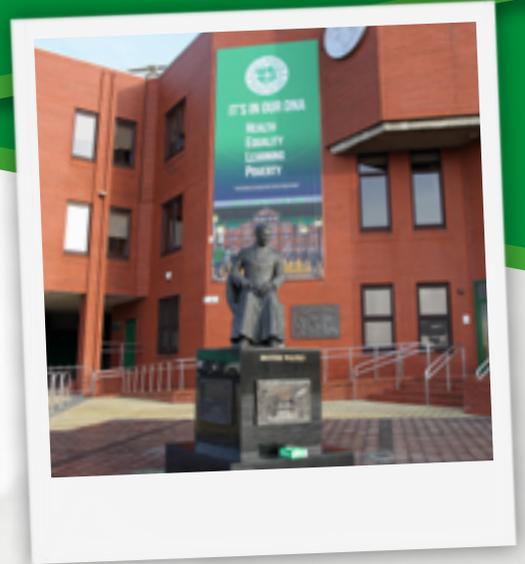




NEWSLETTER
SEPTEMBER 2016

CELTIC FOOTBALL CLUB 1888





WHAT WE DO

Q: Who does Celtic FC Foundation help?

A: We are an organisation here for all, regardless of gender, age, religion, race, or ability. Our priority is to provide assistance to those who face daily challenges within our key priority areas (**HELP**). In addition we offer support in the form of delivery and/or partnership to external charities and other organisations who offer value in the community and whose principles fit within these key priority areas.

WE AIM TO:

1. Improve **H**ealth
2. Promote **E**quality
3. Encourage **L**earning
4. Tackle **P**overty

Q: What type of project delivery is Celtic FC Foundation involved in?

A: We have a strong track record of delivering successful community based projects that support health and wellbeing (**Health**), inclusion (**Equality**), education and diversionary activities (**Learning**) and employability (**Poverty**). We work with all age groups from young children through to older people and currently deliver projects locally, nationally and internationally. We work with a variety of partners to deliver our projects.

Q: How is the money raised?

A: We raise money in a variety of ways.

We receive generous donations on a regular and one-off basis from a host of supporters and operate a number of fundraising events and activities throughout the year. These can include, but are not limited to; charity football matches, our Annual Sporting Dinner, match day bucket collections, our Annual Christmas Appeal, and an overseas' volunteer trip.

A calendar of events can be found at www.celticfcfoundation.com

In addition to fundraising, we also raise money by applying to a variety of grant making trusts and funders who support our project delivery.

Q: How can I get involved?

A: There are various ways you can support Celtic FC Foundation; from signing up to a regular monthly contribution to getting involved in a fundraising events and activities.

There are also opportunities to get involved in our projects by coming a funder or working in partnership with any of our community projects.

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MEET THE TEAM:

Megan Fallan, Sales and Engagement Manager

HER job is to promote the substantial reality of how Celtic FC Foundation can help those in need. Her daily life is consumed with how to engage supporters, companies and businessmen and women to help fund and fuel a force that has the capacity to change the lives of thousands.

This may be considered hard work. But Megan Fallan knows she lives the dream. There is a romance to Celtic that eludes the mass of football clubs and it embraces so many aspects but the Foundation is at its heart and soul.

Megan, sales and engagement manager at the Foundation, is rolling out concrete plans to bring more supporters on board, to attract philanthropists, to build better links with businesses. She does all this with the realisation, however, that her job is not only a real challenge but the very stuff of dreams.

Megan is a Celtic supporter in the same way Henrik Larsson was a striker. At 28, she can look back on two decades of supporting the club and reflect that it has had a major impact on her life.

Briefly, Megan met her husband, Michael, at a Celtic match. She was married in the Kerrydale Suite. She found out about the Foundation job at a Celtic match. She spends her lunchtime in a "spell of surreality" sitting in the North Stand, just above where she has her season ticket, munching her food and looking out over the stadium she loves.

But she is more than aware she is at the stadium to work. "Basically we have five supporters' groups or stakeholder groups that I am here to engage with," she says. She is already after only two months in the job pushing ahead with plans to build the Foundation.

