

Football Unites, Racism Divides

ANNUAL REVIEW

FURD
STORIES



U-mix

2023



In November 2022, I was privileged to accompany our Co-CEO Simon Hyacinth to Battersea Arts Centre in London for the 2022 Black List awards ceremony.

The Black List initiative, supported by The FA, Premier League, PFA, EFL, PGMOL, LMA and Kick It Out, pays tribute to individuals making a difference within the community and at the grassroots level of the game. It is the brainchild of a long-term friend of FURD, Leon Mann, formerly of Kick It Out.

Simon's award in the Community and Grassroots section was fully deserved. He started as a volunteer at FURD back in the early days and soon found himself in charge of our pioneering Streetkick inflatable football game. The game made its international debut at the 2004 Euros in Portugal and went on to feature at the World Cup in Germany in 2006 when it performed a key role in reducing tension between rival fans before games. Simon developed impressive mediation skills during this period which have often proved crucial in preventing conflict between teams and players at FURD events.

Since becoming Co-CEO in 2011, Simon has been instrumental in the development of FURD's widening role in the community, in particular as manager of the U-Mix Centre.

Simon has been featured several times on TV through his connection with a young Kyle Walker, whose family lived close to the Hyacinths in Sharrow. Kyle was a keen player in our original wooden Streetkick game and has a tattoo on his leg of the flats where he grew up, a reminder of his roots. Simon is keen to get Kyle more involved in his role as a FURD ambassador, probably most likely when he has time to spare after hanging up his boots!

Simon is, of course, one of a dedicated team of workers at FURD-U-Mix, many serving for over 25 years, and I am sure that Simon sees his Black List award as a tribute to the dedication of the whole team at Football Unites.

Their work is more important than ever given the present circumstances of divisiveness across the UK and beyond. If ever we needed unity over hatred and distrust, it is right now - starting with the contribution of amazing people like Simon being recognized and applauded.

**Howard Holmes
Chair and Founder**



Welcome to FURDs annual review for 2023

As the CO Chief Executive Officers it is our privilege and pleasure to be able to contribute the Introduction for the FURDs annual review 2023.

This year has demonstrated FURD's unwavering commitment to promoting unity, diversity and equity in Sheffield. Despite the challenging environment, shrinking resources and the changing social and political situation FURD has continued to support the local communities.

During the past year funding and resources for everyday cost of living expenses have continued to change, with energy, food, wages, and in particular charitable donations being squeezed even more tightly. It is therefore remarkable that in this climate of ongoing financial uncertainty, FURD has been able to continue to deliver activities, programmes and initiatives for the benefit of young people and the wider community.

Everyone has worked extremely hard to ensure FURD continues to be best placed to deliver our aims. Our collective efforts have sustained our impactful initiatives and sparked innovative approaches to breaking down barriers.

This Annual Review provides a comprehensive overview of our accomplishments, challenges, and stories from the FURD community over the past year. From grassroots programmes to empowering young minds to community events that bring people together, we continue to harness football's unifying spirit to challenge discrimination, racism, and social and health inequalities.

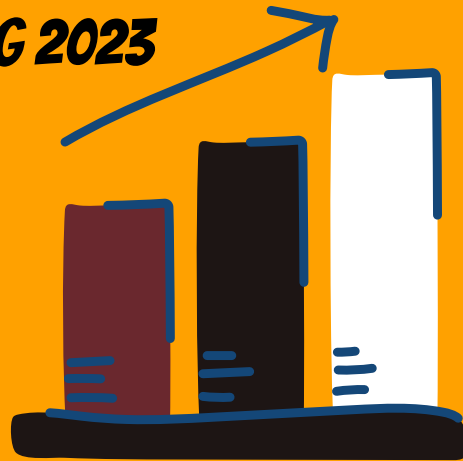
As we navigate the challenges and opportunities ahead, we extend our deepest gratitude to everyone who has contributed to making FURD a force for positive change. A belief in, and commitment to FURD principles and values in working with disadvantaged communities around equality and participation remains a beacon to all of us who are part of this small, yet hugely successful charitable organisation. The passion, strength and dedication shown by everyone involved continue to shine through and this in turn is enhancing our delivery.

FURD will continue to be a safe haven for all the people it encounters. On behalf of the FURD team, and all those who work with us on this exciting journey we would like to say again a very big 'Thank You'.

We hope you all have a restful festive break and looking forward to working with you in 2024!

Simon & Mehrun

DURING 2023



TOTAL NUMBER OF PEOPLE SUPPORTED IN 1-TO-1 ACTIVITY BY THE SERVICE

102

TOTAL NUMBER OF PEOPLE SUPPORTED IN GROUP ACTIVITIES BY THE SERVICE

950

TOTAL NUMBER OF PEOPLE REACHED THROUGH EVENTS

1900

HIGHLIGHT FOR THE YEAR:

INCREASE IN WOMEN'S PARTICIPATION THROUGH THE PROJECTS

FROM 21% TO 40%

WE WON'T CRUNCH YOUR BRAIN WITH NUMBERS, LET'S GET STRAIGHT TO THE STORIES!



