



TRUST PARTNERSHIP

PROPOSAL



ABOUT THE TRUST

The team at Derby County Community Trust has a clear mission.

We harness the power of Derby County Football Club to improve the lives of local people through sport, physical activity, health and education.

We help more than 30,000 people a year and our work is respected and recognised at a national level. We have twice been named English Football League Community Club of the Year.

The Trust prides itself on being at the heart of the communities we serve. We recognise local need by listening to our communities, collaborating and working in partnership with other local stakeholders.

We are responsive and agile to meet unique local needs and as such our priorities in 2025/26 are in the following key growth areas:

- Environment and Sustainability
- STEM Learning
- Health and Wellbeing
- Special Educational Needs and Disabilities Provision



OUR BOARD OF TRUSTEES



MIKE EVANS

Chair of Trustees

Mike is an executive coach working with CEOs of charities and SMEs to support them to develop. He was CEO of the EFL Trust for 12 years overseeing the national work of Football Club Charities.



BALLY ATWAL

Interim Vice-chair of Trustees / Board EDI Lead

Bally is a Solicitor and Partner at Smith Partnership Solicitors, with a wealth of legal, financial and management experience. Bally specialises in dispute resolution, helping businesses and individuals resolve differences.



PHIL ELLIS

Chair of Finance and Governance Sub-Committee

Phil spent 40 years at Bowmer and Kirkland, where he served as Business Development Director. Since stepping down from his role in 2024, Phil has taken on consultancy and voluntary work.



PAUL ROBERTS

Chair of People and Performance Sub-Committee

Paul is the Head of the Department for Education's East Midlands Vulnerable Children's Unit, overseeing the department's improvement and intervention work in Children's Social Care and SEND.



RACHEL MORRIS DL

Chair of Fundraising Communications and Marketing Sub-Committee

Rachel is a Deputy Lieutenant for Derbyshire, CEO at SV2 – Supporting Victims of Sexual Violence Ltd, Founder of 'Friends of Derby 500 Club' and a Non-Executive Director at Derbyshire County Cricket Club.



STEPHEN PEARCE

Stephen has been part of Derby County Football Club's executive team since joining in 2013 and was appointed as Chief Executive Officer in August 2018. Stephen is a Chartered Accountant and fellow of the ICAEW.



RICHARD GERVER

Richard, winner of a multitude of international awards and a former headteacher came to prominence when he turned around a failing school in under 2 years. He has since been named the Walt Disney of the Classroom by the UK media.



DEAN JACKSON MBE

Dean Jackson is the founder and owner of Derby sportswear firm HUUB. He grew HUUB from the spark of an idea about using technology and research in clothing design to enhance performance.



DAWN SPENDLOVE

Dawn founded her business Love Marketing in 2009 after working in marketing since 1989. Love Marketing specialises in mentoring to help develop the next generation of marketers.

WHY SHOULD YOUR ORGANISATION SUPPORT THE TRUST?

The Trust needs your support to allow us to continue delivering our mission and to increase the number of beneficiaries we support through our programmes.

If you're a multi-national organisation or a small business owner, we can offer tailored packages to suit the unique needs and budgets of your business. The support you provide can range from monthly direct debit charitable donations as part of our 1946 Business Club through to event sponsorship and our Gold, Silver and Bronze tiered options.

By providing a charitable donation to Derby County Community Trust we will work in collaboration with you to align with your corporate social responsibility and environmental, social and governance strategies.

As a valued Trust Partner not only do you benefit from paying less income tax, you will also receive a host of benefits and opportunities. This might include your branding across our website and social media, access to our volunteer calendar of events or a table at our Black and White Ball. Not only that, you will know that you are supporting a highly-regarded charity that is delivering impactful and essential programmes to meet the unique needs of communities in Derby and Derbyshire.



ENVIRONMENT AND SUSTAINABILITY



Derby County Community Trust is committed to empowering young people to take positive action around climate change. Our Rammie's Little Plotters programme has been designed for children aged 3 to 6 years old. The programme aims to foster children's connection with the natural world through activities like planting, harvesting, and learning about food growth.

We recognise the positive impact that nature connectivity and outdoor learning can have on children and their wellbeing. As such, we offer opportunities to develop a range of skills and attributes, as well as an understanding and connection to the outdoors. Our Forest School initiative has proved to be very popular with schools across Derby and our programmes delivered at our community allotments support a variety of participants of all ages.

