The Wembley Stadium Communities Fund

Grant Eligibility Criteria

About the Wembley Stadium Foundation

The Wembley Stadium Foundation is a grant-making charitable trust linked to the National Stadium. It is funded directly by Wembley National Stadium Ltd, receiving a share of event-day income generated at the stadium. This means that every major concert, football match, or event held at Wembley helps fund grassroots community projects

The Wembley Stadium Communities Fund is a £1 million investment to support more than 100 grassroots projects and help thousands of young people get active and express themselves across England's UEFA EURO 2028 Host Cities. The fund will provide grants of up to £5,000 to support projects focused on sport and movement, arts and culture. Grassroots organisations across Birmingham are eligible to apply, with consideration given to projects that improve opportunities and outcomes for young people.

The Fund will priorities applications that can demonstrate the following:

1. Increased participation in sport, arts or cultural activities within communities in Birmingham
2. A lasting impact on participation or sense belonging amongst individuals
3. Projects that contributing to organisational sustainability
4. Robust monitoring and evaluation process to demonstrate the impact of the funding

Applications that demonstrate any of the following will be given greater priority:

- Specific focus on Children and Young people
- Taking place in areas of high deprivation
- Pilot projects or project expenditure that helps organisations secure larger funding opportunities or deliver sustainable activities
- Projects must include delivery of Sport, Art or Cultural activities
- New projects or expansions of an existing initiative

Applications are less likely to be successful if they are:

- One-off events, such as community days
- Short-term projects that do not demonstrate meaningful outcomes or long-term impact
- Do not include an element of delivery

Eligible Costs

- Delivery Costs (excluding salaried staff)

- Facility hire
- Training costs for young people, volunteers or staff
- Equipment
- Refreshments
- Marketing & communication

Ineligible Costs

- Contribution towards staff salaries
- General running costs (e.g. rent, gas, electricity, insurance costs)
- Items which only benefit individuals (e.g. bursaries, equipment that is not shared)
- Loans, sponsorship, endowments or interest
- Retrospective Costs
- Contingency or unspecified expenditure

Terms of Funding

Grants of up to £5000 are available for community organisations with an income equal to or less than £250,000 (as shown in the organisation's most recent annual accounts). Funding must be spent by 31st July 2027 objectives listed above.

You can apply to this fund if your organisation is a:

- Constituted voluntary or community organisation
- Registered charity
- Charitable incorporated organisation (CIO)
- Community interest company (CIC)
- Social enterprise or community benefit society

Applications from the following will not be considered

- Individuals
- Companies and private businesses
- Organisations not established in the UK
- Organisations with an annual income exceeding £250,000
- Schools and educational establishments
- Religious or faith-based activities (religious organisations may apply but not for faith-based projects)

Monitoring Requirements

All organisations that receive funding via the Wembley Stadium Communities Fund will be required to capture and share monitoring & evaluation data:

- The total number of individual young people engaged
- Demographics relating to each individual young person engaged via this programme (e.g. age, gender, ethnicity, disability, postcode)

- Sessional attendance registers which will need to show:
    - Delivery venue(s)
    - Number of sessions/hours provided
    - The type of activities provided
    - Attendance – to show which sessions each young person attended
- A minimum of one participant case study to show the impact of your project on the lives of young people

Grantees may also be required to engage with the Wembley Stadium Communities Fund's impact and evaluation partners (Bean Research) and be able to facilitate one quality assurance visits from Aston Villa Foundation.

Timescales

- Applications open: 2nd November
- Applications close: 20th November
- Successful applicants will be informed by the end of December 2026

Application Process

To submit your application, please complete the online application form by 20th November 2026.

Supporting documents required are:

- A copy of your constitution or governing document
- A bank statement dated within the last three months. The bank statement should show the bank logo, your organisation's legal name, the address the statements are sent to, your bank's name, the account number and sort code, and the date the letter/statement was issued.
- A copy of your recent annual accounts or financial records showing the organisation's balance of funds, income and reserves
- A copy of your constitution or other relevant governance document
- A copy of your safeguarding policy
- A copy of your public liability insurance document

Contacts

If you have any questions about the Wembley Stadium Fund, please contact:

Jennifer Tullett – Community Relations Manager – jt82@avfc.co.uk

Aston Villa Foundation & Wembley Stadium Communities Fund

Application Form

Primary Contact	
Name	
Email address	
Phone number	
Secondary Contact	
Name	
Email address	
Phone number	
Social Media	
Facebook	
Twitter	
Instagram	
Website	
Organisation	
Companies House number	
Charities Commission number	
Income (as per your last annual accounts)	
Expenditure (as per your last annual accounts)	
Unrestricted reserves (as per your last annual accounts)	

Please tell us about your organisation, your purpose, the services you deliver and the people you support (max. 400 words)

Which of the three strands best describes your project: Art, Culture or Sport?
Which ward do the beneficiaries of this project come from?
Please describe the project and activities you are requesting funding for (max. 500 words)
What is the start date of your project?
What is the end date of your project?

How many participants are you likely to engage through your project?
Will you be working in partnership with other organisations on this project?
Yes / No
If yes, who are your partners and what would be their role as part of the project? (max. 200 words)
How will you monitor and evaluate the success of your project? (max. 200 words) *All organisations that receive funding will be required to capture and share monitoring & evaluation data (please see the Eligibility Criteria for more information)*
How will your beneficiaries continue to take part in and benefit from positive activities beyond the grant funding period of your project? (max. 200 words) *Please use this section to describe any potential exit routes available for young people to continue their engagement in community-based activities.*

Budget

Cost heading	Breakdown	Total
Staff	*e.g. sessional coach: £20/hr x 10 hrs/week x 40 weeks*	
Facility hire	*e.g. £40/hr x 10 hrs/week x 40 weeks*	
Equipment (up to 20% of the budget)	*e.g. 20 sports packs x £50/pack (to include balls, bibs)*	
Volunteer expenses	*e.g. £68/travel card x 20 cards*	
Training/qualifications	*e.g. Youth Mental Health First Aid (£300) x 5 qualifications*	
Marketing & promotion (up to 10% of the total request)	*e.g. flyers/posters = £200; social media adverts = £150*	
Refreshments (up to 5% of the budget)	*e.g. £100 community festival refreshments*	
Total grant request		

Supporting documents

Please attach copies of the following documents:

- *Constitution or other relevant governance document*
- *Most recent annual accounts or financial records showing the organisation's balance of funds, income and reserves*
- *Recent bank statement dated within the last three months*
- *Safeguarding policy*
- *Names of 3 unrelated management committee members*

Please send all documentation and application for to Jennifer Tullett – jt82@avfc.co.uk