HIGHLIGHTS FROM THE YEAR 2023



Isaiah one of the coaches shared 'The players come from all over, and it's a beautiful thing to see them unite under one goal, football. But, they've become much more than just a team; they're a family now. This is the place to be if you need help, advice, or just someone to chat with

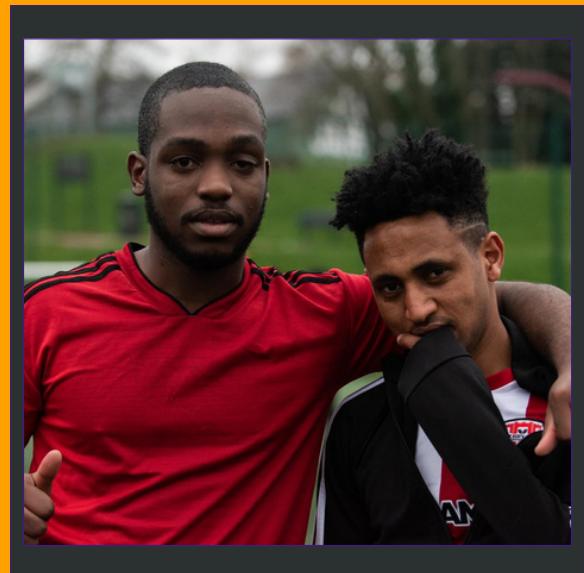
LAUNCH OF THE BELONGING HUB

The FURD Belonging Hub is here. This fantastic initiative sprouted from the Reaching Communities fund to give all a sense of belonging and a fun community-driven space to hang out. It was launched in June 2023. So, what's in store? Everything! From health pros to fitness gurus, nutrition wizards, mental health resources, educational superstars, and skill development support. It's like a one-stop-shop for all things wellness and happiness! The FURD Belonging Hub will continue to make it easier for locals to access the help they need and promote overall health and well-being!

BELONGING GROUP

Every Monday and Wednesday, we ramp up the excitement with our football training and games for people seeking sanctuary. With over 30+ people turning up for each session, we've got a whole squad of players! Our volunteers are the heart of this team, and they give it their all to support this amazing community.

One of the volunteers shared 'Let's not forget the respect that's shown to each other, every single week. Football is a high-stakes game, and sometimes the passion can boil over, but guess what? Our Coach is quick to step in and remind everyone why we're here in the first place. If that's not enough, we are served up with delicious sandwiches and snacks to keep the team fuelled and ready for action. Hats off to this incredible community, and we're so proud to be a part of it



HIGHLIGHTS FROM THE YEAR 2023



ALL NATIONS FOOTBALL TOURNAMENT OCTOBER 2023

The annual All Nations Football Tournament in October 2023 was a total blast! We teamed up with Sheffield United Community Foundation and welcomed eight teams to the field. 7 were from Sheffield, and one was a cool squad from Liverpool. Two of the teams showed up in stunning Kitlocker gear, with Kitlocker Green clinching the championship title. Our star player, Issa Mohammed, brought home the Player of the Tournament award, while our Liverpool Amigos won the Fair Play Award and took third place. With over 70 players and over 4 hours of intense football, the tournament was a true winner.

THE BOLLYWOOD DANCE GROUP

The Bollywood Dance Group Sheffield School of Bollywood and FURD joined hands to create a fusion of culture, entertainment, and wellness. They have crafted a space where dance moves, health, and happiness collide in a sizzling explosion of fun! What started as a volunteer's creative vision has bloomed into a vibrant and healthy community. Their secret? The electrifying beat of Bollywood dance! Bollywood dance has been integrated into fitness routines, motivating people of all ages and fitness levels. The group's infectious enthusiasm creates an inclusive environment, fostering a sense of belonging among participants. An instructor named Shaz shared her thoughts on the group.



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Shaz our instructor shared "The beginner Bollywood sessions hosted by Sheffield School of Bollywood have been very successful and popular amongst the women at the U-Mix Centre. Women from different demographics and backgrounds get involved and it has been a great way to promote community cohesion. It has been a privilege and please to work with FURD"



