



**AMBASSADORS**  
FOOTBALL

# IMPACT REPORT 25/26





# DIRECTOR'S MESSAGE

“Therefore, since we are surrounded by such a great cloud of witnesses, let us throw off everything that hinders and the sin that so easily entangles. And let us run with perseverance the race marked out for us”

Hebrews 12:1

Earlier this year a report was published by the Bible Society about the “quiet revival” that is taking place in Britain today (link at the end). Interestingly young people are getting more interested in faith in Jesus and there are four times more young men in church than just seven years ago.

I am now in my late 50s, so I am excited that there are young people keen to follow Jesus. I realise increasingly that I won't be around forever. So, I need to invest in younger people, mentor them and help them be good disciples into the future. I am still running the race and there are others running alongside me and sometimes going faster than me!

These verses in Hebrews 12 also remind me that we have generations of great men and women of God who are cheering us on in the heavenly stands. Of course, we spur each other on to love and good works. Our supporters are a vital part of what God is doing through Ambassadors Football. We are a community together that sees God at work through our interdependence on one another. You support us, and we support churches that in turn reach out in Jesus's name to their neighbourhood.

If we in Ambassadors Football look back to 2018 we have 50% more staff than we did then. We have national leaders in Wales and Scotland. We have a women's football network that we run. We send more people overseas to serve alongside other

Ambassadors offices. So perhaps we are going through our own quiet revival. But we will always take things one step at a time. We must not get carried away and neither become complacent nor full of pride. But we can rejoice that young people hear about Jesus through football programmes. Volunteers see their lives developing as they serve alongside us and our staff grow in the knowledge of God and His Word that can stand them in good stead into the future.

Thank you for your partnership in the Gospel,

**Martin Bateman, GB National Director**  
mbateman@ambassadorsfootball.org

[www.biblesociety.org.uk/research/quiet-revival](http://www.biblesociety.org.uk/research/quiet-revival)



# COMMUNITY FOOTBALL OUTREACH

One of the main things we help churches with is regular Community Football Outreach (CFO). This can come in various forms but we wanted to share how one camp led to a church starting a CFO and the impact in their own words, of how God is reaching new families and bringing them into the church context too.

## How did the first Cockermonth camp go?

It was brilliant! We had about 50 kids, and we need to get more certificates and Bibles for next time. Overall, it was fantastic. I think part of the reason it went so well is that it's such an accessible program that parents in the community are familiar with. Compared to holiday clubs we've done before, this felt much more approachable, a known entity for parents.

We really enjoyed the material, too. That year, we did Jesus's Friends, which went down well. The kids loved it, and the football activities were a big hit. It struck a great balance between Christian content and football, which I think is an effective way to reach kids who aren't from a church background.

## Why do you think football appeals so much to kids and families on the fringes?

I think it's something that's very accessible and not exclusive—anyone can have a go at it. It's something that everyone knows about, almost like an international language. As I mentioned before, it's a known entity for parents, so they feel safe because they know what it's about. It's also very inclusive, so you can easily split the kids into groups

without any issues. There might be some initial hesitation, but overall, it's something everyone can participate in.



## What has been the legacy?

We launched a Community Football Outreach (CFO) in May this year, building on a previous football camp we ran. Our church is conveniently located next to the rugby club, giving us access to fields to host the sessions. We started small with just church kids, and soon other children joined after seeing us play. Flyers, word of mouth, and engagement with the local school have helped it grow. Last week, about 30 children attended, including more girls than ever before.

Martin and I also ran a school assembly, which generated excitement and strengthened our

partnership with the school. The outreach has created opportunities for parents to visit the church, helping to build trust and show that the church is welcoming and approachable.

As a result, families from non-Christian backgrounds have begun attending, including a mother and son and another family whose dad has been looking for a church for two years. The outreach has been highly effective in fostering connections, increasing Sunday school engagement, and raising the church's profile in the community.

**What would you say to a church who was considering putting on a camp that wasn't sure whether they were equipped to do one?**

Well, I thought it would be difficult. But the Ambassadors team have been very supportive. Whenever I've approached them, they've been great with the guidance and resources they provide. The materials are easy to use.

I think if you can get the church behind you and support the idea of using football to engage children, there's no harm in giving it a try. Even if you just have access to a public pitch or a park, kids will naturally want to play. You can start small, get a team of people together, and just try it out. There's nothing to lose, and I can't imagine it wouldn't be successful. If there's a football camp, kids will come.

**Anything you would like to add?**

I just think it's such a great thing—football really reaches families. With our community football, the sessions will pause in a couple of weeks because of the reduced daylight hours, and we won't be able to play again until February. But we plan to keep it going all year with more indoor activities.

