



SUNDERLAND  
**PRIMARY  
SCHOOLS**



**FOUNDATION  
OF LIGHT**

THE WORLD AT YOUR FEET





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OF LIGHT**

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**We make life better for  
people in the North East**

We are the official charity of Sunderland AFC, established in 2001 by former Chairman Sir Bob Murray with a clear purpose: To use the power of football to tackle some of the North East's biggest challenges and help people lead happier, healthier and more positive lives.

For 25 years, we have worked with schools across the region, supporting thousands of children and young people through engaging, inclusive and impactful programmes.

We understand that every school is different. Whether your focus is attendance, behaviour, wellbeing, physical activity, enrichment, employability, confidence or raising aspirations, we work alongside schools to create support that meets your needs.

There is no "one-size-fits-all" approach. Our programmes can be tailored to suit your pupils, priorities and timetable, with flexible delivery designed to complement the work already taking place in your school.

From curriculum support and intervention programmes to enrichment activities, mentoring and careers-based learning, we are here to help schools overcome challenges, engage young people and create positive outcomes both inside and outside the classroom.

Financially independent from Sunderland AFC, we raise more than £4m every year through grants, partnerships, fundraising and trading activity, allowing us to continue investing in communities and delivering meaningful impact across the North East.

This brochure offers an insight into our work, our people and the ways we can support your school community.

**Why schools choose  
Foundation of Light**

### **Trusted Organisation**

With more than two decades of experience working in education and communities, we are a trusted partner for schools across the North East.

We work alongside respected organisations including the Premier League, English Football League, NHS, local authorities and major employers such as Nissan and Gentoo.

Our team understands the pressures schools face and works collaboratively to provide practical, engaging and supportive solutions that make a real difference to pupils and staff alike.

### **Flexible Support Tailored to your School**

No two schools face exactly the same challenges. That is why we take a flexible approach to every partnership.

We can build bespoke packages around your priorities, whether that means targeted interventions, whole-school delivery, enrichment activity, transition support, alternative provision, wellbeing programmes or careers education.

Our aim is simple, to become an extension of your school community and provide support that genuinely works for your pupils.

### **The Power of SAFC**

Few organisations in the North East can engage young people in the same way as Sunderland AFC.

Using the appeal of football and the club badge helps us connect with pupils, raise engagement levels and inspire participation in ways that traditional approaches sometimes cannot.

Our staff deliver sessions in official club training wear, learning resources are SAFC-branded and, where possible, schools may also benefit from club-linked opportunities including player appearances and unique experiences connected to the Stadium of Light.





No 'one-size-fits all' approach

## Foundation of Light can help your school with:

### Socioeconomic Inequalities

The Income Deprivation Affecting Children Index (IDACI) indicates high levels of child poverty in our communities, with over 25% of children affected.

**22.7% of pupils are eligible and claiming FSM against national average of 20.1%**

### Attendance

Primary school attendance remains below national levels, with higher rates of unauthorised and persistent absence indicating early disengagement from education.

**Persistent absentees data for Sunderland is 13.6%, above the national average of 13%.**

### Physical and Mental Health

Pupils with social, emotional and mental health needs are more prevalent than nationally, increasing barriers to engagement and learning in primary education. Poor diet, low physical activity and unhealthy lifestyle behaviours are widespread from early childhood, contributing to rising obesity by Year 6 and increased long-term health risks.

**28% of children in Reception and 42% in Year 6 are classified as overweight compared to national average of 23.5% and 36.2% respectively.**



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Supporting pupils inside and outside the classroom

### Inclusion

Children and young people with SEN and those from disadvantaged backgrounds are particularly vulnerable, facing compounded barriers to education, wellbeing and progression into adulthood.

**17.8% of pupils are receiving SEN support against the national average of 14.8%**

### Holistic Support Beyond Education

Children and young people are growing up facing multiple, overlapping disadvantages, including poverty, poor health, educational underachievement and unsafe environments.

**Children in Sunderland are growing up in areas of significant deprivation. 34% live in the areas that are most deprived.**

### Mentoring and Guidance

High levels of disadvantage and unmet needs are impacting children at an early age, with 30% living in poverty and persistent absence affecting more than a third of disadvantaged pupils. Many children require targeted support to build confidence, improve behaviour and stay engaged in education from the start.

