



# **Spirit of Shankly**

**The recognised Supporters Trust  
of Liverpool FC**

**Chair's Update**

**AGM September 2021**

# Spirit of Shankly – The recognised Supporters Trust

Established in 2008, Spirit of Shankly exist to represent the views of our members and by extension all supporters of LFC.

We have proved if we as supporters stand together and speak with one voice we can make a genuine difference.

Our reputation is strong and our voice is listened to and heard.

Our primary purpose is to strengthen the influence of supporters in the running of LFC and to be actively involved in the wider community.

We have 289,000 social media followers.

- Our ESL / fan involvement campaign had:
  - 12.175m reach
  - 934k engagements
  - Over 60,000 website visits
- Our email open rate is 74%

Our community work includes

- Co-founding Fans Supporting Foodbanks
- Supporting production of 142,000 items of PPE
- Raising £250,000 for local charities through PPV campaign

Our affiliates include:



# LFC Accountability

Our constant aim is to hold the owners of LFC to account and best represent the views of our members and LFC supporters

- Over the past two years, we have successfully reversed decisions by LFC that would have damaged the reputation of our club with their supporters, partners, staff, investors and the city.
  - Trademarking the name of Liverpool, the city
  - Furloughing their staff
  - Joining the ESL
  - Ticketing
  - Individual and group grievances
- Our approach is always measured and balanced against the issues that arise.



**Spirit of Shankly send 'future of football' Liverpool message to FSG after Super League collapse**



# Issues across football

As the biggest supporters union in football we are regularly asked for opinion, comment and contribution on issues across the game from local, national and international media. These include

- European ticket prices and allocations
- Pay per view
- Qatar World Club Championship
- Government fan-led review
- Football Supporters Europe / UEFA
- Football Supporters Association / Premier League



**FSA.**  
FOOTBALL SUPPORTERS' ASSOCIATION



# Community Initiatives

Spirit of Shankly are actively involved in a wide range of initiatives relating to LFC and our wider community, including supporting former players, Liverpool fans and residents of the city.

- All of this comes through membership and donations.
- £9 of your £10 membership goes towards these initiatives.



A promotional poster for 'THE BIG TALK' event on Friday 11th Dec. The poster features the Liverpool FC logo and mentions speakers like Jamie Webster and Chris Kirkland. It also includes details about the event's focus on mental health and fundraising for the Mind Foundation. A yellow circular logo for 'LFC LOTTO' is visible in the bottom right corner of the poster.



# Community Initiatives

## Former Players

- We have funds set aside to assist those (especially but not exclusively from the Shankly era) who need help during times of hardship or illness. Examples include contributing to residential care costs, house refurbishment and medical bills.

## PPV Campaign

- Our leadership in the PPV campaign resulted in raising more than £250,000 locally and over £500,000 nationally to help those in need.



  
Say NO to £14.95 PPV matches  
#BoycottPPV #Exploitation  
Support the Foodbanks  
Text: **FOODBANKFC** to 70460  
to donate £5  
   
[www.spiritofshankly.com](http://www.spiritofshankly.com)



# Community Initiatives

## Fans Supporting Foodbanks

- SOS are actively involved with Fans Supporting Foodbanks a drive that has now spread across the country
- We backed the Right to Food campaign resulting in Liverpool being the first Right to Food city.

## Food Pantry in Liverpool 8

- Launched in May this year, we are committed to fund the pantry fully for at least the next three years.
- The weekly pantry, organised in association with The Greenhouse Project and FSF, has helped local residents put food on their tables at an affordable price and in a dignified way.
- To date we have provided enough food to feed 3,924 people.



# Community Initiatives

## Mental Health

- We work to raise issues of mental ill health and suicide among our fan base. We have partnered and collaborated with
- LFCTV and the LFC Foundation, co-hosting events to more than 300 people.
- James' Place and Paul's Place to ensure people get the social, psychological and clinical support they need.
- Notre Dame High School, part-funding a sensory room to help their pupils. This is also accessible to the local community and supporters on matchdays.
- SOS are providing a team and sponsorship for the LFC Foundation 5-a-side tournament in aid of suicide awareness on Sunday 19 September.
- We are working on 'Me and My old Pal Joe' – Sponsored by SOS, LFC. LFC Foundation.



# Community Initiatives

## Help is Here: Covid-19 Response

- To now, we have funded and provided more than 5,000 shopping bags, equivalent to £80,000, of food and essentials to vulnerable people across the city and continue to help on a weekly basis.



## Merseyside Hub PPE

- We played a major part in the production of PPE, contributing funds and assistance. In partnership with the Merseyside PPE hub we were able to distribute
  - 48,000+ visors
  - 37,000+ masks
  - 30,000+ pairs of gloves
  - 23,000+ aprons
  - 4,000+ ear savers



# Community Initiatives

## Projects to support L4

### More Than A Stadium

- We are strategic partners in the More Than a Stadium campaign and are actively involved in Anfield. Regeneration projects both close to the ground and within the wider L4 community.



### Legal Welfare Rights Service

- We have committed to delivering projects that support people in the L4 area. This includes funding a legal / welfare rights service in partnership with Vauxhall Law Centre.



Vauxhall Community  
Law & Information  
Centre



# Community Initiatives

Spirit of Shankly also support people and initiatives outside of the Liverpool area

## Sean Cox

- Following the shocking unprovoked attack against Sean Cox in 2018, we were instrumental in setting up the collection at Anfield to raise funds to help his rehabilitation.
- We wanted to show the Cox family they were not alone as Sean faced a long, expensive road to recovery. Sean's brothers visited the city and SOS remain in regular contact with Sean and his family.



## Glenbuck restoration village and Spirit of Shankly Cup

- To commemorate the restoration of Glenbuck Village and the 60th anniversary of Shankly joining LFC, SOS and East Ayrshire Council announced the launch of the Spirit of Shankly Cup.
- The Shankly Cup is a juniors tournament that will bring together eight teams, four from Liverpool, four from East Ayrshire, where Shankly was born in the mining village Glenbuck in 1913.
- The inaugural event is likely to be played in 2022.





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