We are excited to launch our Pride Park Litter Pick this year. This is our way of taking care of the environment on our doorstep and rallying a group of likeminded volunteers to come together as a group to tackle littering in our area.

HOW WILL YOUR SUPPORT IMPACT OUR ENVIRONMENT AND SUSTAINABILITY PROVISION?

Your support will directly contribute to more primary school children visiting our allotment to take part in the Rammie's Little Plotters programme. You will directly impact the lives of future generations by providing them with experiences that encourage an understanding of the positive impact of nature on their health. These experiences will also highlight the importance of respecting and caring for the natural environment and all living things.



“THE SESSION THAT WAS DELIVERED IN THE NURSERY GARDEN WAS FANTASTIC - CLEAR DELIVERY AND GREAT ENGAGEMENT FROM CHILDREN.” - TEACHER

“THE HANDS-ON PARTS OF THE SESSIONS ARE VALUABLE FOR THE CHILDREN AND THEIR FINE/GROSS MOTOR SKILLS. THEY'RE LEARNING A LOT IN CONNECTION TO UNDERSTANDING THE WORLD AND LOOKING AFTER THE ENVIRONMENT.” - TEACHER

STEM LEARNING

Derby is a hub for engineering and technology which provides real-world opportunities for young people in the area if we can help to ignite a passion for Science, Technology, Engineering and Maths early in their lives.

Our flagship programme, Rambots, has been designed to boost STEM learning in primary schools. The programme aims to engage pupils through fun, interactive coding challenges using Sphero BOLT robots. The 6-week programme introduces children to coding programmes including Draw, Block and Javascript and is suitable for both KS1 and KS2.

HOW WILL YOUR SUPPORT IMPACT OUR STEM LEARNING PROVISION?

Our ambition is to grow our STEM programme and deliver the Rambots programme to more students in Derby and Derbyshire. We would like to collaborate with likeminded organisations to inspire young people that by applying themselves to STEM subjects it will open them up to a host of worthwhile career opportunities.

1,650
PUPILS ENGAGED

24
WORKSHOPS



HEALTH AND WELLBEING



Derby County Community Trust's Health department deliver targeted health intervention programmes aimed at reducing health inequalities and promoting healthy lifestyles to people living in Derbyshire.

All of our health programmes offer person centred, integrated and holistic approaches to improve the health and wellbeing of residents living in Derbyshire.

The health initiatives offer bespoke tailored support packages to individuals aged from 5 to 95 and incorporate needs-led physical activity, targeted work around long-term health conditions, informal learning and befriending service to reduce social isolation.

We work to achieve four key outcomes of supporting good health and wellbeing; developing more active communities; optimising life chances and building community pride.

HOW YOUR SUPPORT WILL HELP OUR HEALTH AND WELLBEING PROVISION?

Physical activity is integral in supporting residents in Derbyshire to improve their overall health and wellbeing, increase self-esteem and confidence and enable them to participate in diverse activities. Your donation will allow us to continue supporting thousands of people living with health inequalities.

300 PARTICIPANTS SUPPORTED THROUGH OUR WOMEN'S HEALTH PROGRAMME*

200 ACTIVE CARDIAC REHAB CLIENTS*

257 WEEKLY ATTENDEES AT WELLBEING FOR ALL SESSIONS



*in 2024

SPECIAL EDUCATIONAL NEEDS AND DISABILITIES PROVISION

As part of the EFL Trust's 'Every Player Counts' campaign, we are committed to ensuring everyone can take part in sport regardless of any physical or mental disability.

Derby County Community Trust offer several pan-disability sessions to support all ages with taking part in physical activity. These sessions are for those who may have a physical disability or additional needs, including autism and ADHD. Our Shooters sessions provide similar opportunities for adults and take place weekly. Our players gain opportunities to represent Derby against other pan-disability squads in competitions and tournaments.

We also offer impairment specific sessions for individuals with certain disabilities. We deliver sessions for players with Down's syndrome, offer specific coaching for players with cerebral palsy and our visually impaired sessions provide the chance for partially sighted players to take part in football activities.

HOW YOUR SUPPORT WILL HELP OUR SEND PROVISION?

Your support will directly assist the Trust to grow their SEND provision within special schools and mainstream schools across Derby and Derbyshire. The Trust shapes affordable programmes of support to meet each school's needs. We deliver a vast array of sporting activities and events to support the development of physical literacy to complement the learners' existing physical education provision.



