



HELP US CHANGE YOUNG SOUTH LONDON LIVES

JOIN THE INVESTORS CLUB



INVEST IN PALACE FOR LIFE FOUNDATION

Palace for Life Foundation is the official charity of Premier League club Crystal Palace F.C., and our aim is to use the power of football and the Palace brand to help transform the lives of young south Londoners.

We work across south London supporting over 16,000 young people a year by delivering an extensive range of high-quality programmes to the hardest to reach within local communities.

Our place in the community is unique. We are the trusted partner of social services, police and local councils to provide the support and interventions that they can't. We are welcomed into communities closed to many other agencies. We have the infrastructure, skills and experience to deliver safe and impactful programmes.

We are running projects that are already working and showing great results. They are scalable, and we know we are only scratching the surface. There are thousands more young people who we can help. But, we need more financial support to do this.

The Palace for Life Investors Club is an incredible community which provides a crucial foundation of philanthropic support for our work. Our Investors are a vibrant and engaged community of supporters with immense love and passion for Palace, south London, or both!

We would like to invite you to consider joining the Investors Club to help us expand our work and continue to make a tangible difference to the lives of young people in south London.

Ed Warner,
Chair, Palace for Life Foundation

WE ARE PALACE FOR LIFE FOUNDATION

OUR VISION:

A south London community with Crystal Palace F.C. at its heart; where every young person, irrespective of race, religion, beliefs or background has the opportunity to lead a healthy and happy life.

OUR MISSION:

To help young south Londoners grow using the power of sport and inspiring them to find a better path in life, for a better life.

To achieve this, we need your help.

We run a range of projects aimed at tackling a variety of issues young south Londoners face across Croydon, Bromley, Sutton and Lambeth.

CURRENTLY FOCUSING ON THREE KEY AREAS:

COMMUNITY ENGAGEMENT

MENTORING

EMPLOYABILITY

THE IMPACT WE'RE HAVING SO FAR...

A survey for participants of all programmes, July 2023, n=236, participants aged 5-21 saw the following responses:

91%

participants improved their confidence

90%

feel more positive about the future

88%

developed an improved sense of commitment

TAKING PART IN A PALACE FOR LIFE FOUNDATION ACTIVITY RESULTS IN:

92%

of participants feeling happier than they do normally

81%

of participants feeling encouraged to make healthier lifestyle choices

Taking part in a Palace for Life Foundation activity makes participants feel more connected and develop a sense of belonging:



81% feel like they belong to the local community



84% feel proud of the local community



87% feel proud of Crystal Palace Football Club

A BIT ABOUT CROYDON

Whilst we operate across four key areas, our host borough, Croydon, is where the majority of our work is delivered and needed.



390,000

Croydon is the highest populated borough in London, home to over 390,000 people



1,120

In the rolling 12 months to 31st March 2023, the total number of knife crimes in Croydon has DOUBLED to 1,120 compared to the previous year's total of 543



16-17 yrs

Croydon is in the top quartile compared to other London Councils for having a higher proportion of 16-17-year-olds not in education, employment or training



30.5%

Almost a third (30.5%) of Croydon's population is aged 0-24; adding pressure for education provisions and other services for children and young adults



863

In 2022 and 2023, the number of race hate crimes averaged 863 per month

BECOME AN INVESTOR

By becoming an Investor, you can make a tangible difference to the lives of young people in south London, using the power of Palace.

Your donation will be used to scale our already successful programmes, allowing us to reach even more of the young people who need our help the most.

The Investors Club is comprised of individual and business donations alike, and we offer broad options for potential Investors.

You can become an **individual** Investor at one of three different levels of support:

- As a **Silver** Investor starting at £1,000 a year
- As a **Gold** Investor starting at £5,000 a year
- As a **Platinum** Investor starting at £10,000 a year

You can become a **business** Investor at one of three different levels of support:

- As a **Silver** Business Investor starting at £5,000 a year
- As a **Gold** Business Investor starting at £10,000 a year
- As a **Platinum** Business Investor starting at £15,000 a year

INVESTORS CLUB BENEFITS FOR INDIVIDUALS

**SUPPORT
STARTING
AT £1,000
A YEAR
(Silver Investor)**



- Your name on the Palace for Life website
- An exclusive Investors Club pin badge
- An official Investors Club certificate
- Invitation to exclusive Investors Club events throughout the year
- The opportunity to visit a Palace for Life session and other special events to see the value of your impact
- The opportunity to volunteer on Palace for Life programmes
- Regular updates on our work and the impact your donation is having