"We are launching a membership scheme for supporters for regular giving. Supporters can sign up to help the Foundation for a small amount every month. Supporters will become Champions of Celtic FC Foundation and we will keep them up to date about where the money is going. We are also trying to engage more businesses who might have an interest in the club's charitable arm. We will also be contacting business people who might want to do something from a philanthropic standpoint.

"I will also visit supporters' groups and help them from a fundraising point of view," says Megan, who joined the Foundation in July from STV where she was sponsorship manager.

She is predictably passionate about her role. "This is about a story and the dream of what people can achieve through the Foundation. My previous job was all about business. This is about the heart too."

Megan comes from a Celtic family in South Queensferry and attended her first match when she was nine. "My first Rangers match was the 6-2 game," she says.

But the club was to play an increasingly influential role in her life. "I travelled down to London in 2009 to watch the UEFA Champions League game with Arsenal," she says. "I met Michael there at a bar in the stadium."

The couple were married in May 2014 at Celtic Park. "We are a bit obsessive about Celtic, I suppose," says Megan whose season ticket is in the standing area of the North Stand. "Michael and I have always had season tickets there so when it became a standing area then we just decided to stay." Her trips to Celtic Park were also rewarded with news of the sales and engagement post.

"We talked to someone at the game who said the job was being advertised and I decided to go for it," she says.

She has now found the perfect workplace. "This is not an office. It is a football stadium where we have the privilege to work. Every member of the Foundation is committed to what we are doing. You can completely be yourself here. In other jobs you are conscious that others may not share your passion and you feel you cannot talk about Celtic all the time. Here we can and do," she says.

She adds: "I am looking forward to going to supporters' groups and talking to them about the Foundation. I hope my passion for the club will shine through and they can see this is not about corporate plans but the heart of the club."

She talks of the surreal moment when she walked to lunch in the North Stand while talking on her mobile to Bertie Auld, legend, about Foundation plans, the Champions League draw and football!

"It is then that you realise how fortunate you are," she says.

There seems no downside and her husband must surely be proud. "Well, he is," says Megan. "But he was not too happy when I could not get him a ticket for Tynecastle."

Reality, it seems, must intrude on every dream.



MEET THE PARTNER: INSPIRING SPORT

IT enhances life. It can add meaning to it. But sport also has the ability to prolong existence.

It is a marvellous, wondrous power that is being harnessed by Celtic FC Foundation and Scottish Disability Sport. This collaboration has changed people's lives. It has almost certainly extended some of them, too.

This idea of sport as "a conduit to a better life" is central to the work of Gavin MacLeod, chief executive officer of Scottish Disability Sport, the governing body of all sports for people of all ages and abilities with a physical, sensory or learning difficulty.

The partnership with the Foundation started three years ago and Gavin is certain about how this and other initiatives have impacted on the people his organisation seeks to help.

"We have no doubt that not only are we enhancing lives but we are prolonging them," he says. "The evidence is there in terms of giving people a purpose, giving them a role in the community, getting them out of the house. The benefits are well recorded.

"The benefits, too, are two-pronged. There is better psychological and physical health. The majority of conditions are static and won't change radically but aspects such as flexibility can be improved but for some of the degenerative conditions just being physically active, being coached, can certainly have a really positive impact. You hear the benefits from the mouths of those athletes who take part."

Gavin says the link with Celtic FC Foundation started with a "chance meeting" but it developed swiftly into something substantial. "Very quickly it became evident that our aims were similar," he says. "There was a good overlap in terms of trying to get those with disability more involved, particularly in the West of Scotland. The Foundation offers excellent support for our work and can develop opportunities for people. It was a good coming together for us and it is a solid, evolving partnership."

He points out that the Foundation has a singular asset. "The Celtic brand is so powerful and to be connected with it, and have the support of the infrastructure within Celtic, has been beneficial to us as a relatively small governing body," he says.

The main aim is straightforward, "It is about creating opportunities for individuals to become involved in sport," he says. The organisations work together to identify where gaps in provision can be filled and Scottish Disability Sport also runs national summer sports camps.

"It is not just about the sport. It is about the social growth, the emotional growth of the athletes. It is about how they come to terms with their impairment. It is really about the journey and how sport can help them along that road."