118
PARTICIPANTS ENGAGED*

34
DS ACTIVE SESSIONS*

* in 2024

OPPORTUNITIES FOR YOUR ORGANISATION TO SUPPORT



GOLD

£20K PER ANNUM

SILVER

£10K PER ANNUM

BRONZE

£5K PER ANNUM

1946 BUSINESS CLUB

EVENT SPONSORSHIP

FEMALE TALENT PATHWAY SPONSORSHIP

GOLD

AS A GOLD PARTNER YOUR ORGANISATION CAN ENJOY THE FOLLOWING BENEFITS:

- Prominent recognition on DCCT's website.
- VIP table (*up to 10 guests*) at the Trust's Black and White Fundraising Ball.
- Logo opportunities at select DCCT events.
- Bespoke wellbeing workshops for your staff from in-house health experts (*including menopause, cancer screening, mens' mental health*).
- Category sponsor and up to 5 guests at the Trust's annual Awards Evening.
- Speaking opportunity at Trust events.
- An exclusive talk at your workplace from DCCT Trustee Richard Gerver - one of the most influential experts on change and human leadership in the world.
- Opportunities for your staff to access to the Trust's Volunteer Calendar - this includes The Dug Out allotment project, Community Meals, and the regular Pride Park Pick-Up.
- Feature within a DCCT article in a Derby County matchday programme.
- 10 places at DCCT's annual 10K Derby Run / 3K Fun Run.
- A block with your business name included on the Derby County Community Trust 1884 Wall.
- 4x Captain's Club tickets to a Derby County game of your choice (*subject to availability*).
- A team of 4 and hole sponsorship at the Trust's annual golf day
- Exclusive guest appearance from DCFC mascot Rammie at one company event (*subject to availability*).
- Opportunity to attend and participate at DCCT's new Black, White and Green Environmental Forum.
- Complimentary membership of our 1946 Business Club with exclusive benefits including access to 1946 Networking Events, a welcome pack and your very own Trust Partners pin badge.
- Opportunity for your business to host a meeting or event at Pride Park's Harrison's Hub with a stadium tour included.
- Your company logo prominently displayed during Trust events at Harrison's Hub.
- Social mentions leading up to selected flagship events.
- Monthly newsletters to update on progress of the Trust.

£20K PER ANNUM

SILVER

AS A SILVER PARTNER YOUR ORGANISATION CAN ENJOY THE FOLLOWING BENEFITS:

- Recognition on DCCT's website.
- 5 places at DCCT's annual 10K Derby Run / 3K Fun Run.
- Logo opportunities at DCCT annual Awards Evening.
- Opportunity to attend and participate at DCCT's new Black, White and Green Environmental Forum.
- Up to 3 guests at the Trust's annual Awards Evening.
- Up to 5 guests at the Trust's Black and White Fundraising Ball.
- A block with your business name included on the Derby County Community Trust 1884 Wall.
- A team of 4 and hole sponsorship at the Trust's annual golf day.
- Exclusive guest appearance from DCFC mascot Rammie at one company event (*subject to availability*).
- Opportunities for your staff to access to the Trust's Volunteer Calendar - this includes The Dug Out allotment project, Community Meals, and the regular Pride Park Pick-Up.
- Complimentary membership of our 1946 Business Club with exclusive benefits including access to 1946 Networking Events, a welcome pack and your very own Trust Partners pin badge.
- Opportunity for your business to host a meeting or event at Pride Park's Harrison's Hub with a stadium tour included.
- Your company logo prominently displayed during Trust events at Harrison's Hub.
- Monthly newsletters to update on progress of the Trust.

£10K PER ANNUM

BRONZE

AS A BRONZE PARTNER YOUR ORGANISATION CAN ENJOY THE FOLLOWING BENEFITS:

- Recognition on DCCT's website.
- 3 places at DCCT's annual 10K Derby Run / 3K Fun Run.
- Up to 2 guests at the Trust's Black and White Fundraising Ball
- A block with your business name included on the Derby County Community Trust 1884 Wall.
- Opportunities for your staff to access to the Trust's Volunteer Calendar - this includes The Dug Out allotment project, Community Meals, and the regular Pride Park Pick-Up.
- Complimentary membership of our 1946 Business Club with exclusive benefits including access to 1946 Networking Events, a welcome pack and your very own Trust Partners pin badge.
- Your company logo prominently displayed during Trust events at Harrison's Hub.
- Monthly newsletters to update on progress of the Trust.

