



NEW ZEALAND Football
FOUNDATION

STRATEGY 2025-26

STRATEGIC FRAMEWORK

Vision

No one is left on the sidelines.

Purpose

Enable more New Zealanders to experience the joy of football and develop a love of the game for life.

Mission

Raise and distribute funds to create opportunities and remove barriers to community football.

Values

MANAAKITANGA / ENHANCE RELATIONSHIPS

We nurture our relationships to improve the wellbeing of the football community.

NGĀKAU TAPATAHI / INTEGRITY

Our people act and behave with honesty, transparency and fairness to ensure trust and confidence in our direction and decision making.

MAHI NGĀTAHI / COLLABORATION

We partner with purpose to realise real change to community football.

AROĀ KI TE ANAMATA / FUTURE FOCUS

We take a long-term view to maximise the Foundation's impact on future generations of football players.

POIKIRI HEI PAINGA - FOOTBALL FOR GOOD



STRATEGIC FRAMEWORK



WE SOURCE FUNDS

We secure philanthropic, grant and other funding to sustain Foundation operations and maximise funds available for community football projects.



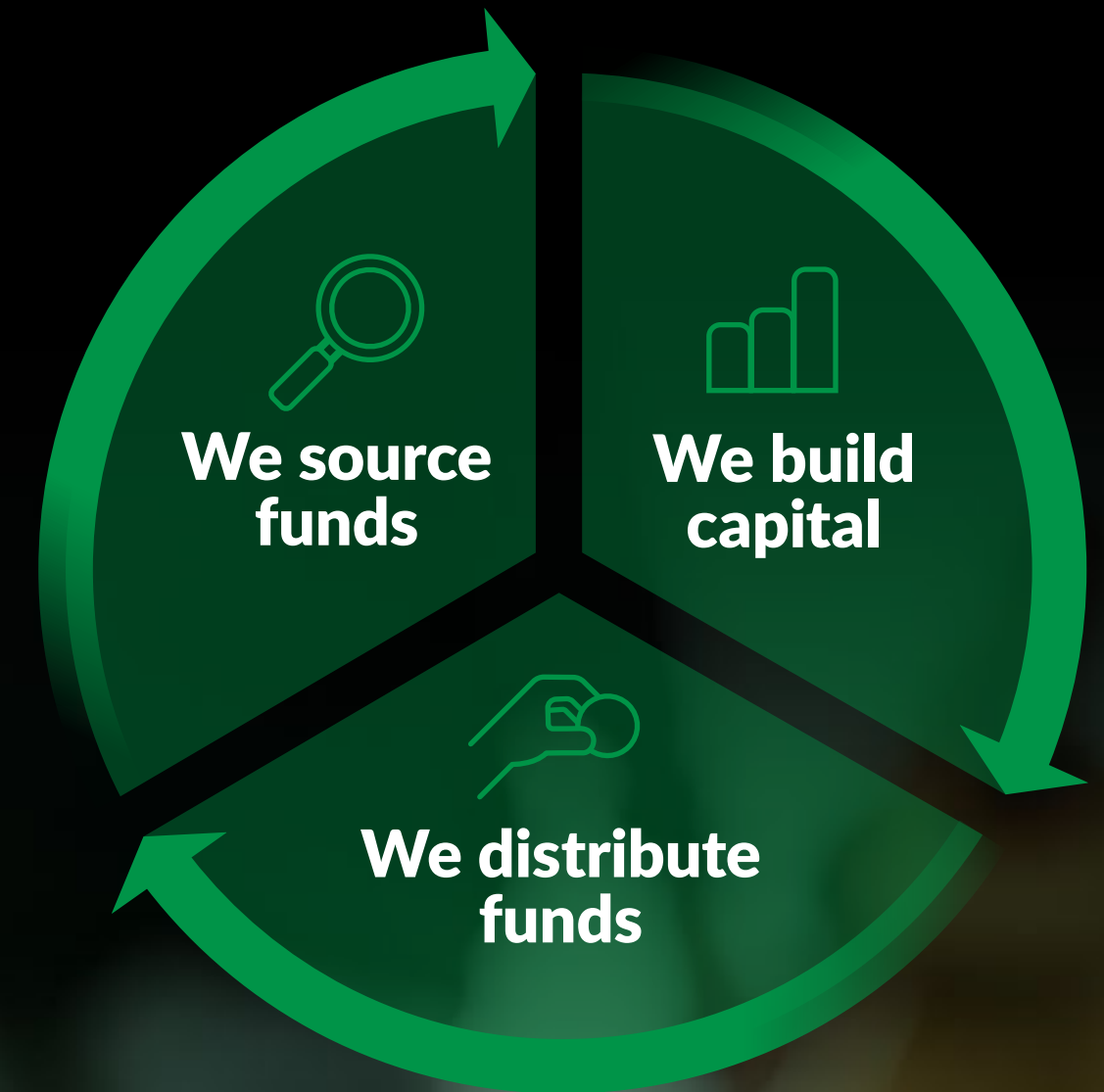
WE BUILD CAPITAL

We take a medium to long-term lens to increasing our invested funds in a considered and transparent way to ensure a sustainable future for football in NZ.



WE DISTRIBUTE FUNDS

We partner with purpose by providing grants to the football community to deliver projects and programs aligned with our strategic priorities.





PRIORITIES ACTIONS & MEASURES

Priority

Actions

1 IMPACT THROUGH PARTNERSHIP

The projects and programs we invest in make a difference at a local level

We invest in projects and programs that provide **opportunities** and **remove barriers** to community football in line with our grant priorities.

We **partner** with purpose to increase our impact.

2 CONNECTION TO OUR CAUSE

Our community feel connected to our mission and are inspired to take action

Increase **awareness** of the Foundation and its mission by improving the content, cadence and reach of our communications.

We will give people **reason and motivation** to support our cause through our storytelling.

We will give people **opportunity** to support our cause through secure and easy to navigate giving routes.

We will ensure our donors feel informed, engaged and appreciated through our **donor stewardship** work.

Our thinking, our content and our communication celebrate New Zealand's **diverse cultural heritage**.

3 SUSTAINABLE FUTURE FOR FOOTBALL

The financial future of football in New Zealand is secure

The Foundation is supported through **diverse and sustainable income streams**.

The Foundation's role within the **football ecosystem** is clear and supported by other key stakeholders.

ALPHA GOL



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www.footballfoundation.org.nz