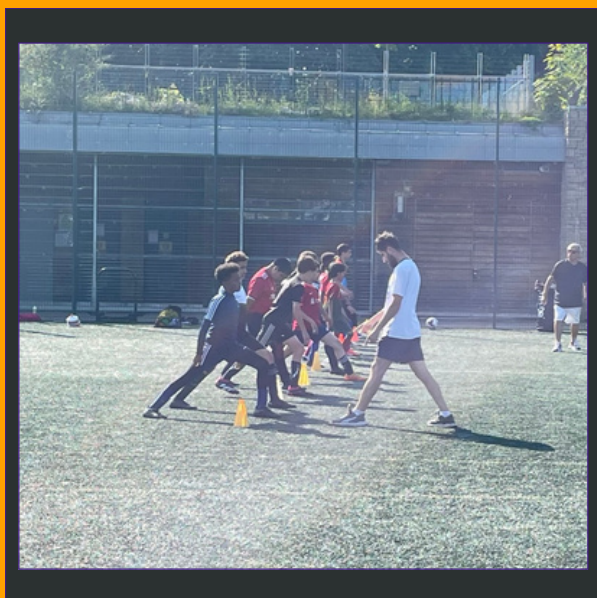
HIGHLIGHTS FROM THE YEAR 2023

GYM AND FITNESS CLASSES

In the past year, we've been tackling and helping people who want to kick-start their fitness journey but don't know how to take that first step. Let's be honest, gyms can seem like haunted mansions if you're new to the scene. The mere thought of entering one can make you break out in a sweat and quit before you even begin. The gym at ours with ample space for two, it's the perfect spot for a workout with your bestie! Our friendly instructors will guide you on your journey to becoming a health champ! Our two weekly sessions for local ladies who want to up their wellness game were completely booked up, and the progress we're seeing is out of this world! The ladies are improving by leaps and bounds, with better balance, strength, coordination, and endurance with every class. But the cherry on top of this is the beaming smiles and new friendships that are blossoming! And one of our members best summed up the vibe: "Today's class was beyond amazing! I feel like I'm part of a close-knit community!"

MENTORING AND VOLUNTEER DEVELOPMENT

At FURD, we're always on the hunt for coaches. This year, we've had a flood of generous volunteers wanting to join the cause! We've seen a huge leap in kids joining our sessions, and we need all the extra hands we can get! Our top coaches will guide each volunteer through their journey, making sure they get the support they need. And because we know they're awesome, we'll even help them get their coaching certification from the Football Association. But we don't stop there! We're all about helping our volunteers on and off the field. Whether it's a language barrier, travel costs, or equipment needs, we've got our team's back. Our support stretches far beyond the pitch and ensures our coaches are set up for success, every step of the way. A huge shout-out to our amazing volunteers for their hard work and dedication to our community.



HIGHLIGHTS FROM THE YEAR 2023

FOOTBALL COACHING

We've been busy bees this year, helping local young people up their football game. Every Monday, Wednesday, Saturday, and Sunday, we're out there giving free coaching sessions to kids aged 8-16. Our star coaches, Luis Silva and Oday Ibrahim, with the help of many awesome volunteers, keep the energy high and the goals coming. And boy, do the kids love it! We're talking 30-50 youngsters from all sorts of backgrounds, all looking to score their way to the top. We've seen more girls taking part than ever before! We're hoping to see them all shine in the Women's Super League or even the Premier League someday. Shout-out to the parents out there braving all sorts of weather to bring their kids to our sessions. You're all superheroes in our book! One of the coaches said 'Around 10 of them have got the chance to make it to the big leagues. We're getting them ready for what's to come, from nutrition to technique and everything in between. And the best part? It's all free! All of this magic is made possible thanks to the BBC Children in Need fund. Keep those balls rolling, kiddos!



COACHING ON TUESDAY AND THURSDAY

We're in the zone with our top-notch football coaching for 6 to 12-year-olds on Tuesdays and Thursdays. The best part? The attendance has tripled from last year's sessions, which is simply epic! Our secret weapon? A team of three awesome volunteers who have kick-started their coaching journey with us. They get weekly mentoring from our senior coaches and will soon be FA's coaching masters with FURD's support. We welcome beginners with open arms and our beginner's level football session is perfect for those who want to have a blast scoring goals or pursue a football career. The cost is just £2, but the kids' happiness is priceless. Our motto is to play as a team, support each other, and learn the art of winning and losing. We love it when parents and families join in the fun, cheering on the little rock stars!

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Our Co CEO Simon added 'Over the years, we've helped many players get through the door of pro, semi-pro, and grassroots clubs. And who knows what other opportunities might come knocking?'

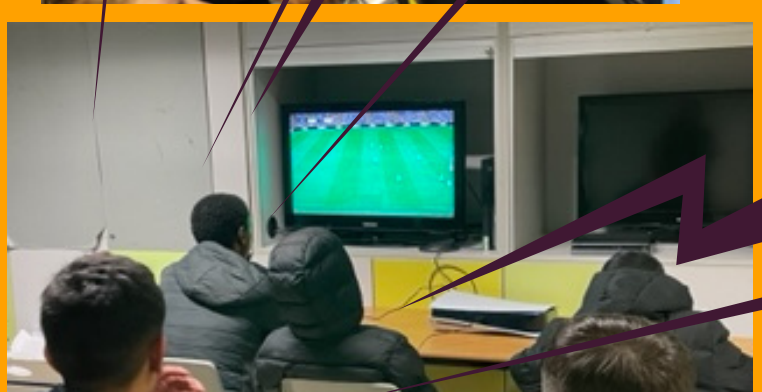


HIGHLIGHTS FROM THE YEAR 2023

THE U-MIX CENTRE

U-Mix has been buzzing with activity all year round! We're proud to have a centre that offers a wide variety of activities and opportunities for both young and old, from football sessions funded by the BBC's Children in Need to a weekly youth club, music and film sessions, and various adult health activities. The majority of our clients come from diverse and disadvantaged communities, and we're thrilled to be able to serve and empower them through our National Lottery-funded 'Belonging Hub' project and Henry Smith Foundation-funded employability program.