The organisation seeks to identify those who can compete at a higher level but the aim is to improve life for all.

"Sport is a conduit to a better life," says Gavin. "It can support these young people at a very difficult time in their life. It can show them that there things out there that they can become involved in and can help them feel included within society. It can give them the skills, the knowledge and the confidence to become more included in society."

Gavin points out that coaches keep a look out for "raw talent", adding: "If we see that someone has the potential to go on to something specific, we support them."

More than 300 people are helped every year and Gavin is enthusiastic about the benefits. "Sometimes they do not get that choice in other walks of life. It is really about trying to show them there are opportunities out there and there are different ways of getting involved in sport," he says. "If we can support them, then hopefully one day they can go into a mainstream sports setting and feel included." He points out that Celtic FC Foundation coaches have been particularly helpful in this sort of inclusion training.

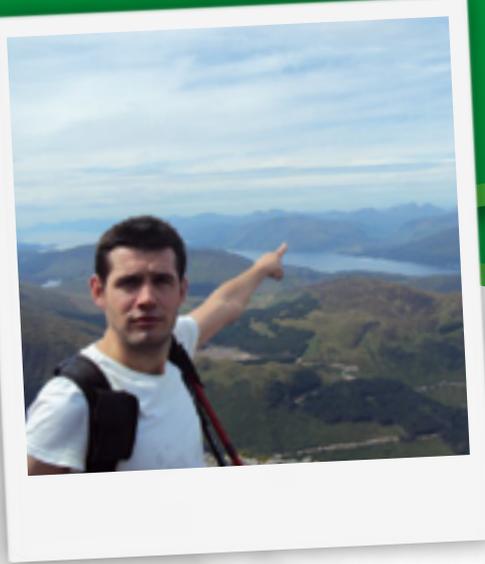
"The coaches also have brought along a player to our para sports festival which is great for the kids," he adds.

Already, there has been success with one athlete winning a medal at the British championship but Gavin knows there are other, perhaps more private triumphs.

"We see the confidence of kids growing. We see them coming to terms with their impairment," he says.

It is all about a better, longer life and this is ongoing as the Foundation and SDS are now across the country in 13 centres together. The work goes on to bring this reality to even more Scots.





BE INSPIRED:

FROM THE WELSH VALLEYS TO PARADISE

IT is a trek of tens upon tens of thousands of steps. It is a walk of more than 350 miles. It is a route that stretches from the Welsh valleys to Paradise.

Yet in one crucial, poignant aspect, it is a journey that seems to form not a line from south to north but a circle. The walk in memory of Jonathan Thomas is not just in aid of charity but in memory of both a singular Celtic fan and what he held dear about the club he came to love. It is about an idea, an ethos returning home.

"It is nice that the walk starts in Merthyr Tydfil where he was born and brought up but it is wonderful that it ends at Celtic Park where we can at least bring his memory back to a place he loved," says Jonathan's wife, Sian. "He totally got what Celtic stood for, he loved what the club was all about. It was about much more than the football."

This immersion in Celtic started when Jonathan played for a team in Wales and was coached by a Celtic fan from Belfast. It deepened when he moved to Newcastle in 2006 and joined the Tyneside No.1 Celtic Supporters' Club. It became a very part of him as he joined in a variety of fundraising events for Celtic FC Foundation and other charities.

"The why and how of the formation of Celtic struck a chord with him," says Iain McGovern, chairman of Tyneside No.1. "He loved the atmosphere and the experience of matches at Celtic Park and he loved the way Celtic approached the game. But it was the charity side that he bought into totally. He took part in a charity walk from Newcastle to Glasgow in 2009, climbing the six tallest peaks of Britain and Ireland, a walk of the West Highland Way...all to support the Celtic way, that this club was formed for charitable purposes."

It was on that first walk in 2009 that Jonathan asked Iain if some of the donations could be given to a charity for Crohn's disease and ulcerative colitis. The young Welshman suffered from ulcerative colitis from the age of 18 and died last year, aged 30, after a tumour on his bile duct passed on to his liver. He married Sian the day before and as the anniversary of his death approaches in October it was declared fitting that a charity walk could serve as a memorial to a remarkable young man.