It's great because it allows you to build relationships with kids through games or youth-club-style activities. It also opens the door for children who might not be into football to come to the church, giving you the chance to get to know them. Parents have even asked if we run youth clubs, and I've explained that we could potentially offer those during the months when it's too dark to play outside.

There are so many ways to reach families through this, and it's been brilliant seeing them come in. You rarely get these kinds of conversations with parents otherwise. Plus, prize-giving is a highlight—parents love seeing their kids receive trophies, and they all come willingly. Overall, it's been a fantastic experience.



To find out more about CFO visit:  
[gb.ambassadorsfootball.org/what-we-do/community-football-outreach/](http://gb.ambassadorsfootball.org/what-we-do/community-football-outreach/)

or email Dan Owen at:  
[dowen@ambassadorsfootball.org](mailto:dowen@ambassadorsfootball.org)



# WALKING FOOTBALL

Football isn't just for the young and fit, we've seen the number of churches running walking football double from 2 to 4 in the last year. One church boasted a squad that included 4 men who have suffered strokes, 5 with heart conditions and the others with various limb and joint replacements! All enjoy coming together for community and to explore faith.

This happened at a CFO in East London - a very timid and nervous Muslim attended. The person that brought him along said that he's really suffered with poor mental health over the last year, not interacting with anyone, dropping out of college and rarely leaving the house. Reluctantly he joined in, not long into the session he was participating with a big smile. They even hung around for a refreshment as we discussed the passage in John about being born again.

Two walking projects in the south of England both had people come along to church on Sunday as a result of being part of their Walking football projects.



# 2025 IN NUMBERS

## COMMUNITY FOOTBALL OTREACH

33 CFO PROGRAMMES

**855 INDIVIDUALS REACHED**

## CAMPS

634 PLAYERS

17 CAMPS

19 VOLUNTEERS

11 CAMP DIRECTORS

**70% NON CHURCH ATTENDEES**

## TOURNAMENTS

**12 TOURNAMENTS**

**1600 PLAYERS**

**164 TEAMS**

**124 CHURCHES REPRESENTED**

**205 BIBLES HANDED OUT**

45 VOLUNTEERS

307 VOLUNTEER HOURS

204 MATCHES



# CAMPS

We were delighted to start the fantastic *Toward the Goal* material at our camps this year, exploring the creation story. No less than 634 children from 17 different churches in England, Scotland and Wales learned about an infinitely creative God who made us as His masterpiece, and sent His Son Jesus to rescue us from the mess we make when we turn away from Him. Once again, two-thirds of the children attending were not from church families, and many responded to the invitation to know God.

This year's memory verse:

**All of us, like sheep, have strayed away. We have left God's paths to follow our own. Yet the Lord laid on him the sins of us all.**

*Isaiah 53.6*

Thank God for the incredible truth in these words!

We were greatly blessed by 19 Ambassadors volunteers, who alongside staff and church volunteers, ensured the camps were run excellently throughout. A special mention for our international volunteers, Mirte and Maartje from The Netherlands and Jorge from Colombia. Here is some of the great feedback we received from parents and church leaders alike:

**"What a wonderful time you gave my grandson and his friend. They loved it. I'm only sorry they will be too old to attend next year."**

**"I wouldn't change a thing! This is my fourth football camp with Ambassadors and it's always the best week of my ministry each year."**

**"Thank you for making space for my son, he was so excited to be able to come as his friends said it was so good".**

One mother asked if there were more spaces as she wanted to invite her neighbours' children citing **"the encouraging culture and Christian content"** which made it different from the other holiday clubs on offer. It's so encouraging to hear about the impact of our ministry, and many churches have already booked in for next year.

**Have you considered running a camp in your community next year?**

Get in touch with Rob, National Camp Coordinator at [rtaylor@ambassadorsfootball.org](mailto:rtaylor@ambassadorsfootball.org) for more information or visit [gb.ambassadorsfootball.org/what-we-do/camps/](http://gb.ambassadorsfootball.org/what-we-do/camps/)



**"I wouldn't change a thing! This is my fourth football camp with Ambassadors and it's always the best week of my ministry each year."**

# INTERVIEW

## NATALIA GUTIERREZ



**How did you first hear about Ambassadors and how did you first get involved?**

I first heard about Ambassadors because the director of Spain goes to our church and we have partnered with them for years, I went to a camp when I was a kid and then when I was 17 I went to coach in the US over the summer for the first time.

**What led you to do the Academy year?**

God led me to do the Academy year, I really love the work Ambassadors does and wanted to get more involved with them so I decided to do the Academy year. The Academy pushed me to be more dependent on God and learn how to rest on Him and His providence.

**What other things have you done with Ambassadors? How has this impacted you?**

I have coached in summer camps for the last 5 years and it is the most incredible time. My first year changed my whole faith journey and brought me back to God and since then I have been very blessed to meet people from all around the world with the same passion for football and Christ.