£5K PER ANNUM

1946 BUSINESS CLUB

Join the 1946 Business Club and be part of a special group of businesses that commit to an annual charitable donation of £1,946 or monthly charitable donations of £162.

1946 was a special year for the people of Derby, it was the last time Derby County lifted the FA Cup. A member of that team was Reg Harrison and we have proudly named our community corner at Pride Park – Harrison's Hub – in his honour.

Harrison's Hub now hosts a multitude of our programmes such as our dementia-friendly support sessions, Community Meals and our Knit and Natter sessions. The Hub offers a warm and welcoming space for people of all ages.

Your annual donation of £1,946 will support the upkeep of the facility. Your generous support will ensure the sustainability of our programmes, help us to grow our reach, maximise our impact and guarantee the longevity of Harrison's Hub.

Please contact us to express your interest in joining the 1946 Business Club by emailing trustpartners@dcct.co.uk. We will send you a bank mandate form and once completed and returned to us we will do the rest.

OTHER BENEFITS OF JOINING THE 1946 BUSINESS CLUB INCLUDE:

- You will receive an exclusive welcome pack including information about the work of Derby County Community Trust and your very own Trust Partners pin badge to wear with pride.
- Invitations to exclusive quarterly 1946 Business Club networking events.
- Your company logo prominently displayed during Trust events at Harrison's Hub.
- You will receive monthly communication about the programmes your donation has supported.
- Priority invitations to DCCT events including the Awards Evening, Derby 10k and the Black and White Fundraising Ball.

EVENT SPONSORSHIP

Derby County Community Trust deliver a multitude of well-supported events throughout the year that provide exciting and engaging opportunities for organisations to align with a highly-respected charity.

BLACK AND WHITE FUNDRAISING BALL

This exclusive black tie event attracts over 200 guests. The evening is a fantastic opportunity to celebrate and shine a spotlight on the diverse array of projects the Trust delivers. Throughout the night, guests have the unique opportunity to hear directly from individuals whose lives have been positively impacted by the invaluable work of Derby County Community Trust.

Opportunities

- Headline Sponsor
- Welcome Drinks Sponsor



THE DERBY 10K

The Derby 10K is the Trust's largest event and significant contributor to our fundraising efforts. Attracting over 3,000 participants, the event starts and finishes at Pride Park Stadium and passes through the heart of the city.

Take the opportunity to reach over 3,000 runners plus hundreds of spectators and supporters, benefit from our integrated marketing and excellent media coverage, and support thousands of people in Derbyshire to improve their lives through sport, physical activity, health and education.

Opportunities

- Headline sponsor
- Supporting sponsors
- VIP sponsor
- Family Fun Run sponsor

ANNUAL AWARDS EVENING

The Derby County Community Trust Annual Awards Evening attracts over 250 guests and sees us present awards to deserving participants, staff and programmes. It is an evening full of celebration, sharing stories and appreciating those who make our programmes what they are.

Opportunities

- Category Sponsors
- Trophy Sponsors



SCHOOLS EVENTS

Across the academic year, our schools' events provide over 14,500 students with a positive experience of sports competition. In 2023/24 our schools events calendar engaged 65 primary schools and 16 secondary schools from across the city.

The events that are delivered target students from Year 1 through to Year 11. Our popular Celebration of Dance engages nearly 750 students from more than 35 schools and our swimming gala welcomes nearly 200 students every year.

Opportunities

- Our Schools Events sponsorship package provides organisations to far-reaching brand exposure opportunities

C O R P O R A T E A N D B U S I N E S S O P P O R T U N I T I E S

FEMALE TALENT PATHWAY SPONSORSHIP

Derby County Female Talent Pathway is the club's academy structure for talented female footballers from Derby and the surrounding areas. The programme has 10 teams ranging from Under-9s through to Under-21s and ultimately feeds into Derby County Women's first team.

By sponsoring the Female Talent Pathway, you are supporting young talented females progress on their footballing journey and fulfil their potential. Your support allows us to offer a minimum of 4 hours football training per week alongside playing in a regular fixture with their team.

As a sponsor of the Derby County Female Talent Pathway your organisation receives a host of benefits including your organisation's logo featuring on the team kits of all 10 teams and an opportunity to be included in the Female Talent Pathway team photo at Pride Park.

167
PLAYERS

10
SQUADS

8
FIRST TEAM DEBUTS

7
INTERNATIONAL CALL UPS



TRUST PARTNERSHIP

PROPOSAL

CONTACT US

✉ trustpartners@dcct.co.uk
☎ 01332 416140

