



The next chapter of grassroots football starts here.

Dear kids, parents, coaches, volunteers, clubs and communities of grassroots football,

For more than 20 years, we've been proud to be part of the grassroots football family. We've seen first-hand what football can do. It can bring people together, give children confidence, create friendships, build communities and, most importantly, give everyone the chance to have fun. But we know that the grassroots game never stands still. The needs of children, families, clubs and communities are changing - and our commitment needs to change with them. So today, we're making a commitment for the next four years: to keep investing in the grassroots game and to help make football more accessible, inclusive and enjoyable for everyone.

Over the next four years, we will focus on five promises:

1 We promise to provide more opportunities to play

We will continue creating free and accessible opportunities for children to discover football, take part for the first time and keep coming back for more. Because getting involved shouldn't depend on whether you've played before, how good you are or whether you can afford to take part.

2 We promise to break down barriers

We want more children from more communities to feel that football is for them. That means continuing to reach communities where access to sport can be harder, and working with partners to remove the financial, social and practical barriers that can prevent children from getting involved. That's why, for the first time, Fun Football is delivering pan-disability sessions—including provision for neurodivergent children—alongside dedicated sessions for blind and partially sighted children, and deaf children.

3 We promise to support the people behind the game

Grassroots football doesn't happen without the people who give their time. From coaches and volunteers to club organisers and parents, we will continue to support the people who make football possible; helping them develop their skills, confidence and ability to create positive environments for everyone.

4 We promise to make football a game for everyone

The future of grassroots football must be inclusive. We will continue working to create welcoming environments for children of every background, ability and experience; including those who may not always see themselves represented or welcomed in traditional football settings.

5 We promise to leave a legacy behind

Our ambition isn't simply to deliver more football over the next four years. It's to leave the grassroots game stronger than we found it. We want the children who discover football through Fun Football today to become the players, coaches, volunteers, supporters and community leaders of tomorrow.

For more than two decades, we've been fortunate to play a role in the grassroots story. We're proud of what has been achieved, but we don't believe legacy is about looking backwards. Legacy is about what you leave behind for the next generation. That's why our next chapter is about creating more opportunities, reaching more communities and making sure more children can experience the joy of football.

Because grassroots football is where so many football stories begin. And we're committed to helping write the next chapter.

Kind Regards,

McDonald's Fun Football & all our partners



Names of Signatories

Access Sport
Helen Rowbotham,
Chief Executive

British Blind Sport
Alaina MacGregor,
Chief Executive Officer

Kick it Out
Samuel Okafor,
Chief Executive Officer

UK Deaf Sport
Chris Ratcliffe,
Chief Executive Officer

Football Association of Wales
Noel Mooney,
Chief Executive Officer

Irish Football Association
Patrick Nelson,
Chief Executive Officer

Scottish Football Association
Ian Maxwell,
Chief Executive Officer