**If you could give any advice or suggestions to someone looking at the Academy year or simply volunteering with us, what would you say?**

If I could give any advice I would say pray about it and see where God is leading you. If you have a passion for football, volunteering with Ambassadors is a great way to see the powerful work that God can do through it.



To find out more about the Academy visit: [gb.ambassadorsfootball.org/get-involved/academy/](https://gb.ambassadorsfootball.org/get-involved/academy/)

# TOURNAMENTS

**We love tournaments as it's an opportunity for churches to bring a team to enjoy playing football, have fellowship and an opportunity for players to hear about Jesus.**

One church leader shared how he is part of a weekly football session and he entered a team into the church's tournament. He believed for some of

them it was the first time they had heard about Jesus and what He did for us.

This is what drives us to run tournaments as we love to serve churches and share Jesus.

Here are some of the highlights from church leaders of what God did...

**“A great tournament. My lads were really impressed by the testimony and several thanked him personally. We had two of our team take a Bible for the first time as we all continue to travel the road with Jesus.”**

**“One player, who was talking to the prayer team, refused to be subbed on as he wanted to continue chatting and being prayed for. He said “This is more important.”**

**“One of the kids was reading their Bible for most of the way back on the tube which was sweet!”**

**“It was especially encouraging to see all our players, coaches and parents listening carefully to the talk at the end, despite most not being believers.”**

**“I spoke to two members of my squad, unprompted, about faith.”**



Guilford Baptist Church has about 40 players attending their weekly Thursday night football. They came to a tournament for the first time, and were encouraged as they want to continue to build fellowship with their players and support them in hearing about Jesus.

We know of two churches in the last year who, as a result of the tournament have set up weekly community football outreach projects and continue to disciple and reach out to those involved.

As you can imagine with many matches we need plenty of referees and I have had the joy of seeing God move in them. One shared with me: “During the football tournament, I asked the prayer team to pray for me. They told me to close my eyes, and then they prayed. I felt extra elevated. I have also felt, since then, that something has shifted inside me and my spiritual journey with the Father Almighty.”

During 2025 we ran 12 tournaments across the UK with just over 1600 players, from 164 teams representing 124 churches. We gave out 205 Bibles. This was run by 45 amazing volunteers, which added up to 307 hours. This equals 204 football matches in volunteer hours.

We know numbers mean little in God's kingdom as we would do it for 1 to come to know Jesus as their saviour. I want to give all praise to God. Please pray that He alone would continue to make all who attended tournaments, “STRONG in the LORD”



To find out more about Tournaments visit:  
[gb.ambassadorsfootball.org/what-we-do/football-tournaments/](http://gb.ambassadorsfootball.org/what-we-do/football-tournaments/)

or email Stephen Read at:  
[sread@ambassadorsfootball.org](mailto:sread@ambassadorsfootball.org)



# GLOBAL IMPACT

Dear all,

I'm delighted to have recently taken on the role of Scottish National Leader with Ambassadors Football. I'm excited to see what God has in store as we seek the extension of His Kingdom here in Scotland.

We are praying that God would go before us, would open effective doors to connect with churches, build lasting relationships, and see fruit that will remain. Our desire is to come alongside those who are stepping out to reach their communities with the gospel, offering encouragement and practical support as together we seek to see lives transformed and people become fully devoted followers of Christ.

At present, we have a small but faithful prayer team already lifting this work before God. We would be deeply grateful if you would join us in prayer as we begin this new chapter in Scotland.

Blessings,  
Eric

Eric Henry  
Scotland National Leader



It has been encouraging to see what God is doing around the world through Ambassadors Football. Disciple Making Movement training has taken place in Asia recently, with several countries taking part.

At the same time the work in Rwanda continues to grow with hundreds of children learning bible verses and playing football alongside the Adep denomination's church schools.



Every year since 2017 we have held a football tour to Spain. The work in Spain is growing, and the team had the chance to interact with the Civil Guard, the Red Cross and teams from Italy and Netherlands in a tournament. Then they headed east to the town of Guadix where the Red Cross works closely with Ambassadors Spain to host football events for refugees.

We have a network of partner organisations that we send finances to on behalf of British donors. This year we were able to add Ukraine to the list and our partner there has delivered football sessions to orphans affected by the war - especially children whose fathers have been killed in the conflict. The good standing that this agency has in the community is because of the long-lasting work of the Christian football club over the last 16 years.



The World Cup is around the corner and many nations that have qualified have a small number of churches or restrict the ability of Christians to share their faith. Please pray along with us for those nations. Pray also for our offices in Mexico and the USA as they encourage their church contacts to make the most of the opportunities afforded by the World Cup and the thousands of visitors who will attend the six-week tournament.