**Primary schools in Sunderland face significant strain, with over 30% of children living in poverty. Long mental health waiting times and rising SEN needs are placing increasing pressure on schools to meet complex and unmet needs.**

\* Statistics sourced from Sunderland Data Observatory (accessed June 2026)



# Packages

Tailored to suit your needs



|                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                |
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| <div>Platinum A</div> <div>£11,340</div> <div><ul style="list-style-type: none"><li>• £31.50 per hour</li><li>• Price based per year (36 weeks)</li><li>• Two days per week</li><li>• 10 hours - 5 per day</li><li>• 36 weeks (Full Year)</li></ul></div> | <div>Gold A</div> <div>£6,300</div> <div><ul style="list-style-type: none"><li>• £35 per hour</li><li>• Price based per year (36 weeks)</li><li>• One day per week</li><li>• 5 hours per week</li><li>• 36 weeks (Full Year)</li></ul></div> | <div>Silver A</div> <div>£2,160</div> <div><ul style="list-style-type: none"><li>• £30 per hour</li><li>• Price based per year (36 weeks)</li><li>• Half-day per week (am)</li><li>• 2 hours per week</li><li>• 36 weeks (Full Year)</li></ul></div> | <div>Silver A</div> <div>£3,780</div> <div><ul style="list-style-type: none"><li>• £35 per hour</li><li>• Price based per year (36 weeks)</li><li>• Half-day per week (pm)</li><li>• 3 Hours after school care</li><li>• 36 weeks (Full Year)</li></ul></div> | <div>Bronze A</div> <div>£1,620</div> <div><ul style="list-style-type: none"><li>• £45 per hour</li><li>• Price based per year (36 weeks)</li><li>• Hourly rate</li><li>• 36 weeks (Full Year)</li></ul></div> |
| <div>Platinum B</div> <div>£3,780</div> <div><ul style="list-style-type: none"><li>• £31.50 per hour</li><li>• Price based per term (12 weeks)</li><li>• Two days per week</li><li>• 10 hours - 5 per day</li><li>• 12 weeks (One Term)</li></ul></div>   | <div>Gold B</div> <div>£2,100</div> <div><ul style="list-style-type: none"><li>• £35 per hour</li><li>• Price based per term (12 weeks)</li><li>• One day per week</li><li>• 5 hours per week</li><li>• 12 weeks (One Term)</li></ul></div>  | <div>Silver B</div> <div>£720</div> <div><ul style="list-style-type: none"><li>• £30 per hour</li><li>• Price based per term (12 weeks)</li><li>• Half-day per week (am)</li><li>• 2 hours per week</li><li>• 12 weeks (One Term)</li></ul></div>    | <div>Silver B</div> <div>£1,260</div> <div><ul style="list-style-type: none"><li>• £35 per hour</li><li>• Price based per term (12 weeks)</li><li>• Half-day per week (pm)</li><li>• 3 Hours after school care</li><li>• 12 weeks (One Term)</li></ul></div>  | <div>Bronze B</div> <div>£540</div> <div><ul style="list-style-type: none"><li>• £45 per hour</li><li>• Price based per term (12 weeks)</li><li>• Hourly rate</li><li>• 12 weeks (One Term)</li></ul></div>    |

Help us build your programme to meet your pupils' needs



Using the power of SAFC to connect with pupils

All School Packages will have the following added free (excluding bronze)

- Penalty Prize fundraising event
- Free access to World Book Day event
- Included in prize draw to access executive box for SAFC home game
- Priority access to the Premier League-Schools tournament
- Invite to annual schools conference
- Invite to Foundation of Light business breakfast events
- Foundation of Light partner boot tile to display in school
- x1 Samson the Cat visit per year





## TO DISCUSS YOUR OPTIONS CONTACT:



[primaryschools@foundationoflight.co.uk](mailto:primaryschools@foundationoflight.co.uk) | 0191 563 4777

Foundation of Light | Stadium Park | SR5 1SN | Registered Charity No.1089333