Our centre is a place with both community and commercial activities, with Sheffield United Community Foundation, Sheffield City Council-Youth Service, and local businesses all keeping the place busy and active. We're always seeking to expand our offerings, with plans to introduce a girls-only youth program and a music project in the works. After a decade of non-stop usage, we're aware some of our spaces are looking a bit tired. That's why we're working with Sheffield City Council obtain funding to spruce up and refurbish our training areas, reception, dining spaces, and more. We're committed to maintaining our beloved centre and continuing to offer a safe and vibrant space for our community to thrive



WE'VE BEEN SHOWING "RACISM THE RED CARD" SINCE 1995!



FURD'S WIDER WORK IN FOOTBALL & ANTI-RACISM

Simon and Howard, the team of awesomeness at FURD, rocked up to Lisbon for the Football Against Racism in Europe (FARE) 'Equality & Inclusion in Football' Conference and general meeting (15-17 June). The conference brought together top-notch speakers, NGOs, intergovernmental organisations, and football bodies to talk about the state of play in anti-discrimination and equality in football, and to set plans for future action. It was a knowledge-packed and inspiring event, and FURD got to catch up with old buds and make new ones in the FARE Network across Europe. Plus, they happen to meet some amazing like-minded people who are doing some awesome work.



In early November FURD hosted a 2-day training event with Girl Power. This was part of the Adidas Breaking Barriers project, a mission to smash barriers for women and girls all over Europe. With over 20 young women aged 16 to early 20s taking part, Lisa (FURD's education worker) led the charge with an insightful workshop on FURD's work. As the event unfolded, FURD and Girl Power staff had a great time building relationships and cooking up ideas for future collaborations. Fingers crossed, we're looking forward to a fruitful long-term partnership with our Girl Power friends



PHOTO CREDIT

**SEAN CHANDLER PHOTOGRAPHY
SEANCHANDLERPHOTO@GMAIL.COM**



HIGHLIGHTS FROM THE YEAR 2023

FURD represented at the FA's Windrush 75th Anniversary event on June 22nd. The event took place at Wembley Stadium and aimed to capture the stories of some of the most prominent football stakeholders of Caribbean origin. Many shared their experiences of coming to the UK and working in professional football while celebrating their significant contribution to the game. The event was attended by senior officials from national football governing bodies, including the FA, Premier League, and EFL, as well as PFA, anti-racist national campaigns like 'Kick it Out' and 'Show Racism the Red Card,' and a wide range of local and regional organisations and individuals involved in football from grassroots to elite level.

From a black perspective, the event was an emotional rollercoaster. It highlighted how far football has come in terms of anti-racism and inclusivity, while also emphasising how much more work is still needed to achieve these goals. It was a great opportunity for the football establishment to see the game viewed from a black perspective. Additionally, it was wonderful to see the black community receive recognition for their fantastic and immeasurable contribution to football.



HIGHLIGHTS FROM THE YEAR 2023

WOMEN AND GIRLS FOOTBALL

FURD is smashing stereotypes and opening the doors to women and girls who are football-mad but often excluded from the game! Our free and friendly sessions are open to all ages, abilities, and experience levels. Every Tuesday, our skilled and friendly female coaches lead the way, helping you brush up on your moves or start from scratch. Sometimes we even form teams for tournaments and other events! Our FURD ladies won the Sheffield & Hallamshire County FA Autumn Fest recreational football festival this year! But that's not all. We've teamed up with Voluntary Action Sheffield and SHCFA to host football sessions during the day for women seeking sanctuary. We've reached 39 participants, and over half were refugees or asylum-seekers.

“It was super great!” said one player, while another joined a local league 11-a-side team



This summer, we also offered girls-only football sessions for the first time, which were a big hit! The girls had a blast, and we hope to restart some girls-only sessions in the spring. And the benefits of our sessions? You'll feel part of a supportive community, get a workout, and have fun.



“It's absolutely brilliant, anyone can turn up, anybody can play, even if they've never played before, it's just a great space for women to go and play football.” (Joanne Broadhurst, former England player)



HIGHLIGHTS FROM THE YEAR 2023

PHOENIX PROGRAM

The Phoenix Program has upheld its reputation as a successful provider of diverse work opportunities for individuals between 16 and 25 years of age. After completing the initial three-year cycle in June 2023, which served 26 clients, the program experienced a significant increase in participation numbers. The program's growth can be traced to an increase in referrals, with previous clients sharing positive experiences and encouraging new participants to join. The program has also benefited from partnerships with key workers, allowing for the execution of enriching work experiences at the center. These factors speak to the program's impact in creating meaningful opportunities.

The Phoenix Program is poised to continue fostering partnerships and creating impactful opportunities for young individuals. The rise in engagement stands as a testament to the program's effectiveness, and the team is excited to expand its reach, making a difference in the lives of more young people in the upcoming year. The program extends its gratitude to everyone who has contributed to its success - the dedicated team, supportive partners, and, most importantly, the enthusiastic participants who have embraced this journey with the program.