Ambassadors Football globally is working on strengthening its infrastructure to facilitate growth into the future. This means staff members are involved in linking up with other European countries to exchange coaches and volunteers at our camps. Some leaders are involved in developing strategy for a development pathway around the world.



If you would like to know more specifically about our work across the globe, visit: [ambassadorsfootball.org](http://ambassadorsfootball.org)

or contact Martin for more details. [mbateman@ambassadorsfootball.org](mailto:mbateman@ambassadorsfootball.org)

# FAITH IN FOOTBALL

C O N F E R E N C E 2 0 2 5

One of the big focuses of this past year was the fourth edition of the Faith in Football Conference and this year's gathering marked a significant step forward. We welcomed around 70 attendees, nearly triple last year's number, reflecting the growing momentum across our Football and Faith networks.



The day brought together outstanding voices, including Gavin Calver (Evangelical Alliance), Graham Daniels (Christians in Sport), and former professional footballer Khallil Lambin, who shared his powerful journey to faith. Their contributions, along with stories from across the movement, offered deep encouragement and a vivid reminder of the ways God is at work throughout the UK. At its core, the conference reaffirmed our shared unity in Christ.



One of the most meaningful aspects of the day was the sheer number of rich, intentional conversations happening throughout the venue. From walking football groups to those working at the highest levels of the professional game, people connected, shared experiences, and built relationships that will carry forward long after the event.

Our breakout sessions—covering Women's Football, Young Adult Ministry, Professionals in Football, and Community Football Outreach—were all well attended. Participants left inspired, having explored common interests, prayed together, and discussed how to faithfully live out and share their faith within their unique footballing environments. Hearing how God is moving in these spaces continues to be a powerful encouragement.



"Faith in Football (FIF) this year was a fantastic experience for me. For me, FIF was first and foremost a place to network and be encouraged by Christians working in the football world, and it was clear that the same passion extends to reaching souls within this industry.

While I didn't have a particular testimony that stood out, overall it was a great experience to learn from people who truly love football and are committed to their faith.

I would definitely encourage anyone considering attending Faith in Football 2026 to come. If you want to see God moving in the world of football and be equipped through a lifetime of experience shared by fellow Christians, this conference is absolutely for you.

Thanks again for the opportunity to contribute!"

*Words from one of our speakers, Khallil Lambin*



As we look ahead, we ask for ongoing prayer: – for everyone who attended, that the encouragement and connections formed would continue to grow throughout the year; – for the conference itself, that it would keep developing as a place of worship, unity, learning, and meaningful connection; – and that through this gathering, many would be drawn closer to Jesus, with faith strengthened and sparked through shared stories and relationships.



# JOIN THE ACADEMY

A YEAR OF DISCIPLESHIP, EVANGELISM AND LEADERSHIP

FOR INFORMATION, IF YOU'D LIKE TO APPLY, OR IF YOU HAVE ANY QUESTIONS PLEASE CONTACT CLAIRE ON [CLUNN-ROCKLIFFE@AMBASSADORSFOOTBALL.ORG](mailto:clunn-rockcliffe@ambassadorsfootball.org)

## ABOUT TOWARD THE GOAL

Toward the Goal is a curriculum designed to take children aged six to twelve through the story of the Bible. It has a specific focus on the person and work of Christ, helping children to understand how God's redemptive plan of salvation fits into the biblical narrative.

Toward The Goal follows Jesus' example of using analogies to convey gospel truths to the hearers. Each lesson starts with a colourful story from the footballing world that draws on themes and ideas that will then be made clear to the children in the parallel Bible story.

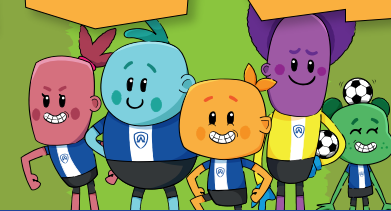
Following the call of making disciples of all nations, this curriculum design includes disciple making exercises for the children. After going through each lesson, they are encouraged to PRAY, DO, and TELL so they can begin to learn how to share the Good News.

We are carefully creating tools to meet the challenges of doing ministry around the world. The TTG lineup includes videos, booklets, flipchart versions, smartphone flash notes, and an app to manage ministry plans. We hope to translate Toward The Goal into as many languages as possible.

Toward the Goal will be distributed for free, without any cost to the world. Launching in early 2026, God willing. Please go to [ttg.ambassadorsfootball.org](http://ttg.ambassadorsfootball.org) for more info!

# TOWARD THE

# GOAL



A SPECIAL CURRICULUM FOR THE 2026 WORLD CUP...



THE GOLDEN TICKET



THE GOOD SAMARITAN

## ...AVAILABLE SPRING 2026!

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**Head to our website to find out more  
and see what is happening locally to you  
across England, Scotland and Wales.**



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