**SUPPORT
STARTING
AT £5,000
A YEAR
(Gold Investor)**



All the benefits listed in the Silver tier of the Investors Club, **plus:**

- Two free places in the Palace for Life Marathon March and Bike To events
- An Investors Club plaque
- Invitation to watch the Palace for Life participant Play on the Pitch event and take a penalty at Selhurst Park
- Invitation to watch an Academy match from the Owners Room at the CPFC Academy

**SUPPORT
STARTING
AT £10,000
A YEAR
(Platinum Investor)**



All the benefits listed in the Gold tier of the Investors Club, **plus one of:**

- An invite to a Crystal Palace F.C. matchday hosted by Palace for Life
- A stadium tour of Selhurst Park for up to 10
- An invitation to watch a first-team training session

INVESTORS CLUB BENEFITS FOR BUSINESSES

**SUPPORT
STARTING
AT £5,000
A YEAR**
(Silver Investor)



- Your business name on the Palace for Life website
- Invitation to exclusive Investors Club events throughout the year
- A Press Release for your communications channels
- Use of the Investors Club Logo on your company's website
- An Investors Club Plaque
- The opportunity to visit a Palace for Life session and other special events
- 5 places for your business in our annual Marathon March and Bike To events
- Regular updates and insights on our work
- An annual Impact Report
- The opportunity to volunteer on Palace for Life programmes and offer employability support to Palace for Life beneficiaries

**SUPPORT
STARTING
AT £10,000
A YEAR**
(Gold Investor)



All the benefits listed in the Silver business tier of the Investors Club, **plus:**

- A news article about your business support on the Palace for Life official website
- The opportunity to contribute towards a Palace for Life monthly newsletter upon request
- Acknowledgement of your support at a Crystal Palace F.C. home matchday

**SUPPORT
STARTING
AT £15,000
A YEAR**
(Platinum Investor)



All the benefits listed in the Gold business tier of the Investors Club, **plus one of:**

- An invite to a Crystal Palace F.C. Matchday hosted by Palace for Life
- A stadium tour of Selhurst Park for up to 10
- An invitation to watch a first-team training session

JOINING US

We're thrilled to grow our Investor community and show you how your support drives our growth.

To become a Palace for Life Investor, **scan the QR code** to fill out the joining form.



You could also email **mollymoore@palaceforlife.org** to receive the form over email or in the post.

There are various ways you can send us your gift, including:

- **An online recurring gift (paid weekly, monthly, quarterly or annually)**
- **Bank transfer or standing order**
- **Cheque**
- **Payroll Giving**

Upon completion of the form, you will receive an email with more details on how you can set up your payment using one of the aforementioned methods.

EXTRA INFORMATION

Gift Aid

Your donation can go further with Gift Aid. We can reclaim 25p for every £1 you donate.

You can Gift Aid your donation by clicking the appropriate box on our joining form.

Tax Efficient Giving

If you pay higher-rate tax, you can claim the difference between the rate you pay and the basic rate on your donation by:

- **Adjusting your tax code via HMRC**
- **YourSelf Assessment Tax Return**

Example: Donate £5,000 as a Gold Investor. We claim Gift Aid, making your gift £6,250 after we reclaim tax. With a higher tax rate, you can reclaim additional tax of £1,250, and if you are an additional rate taxpayer you can claim back additional tax of £1,562.50.

Payroll Giving rules differ, where you do not pay the difference between the higher and basic rate of tax on your donation.

Tax Relief for Limited Companies

Your limited company pays less Corporation Tax when you donate to charity, allowing you to deduct the value of the donations from your total business profits before you pay tax.

Based on your level of support, the amount of tax relief you can receive is based on the value of the benefits of your membership. Please check with us for more detailed information on this.

Please note that different rules apply for sole traders and partnerships as per HMRC.

Questions about tax-efficient giving or becoming an Investor?

Email: mollymoore@palaceforlife.org



**THANK YOU FOR YOUR
CONSIDERATION IN JOINING
THE INVESTORS CLUB.**



Palace for Life Foundation is a registered charity number 1125878