & COMMUNICATIONS

We recognise that fans are the lifeblood of the football club, and we are blessed to be able to count on the goodwill of tens of thousands of supporters. Not many charities can say that.

We will continue to consult, inform and engage the club's supporters and the neighbourhoods surrounding the stadium, making them proud of the work we do, and giving them unique opportunities to take part in fun and rewarding events. We will:



Deepen awareness of the Foundation's work among fans, through our online, matchday and stadium presence.



Generate 40% of our income from fundraising initiatives, appeals and corporate partnerships.



Deliver an exciting programme of events for fans and local people, such as the Ron Gordon Football Challenge and Kiltwalk.



Create rewarding opportunities for fans and local people to volunteer.



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