"He was brought up in Wales and was fed up with the money-driven English Premier League," says Iain. "He played for a local club and a Belfast coach told him about Celtic and how the club

had been formed for charitable purposes. When Jonathan came to Newcastle in 2006, he immediately came along to the supporters' club and joined.

"He loved what Celtic was about. Like me, he believed that Celtic FC Foundation was the core of the club. He was keen to get involved in all charitable walks and fundraisers. He suffered because of his illness but he was a very fit and determined guy. He was also enthusiastic, cheery. A great friend."

Iain has helped organise a wonderful tribute to Jonathan. "On October 8, we will start walking from Dowlais Catholic Club in Merthyr to Celtic Park, hopefully arriving on October 22. This wee stroll stretches out to 352 miles but we obviously do not expect a lot of people to do the whole route. We are hoping that people join in for stretches and indeed it looks as if at least 30 friends and family of Jonathan's will be on the first stretch."

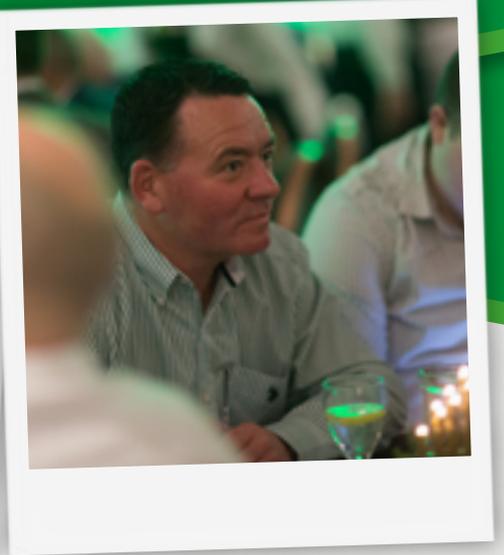
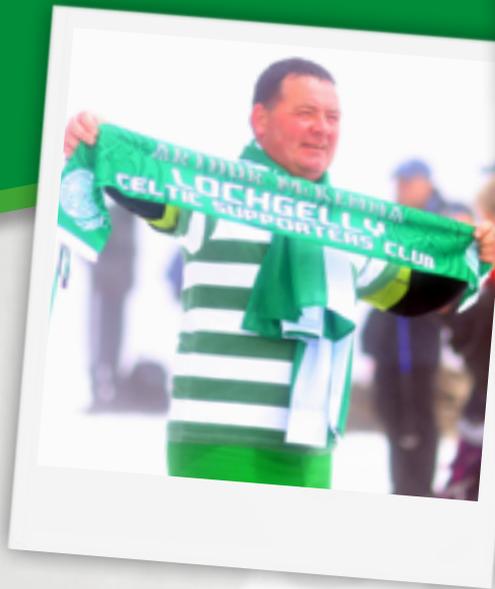
Iain points out that the route is central to Jonathan's life and loves. The first steps will be taken on a road Jonathan used for training runs. It will end, on the anniversary of his death, at the ground where Jonathan found so much joy and, indeed, fulfilment. "The Foundation and raising money for charity was at the core of what he was about as a Celtic fan," says Iain.

Sian is aware that she faces a testing, emotional anniversary but says: "The walk gives us all something positive to focus on. It is great to start where Jonathan grew up and then to take his memory back to Celtic Park. Jonathan meant so much to so many people and he loved to be involved in charity and with Celtic. I know he would have been so proud to see this happening."

She has signed up for the entire trek. "I am determined to do as much of it as possible but it is a daunting prospect," she says.

Sian is keen that others join in the walk when they can. The Celtic family is embracing this cause. She, and Jonathan, will never walk alone. To make a donation, click here: <https://mydonate.bt.com/events/jonathanwalk2016>

<https://www.crohnsandcolitis.org.uk/>
and Celtic FC Foundation <http://www.celticfcfoundation.com/>



MEET THE SUPPORTER: MARK CAMERON

HE knows the history. It has become part of his present, it will be part of his future.

