



Everton
in the Community



Blue Heart AWARDS 2026

Tuesday 28 April
BOXPARK, Liverpool



Introducing Everton in the Community

Everton in the Community, the official charity of Everton Football Club is one of the UK's top sporting charities and has been recognised nationally - winning 'Best Community Scheme' in the North West Football Awards three years in succession.

EitC is committed to transforming lives and creating positive change across Merseyside and since being established in 1988 has become a powerful force for good; harnessing the unifying power of football to drive social change and addressing societal challenges across our communities.

EitC delivers more than 60 projects and initiatives each specially designed and developed to combat these challenges. Our charity tackles issues such as inequality, health disparities, low educational attainment, poverty, poor mental health and unemployment, with a commitment to making a tangible difference.





**£13M+
INVESTED**

in derelict land and buildings in Liverpool 4 providing vital support to meet the needs of the local community.



**36,245
PARTICIPANTS**

engaged through EitC's 60+ programmes and initiatives.



**156,000
INDIVIDUALS**

reached through one-off engagements.



**FIRST CLUB
COMMUNITY**

scheme to have its own dedicated GP.



**162 DELIVERY
VENUES**

across Liverpool City Region.



**130 FULL-TIME
STAFF**

and 200 volunteers.



**FIRST CLUB
COMMUNITY**

organisation to open a mental health hub.



**PARTICIPANTS
AGED**

from 0 to 100+ years.



**£29.86
GENERATED**

in social value for every £1 invested.

“I can't even put into words how much of an impact Everton in the Community has had on my life.”

Joe, 2025 Minds Award Winner

“Being recognised was amazing. They've changed my life for the better and I couldn't ask for more.”

Jai, 2024 CEO Award Winner

“I'm so grateful to Everton in the Community. It meant so much to know that they were there for me.”

Zahraa, 2024 Special Achievement Award Runner Up

Blue Heart Awards 2026

Everton in the Community is hosting the third Blue Heart Awards on Tuesday 28 April 2026, to celebrate the amazing achievements and stories of its participants from across 60+ programmes.

Taking place at BOXPARK, Liverpool City Centre, The Blue Heart Awards are the pinnacle of the Everton in the Community calendar and sees staff, volunteers and key stakeholders come together to celebrate the life-changing work of one of the top UK sporting charities.

We are seeking a main sponsor for the event that shares our vision to build stronger communities and a brighter future for all. By aligning with this unique occasion the funder will be able to take advantage of numerous advertising and CSR benefits.

“It’s a very emotional evening. We’re bringing people together and we’re celebrating. That’s what Everton in the Community does.”

**Trevor Steven, CEO, Mindflow,
and Everton legend**



Main Sponsor

Everton in the Community is seeking a main event sponsor for the 2026 Blue Heart Awards, which offers the opportunity to showcase your brand in association with one of the UK's top sporting charities, along with a host of PR benefits:

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| VIP table of ten at the event. |
| Announced as the main event sponsor by our hosts during the evening. |
| Host our exclusive pre-event for sponsors/partners (with advertising presence). |
| Your company representative to be part of the awards judging panel. |
| Your company logo to appear prominently as the main event sponsor throughout the event and on supporting collateral: <ul style="list-style-type: none">• Event backdrop, large screens and other media screens.<ul style="list-style-type: none">• Event programme.• Winners and runner-up certificates.• Invitations/save the date collateral. |
| Sponsor Award: an exclusive award to be named after and presented by your company, with criteria to be decided by yourselves. |
| Speaker opportunity on the evening, to talk about why you have supported these awards. |
| Mentioned and tagged in all pre and post-event coverage across EitC social media channels. |
| Full acknowledgement on all event and post-event media coverage on Club and EitC website and use of official photos. |

We can also discuss any other ways you might like to work with us as part of this prestigious event.

Value of package: £15,000

Individual Award Sponsor

Everton in the Community is seeking sponsors for a number of the individual awards to be presented at the 2026 Blue Heart Awards. This is an opportunity to showcase your brand in association with one of the UK's top sporting charities and comes with the following benefits:

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| Two company representatives invited to the event. |
| Invited to the exclusive pre-event for sponsors and partners. |
| Opportunity to present their sponsored award. |
| Representatives can choose their award recipient from shortlist provided. |
| Mentioned in all pre and post-event coverage across EitC. |

£500

Benefits of working with EitC



Working with Everton in the Community (EitC) is an effective way to strengthen your Corporate Social Responsibility (CSR) efforts through impactful community involvement.

By working with us, you will achieve:

1. Alignment with a trusted, high-impact organisation

EitC is widely regarded as one of the UK's leading sporting charities with a legacy of delivering transformative community programmes. You will be associated with a charity that consistently drives positive social change and is highly impactful, with every £1 invested in EitC generating almost £30 in societal value.

2. Real, tangible community impact

EitC tackles pressing issues such as poverty, youth unemployment, social inequality, and mental health support, particularly for those in the most deprived areas. By aligning with us, you can actively contribute to solutions for these challenges, making a real difference to the lives of many under-represented individuals across Liverpool City Region.

3. Enhanced brand reputation and trust

Being involved in high-profile community initiatives with EitC can showcase your dedication to social responsibility, which in turn will resonate with customers, stakeholders, and the wider public. Together we can share authentic stories of impact and success, creating a positive narrative that will elevate your brand, provide high visibility within the community and beyond, and can lead to increased recognition, awards, and positive media attention.

4. Collaborative and innovative solutions

We also offer flexible ways of working together that can be tailored to align with your specific CSR goals. From sponsoring programmes to co-designing training and workshops, or working with us to develop bespoke initiatives that reflect your values to address areas you are passionate about.

Recent Recognitions

| | | |
|--|--|--|
|  <small>Sponsored by spencerchadderton</small> | <p>North West Football Awards</p> | <p>Community initiative of the Year, Premier League</p> |
|  | <p>Inclusion Quality Mark</p> | <p>Centre of Excellence Award</p> |
|  | <p>NHS Cheshire and Merseyside</p> | <p>Social Value Award</p> |
|  | <p>HSJ Partnership Awards</p> | <p>Most Impactful Partnership in Preventative Healthcare - EitC's Breathlessness Hub</p> |

2025 Highlights



400+ attendees
on the night



Over **200,000** impressions
across social channels



Over **500**
website views



Guest appearances
from former Everton
players Leighton Baines
and Rachel Brown-Finnis

[Find out more here](#)



Social Media Following

@evertoninthecommunity



28,800 followers



22,800 followers



12,000 followers



11,000 followers

Together, *we can*

Tackle inequalities, make **lasting change**.

Liverpool is a city built on resilience, pride and community spirit. Now, Everton in the Community is calling on supporters and partners to harness that same solidarity as we continue to confront and overcome the social challenges facing our region.

Throughout the 2025/26 season, we have been running our **'Together, We Can'** campaign, to shine a spotlight on three priority issues in Liverpool 4 and how you can help us to fuel positive change.

Together, we can:

Give everyone the chance to live longer, healthier lives.

Help every child reach their full potential.

Harness a new era for women's football at Everton by enabling girls to dream bigger and achieve more.





Blue Heart AWARDS 2026

Stronger communities, brighter futures.