



TM

AMBASSADORS F O O T B A L L

OFFICIAL ANNUAL REPORT 2018



Message from the Director

Can we see the people behind the headlines?

Right now Britain is swept up in a world of Brexit, EU politics and potential financial meltdown. Knife crime has hit the news like never before in London and around the country.

Behind every headline are people affected by each situation. A relative of a pastor we work with was killed by a knife. We speak with homeless men on a weekly basis who have choices between making bad decisions to ease the pain they feel in their lives, or seeking a way out of the situations they find themselves in.

We love working with people - those we can impact for the gospel's sake and also those in churches that we can train and mentor to impact their community for good.

It is all because we believe the Good News shared by Jesus can make a difference in today's world. You are part of that work we do. Prayer breathes life into our work. Administration gives a structure so that we can multiply God's Kingdom on a football field. Work on the field is a result of this gospel partnership work, summed up here in Romans 10:14-15 "How, then, can they call on the one they have not believed in? And how can they believe in the one of whom they have not heard? And how can they hear without someone preaching to them? And how can anyone preach unless they are sent? As it is written: 'How beautiful are the feet of those who bring good news!'"

Martin Bateman
Director, AFGB

GREAT BRITAIN HIGHLIGHTS

Kids

- Over 230 children impacted through our weekly football projects with the help of 30 staff and regular volunteers
- Across Great Britain, 554 children attended Holiday Clubs thanks to the efforts of 11 different churches and over 100 volunteers



“ God is at work in bounds in the football that goes on in the Pipebridge estate in Highfield through the inspirational and dedicated work by Ambassadors, YFC and the folks of our local churches. We’ve sought to reach out to kids and a community that is in danger of being lost and that is so often forgotten by others. We’ve sought to work together as churches, with partners and people from the community to be a blessing to our community and we’ve found in this, we ourselves have been deeply blessed by it. For everyone who’s been involved and for what has happened there I give heartfelt thanks to God! ”

**Rev John Barron,
Vicar of High Spenn and Rowlands Gill**



Mens

- New weekly walking football session added to London Genesis project, 60 homeless and marginalised men impacted
- 60 men attending every Fathers’ Football projects across Tower Hamlets in partnership with 6 local churches

“ If all the guys who came through this project and professed faith and made some sort of commitment were still part of this project, we’d have to build more buildings to hold them all! ”

Ryan Lynch, Good Shepherd Mission, London Genesis Partner

Events

- Approximately 600 players and spectators took part in the 2018 London Churches Football Tournament with 8 volunteers and 3 full-time staff responsible for the organisation and running of the day
- In addition to LCFT, Ambassadors organised 2 other football tournaments, bringing together a total of 800 players and 50 churches



“ At the first tournament of our Spain Tour this summer (2018) we met with a guy who was there last year. He was helping lead the tournament and give out the awards. We started chatting through translation and discovered that he was baptised 3 weeks before. His wife had been praying for him for 23 years. He never had any interest in Jesus, but he did love his football. He came across Ambassadors in Spain and loved their values so started to get involved. Through this he started to learn more about what Jesus did on the cross and came to know Him personally and accept Jesus as His saviour. He told me that he felt God had created Ambassadors just for him to come to know Him. ”

Spain Tour Director



Community Football Outreach

- Over the course of this year, Ambassadors staff trained 25 people in 10 churches across the country in football ministry
- As this new training programme continues to grow, we have had the opportunity to offer training taster sessions and reach larger numbers of people who want to use football to spread the Gospel

Womens

We're excited to share that in 2018 we initiated our first official Ambassadors GB women's football group! East London is an ideal location for starting new programmes for new demographics.

Please pray for growth and opportunities in women's football in 2019!



PARTNERSHIP

Our Vision

Is to serve the local church, inspiring and equipping it to build Christ-centred relationships through football. We have so far partnered with 380 churches. By 2020 we want to serve 500 churches.

Three principles drive how we do this: motivating, training, and modelling football ministry. We were privileged to partner with the Church of England estates initiative last year. We participated in the 3Generate Methodist event in Southport with 1300 young people attending. We trained churches and individuals through Community Football Outreach training and our new ORBIT volunteer training programme and modelled our work on a weekly basis through junior football, youth work and holiday clubs. We also sent workers overseas to make an impact in places such as Germany, USA and North Africa.

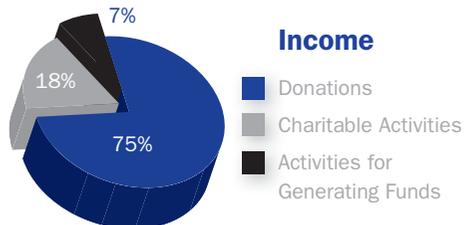
We thank you for being part of this journey with us and we are excited to see where God will use us for His Kingdom.



FINANCE

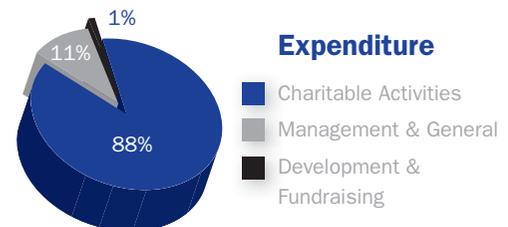
We are extremely grateful to all those who donated to make our work possible in 2018.

From November into December, we had the opportunity to highlight our work with men's football outreach across Great Britain by participating in a new sort of fundraising campaign, The Big Match. Every pound given was matched to double the impact of our work, with a total of £10,939 donated (including Gift Aid). We are extremely grateful to everyone who donated, and to those who initially contributed to the matching pot, as these funds will go a long way in helping us to make a difference in communities through football.



Income

- Donations
- Charitable Activities
- Activities for Generating Funds



Expenditure

- Charitable Activities
- Management & General
- Development & Fundraising