With the momentum gained this year, the program is motivated to build upon its achievements and create an even more robust platform for empowerment, growth, and skill development in the coming year.



HIGHLIGHTS FROM THE YEAR 2023

FURD EID FEST

Eid al-Fitr, is the grand finale of the holy month of Ramadan. FURD volunteers came together to organise the annual FURD Eid festival for the community on July 2nd 2023! It was a beautiful way to celebrate harmony and generosity. Eid is also a time for giving and kindness, this year's festival was organised with the aim of raising money for Palestine the local community showed their generosity by raising funds £4,500 the national charity Human Aid & Advocacy who delivers aid work in Gaza and the West Bank.

The FURD Eid fest was a cultural snapshot of Sheffield's unity and diversity. The festival was filled with endless activities and fun for all ages! There was a Mega slide and play zone for the little ones, fun fair rides for the older kids, a boxing ring for the feisty fighters, cricket, and multisport fun sessions. Plus, with food from around the world, mocktails, exhibitions, and music by famous artists, the day was filled with non-stop activities With good vibes, good food, and good deeds, the FURD Eid fest was a celebration to remember!



HIGHLIGHTS FROM THE YEAR 2023

YOUTH TOGETHER PROJECT

Funded by the Violence Reduction Unit, is to reduce youth violence by engaging young people in creative activities and producing informative resources for educational use. The project started in June with a diverse team, including experienced practitioners, and began delivering creative workshops in September, including camera skills, music production, creative writing, and more. Alongside the creative activities, workshops on topics such as knife crime and mental well-being were also delivered. The project has engaged 38 young people, and the delivery team is planning to devise a series of creative sessions for the new year to further develop their creativity and showcase their work at a special event in March 2024.



Check out our superstar Women and girls' Football Worker, Ruth Johnson, striking a pose with Alison Palmer! Ruth has been hand-picked to feature in a powerhouse photography exhibition, "Our Time Is Now," showcasing grassroots women's football at the National Football Museum in Manchester.

Sara Harnett, Women's Recreational Football Officer at Sheffield & Hallamshire County Football Association, nominated Ruth and raved, "Ruth is a legend! With minimal resources, she has smashed it for the past ten years. She deserves all the recognition in the world."



STRAIGHT FROM THE HEART!



PHOTO CREDIT

SEAN CHANDLER PHOTOGRAPHY
SEANCHANDLERPHOTO@GMAIL.COM



Lyndon loves Football



Lyndon Oliver is a member of our Minds Over Football (MOF) group. MOF is a weekly football session primarily for adult males, many of whom have experienced mental health issues. In addition to benefiting from regular exercise, the sessions provide opportunities for participants to play, socialize, make new friends, and reduce isolation

I live in Woodhouse with my parents. I was born and raised in Sheffield, and my parents are from Jamaica. I went to school in Darnall, and a taxi would come and pick me up and take me home every day. The dinners were terrible!

I'm a massive Blades fan! I go to almost every match at Bramall Lane with my friend Neil, but he's not well at the moment. Get well soon Neil! I've been going to games since the early nineties, and Brian Deane and Tony Agana were my favorite players.

I enjoy watching American Football. My favorite team is the Miami Dolphins, and I used to like the New England Patriots, but they are not very good at the moment. I also like watching Ice Hockey and NBA. The Chicago Bulls are my favorite team, and Michael Jordan was the best! Space Jam is one of my favorite movies.

I go to St. Wilfred's Centre a lot, and that's how I found out about the football at the U-Mix Centre. I love playing football. I remember being so nervous on my first session, and I couldn't really get into the game. There was a lot of talking and shouting, but when the games finished, everyone was friends. I've been attending football since 2012! I've met some good friends at the U-MIX Centre. It's not bad for a pound!

There is really good company at U-MIX. It doesn't matter if you're black or white; everyone gets along. There's no need to be racist or keep bad company.

All I hope for this year is to see Sheffield United stay up!

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"Lyndon scored a brilliant hat trick and always tries his best!" He is a great member of our group, and it wouldn't be the same without him. Everyone always asks for Lyndon if he's not around. Tahir Salim - Coach



This story is written by Narimaan Shafi about her experiences on attending stretch and fitness classes at FURD Belonging Hub.

I arrive at the U-mix centre. The pitches outside are full of men and boys either playing or being coached in the game of football, you'd be forgiven for thinking I'd come to the wrong place.

I walk through the electronic doors and make my way to the gym, meeting my fellow attendees along the way.

"Hi Keith." Keith is our Stretch and Exercise Class instructor. Salaams, Hellos and His are exchanged amongst the women, along with a quick "How are you?". Distinct voices, diverse accents, different women, we're all shades of brown and white. There are a couple of us in active wear, some are wearing hijabs, some western clothes, some in eastern more modest outfits, some a hybrid of the two

The orange mats are laid out for us. We shed our outer garments into separate piles at the edges of the gym floor; the equivalent of rolling up our sleeves - we mean business. I make a mental note to ask Mehrun for hooks so we can hang our coats and bags up.

