



THEN NOW FOREVER

THE ROSS COUNTY FOUNDATION
STRATEGY 2022-2025

WELCOME

The Ross County Foundation is here to support our community extending right across the Highlands & Islands. We have long been recognised as 'The Club for the Highlands' and our ambition is to continue and elevate that journey.

In 2022, we face unprecedented societal challenges that have an effect on everything and everybody around us. It is our objective to support, encourage and provide pathways for people to live healthier, more developed and less challenging lifestyles. At The Ross County Foundation we will work with local, national and international partners to deliver projects that provide real change in our communities and help people realise their potential.

We are extremely proud of the foundations that our club has set in delivering right across the Highlands for a number of years and we are now in a strong place to continue to develop this work and add significant layers to what we do. Whether that be in sports participation, education & employability or working with community causes, our focus is on ensuring we can meet the needs of our local people throughout the year.

The wellbeing of our Highlands & Islands Community is vitally important to us and we aim to tackle the deep-rooted challenges facing our area and people in the next 3 years. Our three strategy pillars will allow The Ross County Foundation to support, enable and encourage our people to open new doors and be supported every step of the way.

Dale Pryde-MacDonald
Foundation Manager



2022-25

Across the next 3 years our focus will be on the following three themes

OUR VISION

HEALTHY
LIFESTYLES

EDUCATION &
EMPLOYABILITY

COMMUNITY
ACTION



HEALTHY LIFESTYLES



Football can create opportunities to build healthier lifestyles for all and is uniquely placed to provide many holistic benefits to health & wellbeing. A number of participants on existing programmes have outlined the importance of engaging with activity and the subsequent benefits of social inclusion, a sense of belonging and feeling part of their local communities. With the experiences and skillsets of our personnel combined with the facilities and environments we use and create we ensure that all of our programmes provide a safe, engaging and comfortable place to participate and enjoy a healthier lifestyle.

To create healthier lifestyles we look to include the below three principles:



By developing these three principles we can continue to support those who want to develop healthier lifestyles and make big changes to their life and development.

OUR HEALTHY LIFESTYLE PROGRAMMES

Soccer Centres (P1-P7)

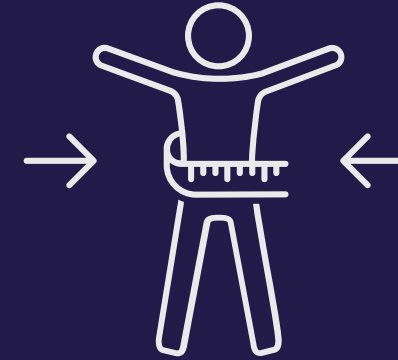
Mini Kickers (3-4 years)

FFIT (18 years +)

Football Memories

March for Mental Health

BENEFITS TO HEALTHY LIFESTYLES



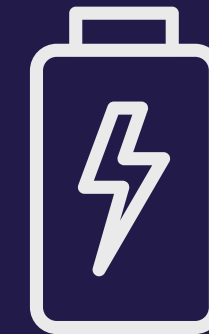
**HELPS CONTROL
WEIGHT**



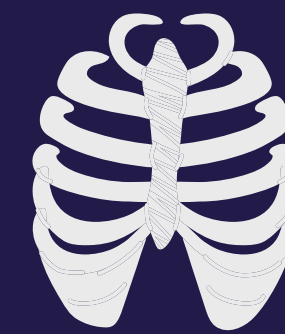
**REDUCES HEALTH/
DISEASE RISK**



**IMPROVES
SLEEP**



**INCREASES
ENERGY LEVELS**



**STRENGTHENS
BONES**



**LOWER RISK
OF DEMENTIA**

EDUCATION & EMPLOYABILITY



Our 'Then, Now & Forever' mentality is to ensure we can provide pathways that create sustainability to everything we do, including how we can help individuals become better, more educated and equipped to face the challenges of life in 2022.

Meaningful change can only be done by the support of the individuals and the organisations involved and their desire to both have the same outcome. By utilising the resources here in the Highlands we can create positive, long-lasting education & employability platforms for people to see real opportunities to not only work but to continue in life-long development. Understanding why education & employability is important is an essential focus of our pillar. There are three areas of development for our pillar, they are:

Early
Years

Teenage
Years

Early
Adulthood

Within Early Years we look at the 'lifestyle' education of topics such as confidence, team-building and problem solving through our Schools Programme which combines learning and football. Our Personal Development Programme (PDP), allows us to target secondary/teenage children who are suffering from poor attainment, attendance and discipline and we work constructively with the school to develop themes and outcomes that these young people can see their own development. Our final area of development is Early Adulthood, where we aim to work with third party providers to showcase opportunities and development platforms where young people can access training and employability skills to help them go in to further education or in to the workplace.

OUR EDUCATION & EMPLOYABILITY PARTNERS

The Highland Council

Police Scotland

University of the Highlands & Islands

Developing the Young Workforce

OUR DEVELOPMENT PATHWAY

P1-P7

EARLY
YEARS

S1-S6

TEENAGE
YEARS

16-25

EARLY
ADULTHOOD

COMMUNITY ACTION



One of the most important things about engaging with your community is understanding the essential needs of the people within your community. In 2022, we face many societal issues that effect everybody across our demographic and the important action can only be taken when we combine the input of our community with our resources to deliver meaningful engagement.

Society in 2022 allows us to work closely with individuals and groups and understand the real challenges we all face. This is then coupled with communication and partnership working with service providers, charities and stakeholders to proportionately plan and execute ways to tackle, and deliver on outcomes we want to see achieved. Our process for doing so means we have to consult and communicate with a wide variety of stakeholders throughout:



KEY AREAS OF COMMUNITY ACTION:

- Food Poverty
- Transportation
- Service Access
- Homelessness
- Mental Health
- Child Poverty
- Sickness & Healthcare
- Trauma Informed Practice

OUR COMMUNITY ACTION

Winter 2019, Winter 2020, Winter 2021

MFR Cash for Kids

Support of Mission Christmas Project



November 2021

Blythswood Foodbank Collection

324kg of Food Collected



August 2022

Stagecoach Highland

Football for a Fiver reducing transport costs



September 2022

Dingwall Community Fridge

Foodbank & Cash Collection for Local Foodbank



July 2020

MFR Cash for Kids

Sports Day Week Long Challenge



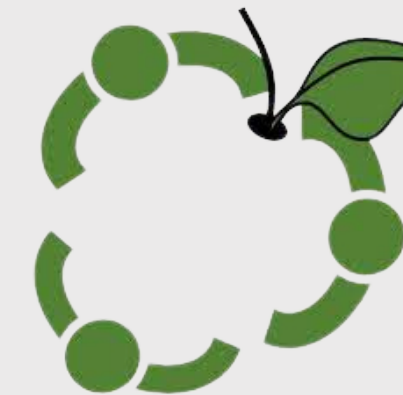
December 2019, December 2021

Archie Highland

Childrens Ward Christmas Visit



OUR PARTNERS



CHI



DYW

INVERNESS & CENTRAL HIGHLAND
Developing the Young Workforce



BACK ONSIDE



POLICE SCOTLAND
Keeping people safe
POILEAS ALBA





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