Mark Cameron, chairman of the supporters' committee of Celtic FC Foundation, has been a fan of the club all of his life. The past four years, though, have been a journey for him. He has climbed to the top of Ben Nevis. He has cycled 250 miles from Ireland to Scotland. He has taken every step, turned every pedal to further the principles that lie at the core of the club.

"I had a background in supporting local charities," says Mark, who is a plant manager with an electronics company in Glenrothes, "and I wanted to become involved with the Foundation. I contacted them four years ago at a time when the club had confirmed one of the three key strands of the business would be the Foundation."

He states simply: "The principle of charity is at the heart of the club. It is the very reason we were born. I absolutely believe in it and it is the part of the club that everyone can identify with. It is the part of the club everyone is the most proud of. We should all aspire to do what we can to help the work of the Foundation."

It is significant that Mark, 47, holds the Centenary Year as his dearest memory as a supporter. The affection for 1988, though, goes beyond the winning of a league and cup double. "I just thought that in that year the whole reason for the club's existence became clear. I knew the history of Celtic but I felt it crystallised that year," he says.

He is active in his support of the Foundation. "One of the highlights was the first climb of Ben Nevis when we raised in excess of £30,000 for charity. But last December I attended a thanksgiving event and was moved by the stories of the children that we help. It was inspiring.

"There is a great sense of achievement and of being part of something good, something very meaningful."

He remembers a Huddle on Ben Nevis and the cycle from Ballymote, Sligo, birthplace of Brother Walfrid, to Celtic Park in the week of the club's 125th anniversary. "We carried a piece of stone carved in the shape of a Celtic cross and I believe it signified the unbroken link that has endured over more than a century," he says.

He is keen that other supporters become involved. "My message for the fans would be to do a wee bit of research and see what the Foundation is all about. It is at the heart of the club," he says. "For every happy hour we have on the park, think about giving just a little back to those who are less fortunate. The committee wants to engage with the supporters on a day to day basis and make them aware of the work of the foundation but, probably more importantly, become involved."

He adds: "To quote Neil Lennon, this is just the beginning. The people involved in the Foundation want to drive it forward. And that would be helped even more fans became engaged. If you learn about the Foundation you cannot help be inspired to join in."

Celtic supporters are part of the history. They are part of the Foundation's future.





WHAT'S ON!

Great Scottish Run

Saturday, October 1 and Sunday, October 2, 2016

We are asking supporters looking to take part in the half-marathon or 10K to choose Celtic FC Foundation as the beneficiary of their efforts. To support us through the 2016 Great Scottish Run, please register online at <http://greatscottishrun.com/events/> and then contact us for a sponsorship pack, including t-shirt!

Walk for Jonathan

October 8-22, 2016

Sian Thomas - together with family and friends - has organised a walk in memory of her husband Jonathan who lost a brave fight against cancer (caused by Ulcerative Colitis condition from age 18), aged 30, on October 22, 2015. The Main walk will be 355 miles from Dowlais Catholic Club, Merthyr Tydfil to Celtic Park in Glasgow - October, 8-22, 2016. There was also a supporting coastal walk on Saturday, July 16, 2016 - 6.1 miles from St Mary's Lighthouse, Whitley Bay to North Shields. All proceeds will be collated by Celtic FC Foundation and the total raised will be split equally with Crohn's & Colitis UK. To lend your support, please donate here - <https://mydonate.bt.com/events/jonathanwalk2016>

Christmas Appeal 2016

October-December 2016

Our annual Christmas Appeal proudly follows in the footsteps of Brother Walfrid, providing comfort to those on our doorstep. We want to help around 250 local families facing poverty, to provide a meal on the table and gifts for the kids. We want to bring the magic of Christmas to those homes. We are also looking to help vulnerable local pensioners to ease the financial burden at a challenging time of year plus a number of other local charities who support those experiencing homelessness or other disadvantage. But we can't do this without you. The Appeal will be officially launched in the coming months but a number of key fundraising events are detailed below.

Christmas Appeal - Founding Fathers' Fast (#FFF)

Sunday, November 6, 2016

On the anniversary of the Club's formation, we are asking supporters to fast for the day in honour of our charitable heritage and donate what they would have spent on food - suggested £5 - to our Christmas Appeal.