I'm certain for all of us, this is the only time of day that we've focused on and done something for ourselves. If we didn't come to class I doubt any of us would devote an hour to nurturing ourselves, standing stretching our Achilles tendons for 20 seconds on the right foot and the same on the left.

We start by marching on the spot. "Let's get the blood flowing," says Keith.

I've been sitting at a desk all morning so I'm keen to march. Sedentary jobs shorten your life; I need to undo that damage. I'm not sure what everyone else has done with their mornings but we're all marching now.

"Start to lift your legs a bit higher," says Keith.

We all comply.

Hi Keith, sorry I'm late."

"No worries, we've only just started. I'd rather you turn up late than not at all."



Our fellow attendee has obviously rushed to get here, made time, made a commitment, Stretch Class is important to her. We smile and mouth greetings.



Keith is encouraging, never patronising, always showing faith in us when we don't have it ourselves. We're all shapes of women but no body shaming here. Maybe conscious at first, it's no issue now

Keith takes us all seriously, explaining all the stretches and exercises. We learn the names of our muscles, where they are and what they do.

"Your glutes are the largest muscles in your body but among the most underused," he tells us

His knowledge is vast and he is generous with it. If we have an issue with a particular part of our bodies he will give advice and show us an exercise.

"What about necks and shoulders Keith? I think I store a lot of tension in mine."

"Ok we'll do this to help relieve that. It's an easy one you can do at home. Start with trying to touch your right shoulder with your right ear..."

He never stops smiling. You'd think he'd rather be in a gym with big, bulky blokes or on a pitch playing football. But it's obvious he gets a special buzz teaching this stretch class full of women

"Right you know what's coming next," says Keith.

We all have our favourite exercises and ones that make us collectively groan. It's all for show because we do them all, willingly.

Every week there's something to celebrate because there's always a new goal reached by someone. Setting goals is making us compete with ourselves. It's clever because I didn't realise he was doing this to start with.

"In through your nose and slowly out of your mouth." He's always reminding us to breathe which is good because I'm aware I stop doing it when I start a stretch or exercise.

The exercises come to an end, we stretch to minimise the after-effects.

"Thanks, Keith. See you next time."

What Mehrun and Keith have created here is precious. Stretch Class is not just about getting fit, it's a sisterhood with Keith as an honorary member. We're all colours with heritage from everywhere, Sheffield, Pakistan, Nigeria, Eritrea, Tanzania, Kenya, Iran. I can come to class bringing cares and woes and worries but I guarantee I leave lighter having stretched the muscles that carry the tension. Maybe the worries are still there but I feel more robust, maybe robust enough to tackle the issues causing them.



David's Journey: How Football and Volunteering Helped Him Overcome Challenges and build a career.

Written By Ramu Raju

David arrived in the UK as an asylum seeker in 2019, eager to escape the harsh realities that he faced in his home country. To keep himself busy, he started attending the Belonging Group's football sessions on Mondays and Wednesdays in 2021, which helped him combat the mental health problems he was experiencing during the lockdown.

David's enthusiasm for football led him to help volunteer at FURD football sessions and his interest in volunteering grew, and he developed new skills and took on more responsibilities. In addition to helping coaches set up training sessions, he learned to use new software and did office tasks such as recording attendance and making reports.

Despite having prior experience in the IT field in El Salvador, David struggled with the language barrier. However, working on the computer and communicating with people helped him improve his English and overcome his shyness.

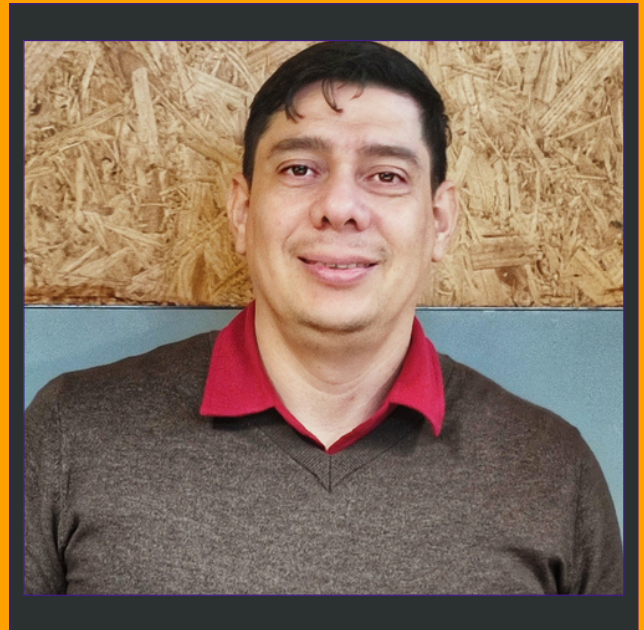
David's hard work and dedication paid off when he obtained refugee status in January of this year. He was offered an casual paid shifts and assumed the role of a receptionist, where he booked pitches and rooms and worked as a cashier.