Christmas Appeal - Celtic Sleep Out

Saturday, November 12, 2016

Participants will spend the night - from 10.00pm to 6.00am - battling the elements outdoors, under the stars at Paradise, all for a wonderful cause. All we ask is that you commit to raising a minimum of £125 (after £30 non refundable entry fee) for our 2016 Christmas Appeal. Registration is now open and you can sign up here - <https://www.eventbrite.co.uk/e/celtic-sleep-out-2016-tickets-27022595310>





WHAT'S ON! (CONTINUED)

Christmas Appeal - Bucket Collection

Saturday, November 26, 2016

A pre-match bucket collection will be held around all turnstile and suite entrance areas at the home encounter with St Johnstone.

Christmas Appeal - Ghirls for Good

Saturday, December 3, 2016

This year's Ghirls for Good event will take place on the evening of Saturday, December 3 in the Kerrydale Suite at Celtic Park. It will be hosted by the fantastic Edward Reid and elements confirmed so far for the night of fabulous festive fun include a delicious three-course Christmas meal, live entertainment, Fly High NY Draw, a festive DJ, Christmas gift stalls, prize draw and a visit from the main man himself, Santa Claus. We will also ask each gorgeous Ghirl to bring along a gift for a local child and these will be distributed to those who are sick or disadvantaged before the sleigh bells ring on Christmas Eve. So dig out your party kit Ghirls and join us for what is sure to be a magical, heartwarming evening to celebrate all that is wonderful about the Celtic Family. Tickets are priced at £45pp.

Annual Sporting Dinner

Thursday, March 2, 2017

This flagship event will be held in the Kerrydale Suite and, in attendance, will be Celtic Directors, management, first team players, backroom staff and corporate clients. The evening will include a four-course meal, after dinner entertainment, auction and prize draw hosted by Andy Cameron and silent auction via a digital tablet system. The main beneficiary this year will be our Inspiring Sport project which provides physical activity in sport for young people with severe and complex disabilities and also, working closely with all 13 Scottish Disability Sport branches across Scotland, offers a series of pan disability events and programmes with a focus on serious impairments. Tickets are £850 for a table or 10 or £85pp and availability is now limited.

Abseil in Paradise

Date TBC

We are currently exploring opportunities around hosting a sponsored abseil event at Celtic Park. More details to follow soon!

Road to Lisbon

May 2016

Led by Paul Muldoon and David Shearan, a group of cycling Celtic supporters are aiming to mark the 50th anniversary of the Lisbon Lions' European Cup success by cycling the 1650 miles from Paradise to Lisbon. Their target is to raise £10,000 and all funds will be collated by Celtic FC Foundation and subsequent donations will then be made to the other nominated beneficiaries - Solving Kids Cancer and Children in Crossfire. There are currently 14 participants confirmed to take part in the entire cycle and an additional 30 who aim to complete various segments of the route. Recruitment is ongoing and further details can be found here - <http://theroadtolisbon.com/>

Celtic's Malawi Adventure

June 4/5 - 15/16, 2017

Celtic FC Foundation's 2017 Volunteer Trip to Malawi is being operated by Travel Management Group plc (TMG) ATOL 3316. Once in Blantyre, Malawi, the group of volunteers will provide practical support on the ground to Scottish Charity, Mary's Meals. The 10-day work placements will involve the renovation / improvement of schools identified by Mary's Meals and assistance with their feeding programme. To get a feel for what's involved, check out our last trip to Malawi here - <http://www.celticfc.tv/tv/video/vod/1692>

To make a booking or for further details on any Celtic FC Foundation event, please email cfcfoundation@celticfc.co.uk or call 0141 551 4373.

WE AIM TO:

Improve Health. Promote Equality. Encourage Learning. Tackle Poverty.

At Celtic FC Foundation we are here to tackle issues that will improve the lives of vulnerable children and adults in Glasgow and beyond. But we need your help to do this.

Text CELT07 followed by £1, £5 or £10 to 70070 or donate online at www.celticfcfoundation.com

Celtic FC Foundation is a registered Scottish Charitable Incorporated Organisation (number SC024648) with its registered office at Celtic Park, Glasgow, G40 3RE.

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