In addition to his work at FURD, David spent his free time helping fellow compatriots find suitable jobs and providing support. Although he has almost seven years of experience in the IT field, he realises that there is still a lot to learn, especially with the advent of artificial intelligence.

Apart from fixing IT problems at the FURD office, David enjoys playing basketball, reading science fiction and fantasy novels, and watching anime. David's story is a testament to the power of football, volunteering, and determination in overcoming adversity and making a fresh start in life. When David was recently offered the office administrator post, We made sure to express to David how much of an asset he is to FURD and in reply he said 'FURD is my umbilical cord, I was born here'

Congrats, David! This journey was all about your hard work and effort, and we were privileged to support you. Best of luck and well done!

Team FURD



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'FURD is my umbilical cord, I was born here' DAVID



Empowering Youth: A Case Study

Background:

AZ was introduced to our centre through a referral from their Intervention Worker, highlighting the collaborative nature of our work with other professionals in the field. They initially approached our centre on a Wednesday morning at 10 am, choosing what they believed would be a quieter time to ease their nerves.

Initial Hurdles:

AZ's first visit was marked by their nervousness about accessing our services. Recognizing AZ's discomfort, our Engagement and Partnerships Manager welcomed them warmly and created a safe and welcoming atmosphere.

Building Trust and Identifying Needs:

Through a compassionate and empathetic approach, our Engagement and Partnerships Manager held an informal meeting and discussed AZ's needs and aspirations. This helped establish a relationship based on trust and understanding.

Creating a Tailored Plan:

Our Engagement and Partnerships Manager, along with AZ, developed a personalized plan to guide AZ on their journey to self-discovery and growth. This plan acknowledged their unique strengths and challenges, identifying project engagement as a key avenue for their development. Our centre offers a broad range of projects that cater to various interests, providing young people like AZ with the opportunity to explore their passions.

Mental Health Support:

AZ's journey also included mental health and emotional well-being support, recognizing that they are on an ongoing programme of care. We understand the importance of addressing not only the external challenges young people face but also their internal struggles.

Outcomes:

AZ's story is one of progress, empowerment, and transformation. Our support allowed them to take control of their journey, replacing their initial nervousness with a sense of belonging and trust in our centre. As AZ continues to engage with our projects and receive support from our skilled staff, they are on a path towards personal growth, self-discovery, and improved mental well-being.

Conclusion:

AZ's case illustrates our organization's core principles - personalized support, inclusivity, and a commitment to youth well-being. Our dedicated team, including the Engagement and Partnerships Manager, plays a crucial role in creating a welcoming and nurturing environment for young people to thrive. Through AZ's journey, we reaffirm our dedication to helping young individuals find their path to empowerment and self-improvement.





Roxanne Reid and her journey with the FURD women and girls football session!

I played football all through school, in school matches and joined local football teams. My mom didn't drive, and paying football subs was always a problem. I didn't always have correct equipment such as boots and shin pads and couldn't always get to games. As I grew up I began to ride my bike to football training and local matches as and when I could. Turning 16 I was playing for Sheffield Wednesday Ladies, but I didn't feel I could keep up with the constant money flow which clubs needed. Which made me feel sorry for my mom not being able to give me what she couldn't afford herself. So I quit football. Fast forward 20 years I'm a mom of 2 children myself, and decided I wanted to start getting fit. I joined FURD women's session just after a bad year of anxiety and depression. I was nervous as hell at first, but I found my love for the sport again. It's a beautiful little family at FURD, religion, gender, ability and beliefs. Everyone is one down there we all unite!

It gave me confidence and fitness to go for a trial with a women's Sunday league football team. I got through the trial and signed. I now juggle childcare and other family / work commitments to try and finish living my dream before it's time to retire and hang up my boots!

I have also completed my FA Playmaker course and my level 1 FA coaching badge. I helped set up, and now play for, Norton Woodseats women's team in the SHWGL league. I'd like to do more coaching in future. I feel my love for football has finally found me again and I want to put back into the sport what I got out of it: love, passion, friendships, confidence, fitness and enjoyment.

I just want to thank FURD for giving me the confidence and comfort of finding my feet again ...

Today I am a whole new Roxanne x



HEY, LISTEN UP! PARTNERS UPDATE HERE!



WE'RE LUCKY TO HAVE SOME TRULY FANTASTIC PARTNERS THAT WE GET TO WORK WITH!

LAUNCH BELONGING HUB.

FURD launched a Learning Hub in partnership with Free 2 Learn to offer bespoke courses to the local community for free. Free2Learn is a South Yorkshire-based adult learning provider. They aim to support unemployed people and offer entry-level English classes and level 1 sector-based courses, which included a Classroom Assistant training course on 6th November, with hospitality and care courses to follow in the new year. When asked about the importance of this Partnership, Aimee Johnson, shared that 'Our learner- Centered Approach is at the heart of our mission and thats why our strategy is to offer courses directly from within the community.'

BELONGING-WELCOME THROUGH THE FOOTBALL TOURNAMENT

The Belonging-Welcome football tournament kicked off in June 2023, and it was a blast! Our gratitude to the Sheffield United Community Foundation and the European Football for Development Network for this awesome initiative. Thanks to them, we were able to provide extra sessions at FURD and support over 30 eager lads.

The Welcome Through Football initiative tackles the challenges faced by young refugees, aged 7 to 25 years, by using football as a tool to break down barriers and build bridges.



We had a great time hosting the #steppingoverthesidelines workshop at the U-Mix Centre Sheffield! It was a perfect chance for some of our clients to get a sneak peek into the world of football coaching, education, and training opportunities offered by FA Education.

Big shout to Sandro (Sheffield United Community Foundation) our coaching mentor, and Lee, the Regional Coach Development Officer FA, for their priceless support in helping our clients. Their guidance now paves the way for our folks to take on new adventures through this exciting pathway. We're stoked to see where this journey leads them! In fact 3 of them have completed level 1 football coaching and 2 or work on a new course.



WOMEN'S ONLY SWIMMING WITH NUFFIELD HEALTH

After a great meeting with Nuffield Health, we have scored a sweet deal. Ladies can now dive into the swimming pool from 8 pm to 9 pm on Sunday evenings! The turnout was so fab that we've now two 30-minute sessions, to be precise. And hey, that's not all! Ladies can hit the gym, sauna and Jacuzzi too! Plus, all the staff members are super cool.

Thank you Nuffield

CHAI-PE-CHAT WITH SHEFFIELD MIND



Our dream of partnering with Sheffield Mind has come true! We're now all set and have launched our Coffee/Chai and Chat club alongside Sheffield Mind, a local mental health charity that provides group and one-on-one support to people challenged by poor mental health. Every Wednesday we will be hosting this club in our cosy reception area, led by Sheffield Mind's mental health wizard Aroose Uppal! People come by to grab a hot drink and simply chat with fellow members about their experiences, concerns, and questions about mental health and well-being, or just life in general.

Remember, taking care of our mental health is as crucial as taking care of our physical health, so let's prioritize it. Don't hesitate to spread the word to your clients!



SHIPSHAPE COMMUNITY HUB

Last August, the U-Mix Centre Sheffield hosted a fantastic health and wellbeing day, organized by the awesome Shipshape Community Hub! And the best part? It wasn't just a one-off event; they kept the good vibes going every single month, every Wednesday, for the entire year! Their commitment to serving the community was a total game-changer, and we were thrilled to have them as our partners.



Shoutout to the awesome Hola 5 and the incredible Team Kitlocker for showering us with some top-notch gear and kits for our Belonging Together crew. Check out the [campaign video](#) from Team Kitlocker who have been kicking it up a notch at the grassroots level!



THANK YOU FOR THE SUPPORT

Shoutout to the awesome funders, partners, donors, and friends of FURD.

- BBC Children in Need
- Community Fund- Reaching Communities
- Sheffield City Council
- Youth Justice sports fund
- Free2Learn
- University of Sheffield - MIMY: Empowerment through liquid
- Sheffield University
- Integration of Migrant Youth in vulnerable conditions
- Sheffield Hallam University - Refugee Hub
- City of Sanctuary Sheffield
- SAVTE (Sheffield Association for the Voluntary Teaching of English)
- ASSIST Sheffield
- Roshni Asian Womens Resource Centre
- Sheffield & Hallamshire County Football Association
- Shipshape Health & Wellbeing Centre
- Sheffield United Community Foundation
- SUCF - EFDN - European Football for Development Network
- Yorkshire Sport Foundation - Tackling Inequalities fund
- Barclays Community Football Fund- Sported
- The Henry Smith Charity
- FareShare UK- (Waitrose and Tesco Sheffield)
- Sharrow Community Forum
- Sheffield City Trust - SIV
- Garfield Weston Foundation
- National Lottery - Community Fund
- The New Beginnings Project - VAS
- Nuffield Health
- The Growth company
- Canva
- South Yorkshire Violence Reduction Unit
- This Girl Can
- Uzma Bibi - Madiba's homes
- James Sheehan



THANK YOU SONIA



In the heart of FURD (Football Unites, Racism Divides), Sonia was a ray of sunshine for two decades. Now, as she embarks on a new adventure called retirement, we come together to celebrate an incredible person who has left an unforgettable mark on our organization and in the hearts of many at FURD.

For 20 years, Sonia gave her all to FURD, dedicating countless hours. Her ability to connect with people from all walks of life, coupled with her genuine compassion, has created a welcoming and inclusive environment within FURD. She has been an integral part of FURD's journey. Beyond her professional achievements, Sonia's warmth and kindness have made her a beloved member of the community. Her ability to remember everyone's birthday and bake some amazing cakes for staff members will be dearly missed.

As Sonia begins a well-deserved retirement, we express our deepest gratitude for her years of service and dedication. Her impact will continue to be felt within the walls of U-Mix Centre and throughout the communities it serves. We wish Sonia all the happiness and fulfilment in this new chapter of her life, knowing that her legacy will be a crucial part of FURD's journey.

Team FURD

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