



SHOTS
FOUNDATION

Making a Difference
in our local community

ANNUAL REPORT 2025-2026

REGISTERED CHARITY 1172414





SHOTS
FOUNDATION

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INTRODUCTION

I am proud to present the **Shots in the Community Foundation Annual Report** for the 2025/26 season. This year has been another year of growth for the Shots Foundation, we have continued to **make a difference in our local community**, and show that true impact can be made through sport.

Over the course of the season, we reached thousands of members of our local community, predominantly in North-East Hampshire but also wider in the county, and into Surrey. From the nursery school children who took part in our Mini Shots programme, through to the senior members of our community taking part in Walking Football, or our Veterans support programmes, we have shown that **football has the power to transcend the boundaries of the pitch**.

Over the course of the year, we have strengthened ties with existing schools, and made new connections with others. We have **continued champion the Armed Forces community** and show that we are proud to be the home of the British Army. We have **revamped the way volunteering is done** at the Shots Foundation. Through a volunteer-drive, we have set up committees, assigned meaningful roles and subsequently improved the quality of our delivery, all whilst adding value to the prospect of becoming a Shots Foundation volunteer.

We would like to express our deepest **thanks to all our partners** for their support over the past year, whether that is the support of local businesses, schools, or other vital stakeholders, we couldn't do what we do without you. A special thanks must go to Aldershot Town FC for their continued support in the growth of our charity, and to the National League Trust for their constant and valued backing.

The biggest thank you of all goes to our **dedicated team of staff and volunteers** who truly make the difference. Without the support of Glenn, Svend, and our team of volunteers and trustees, the Shots Foundation wouldn't be where it is today.

I am excited about the upcoming 2026/27 season, and how we can continue to grow and develop our community outreach so that we may carry on supporting the residents of Rushmoor and beyond. As a Foundation we will **strive to support the hard-to-reach groups** in our community, increase disability provision, and continue to support our Armed Forces community.



Jamie MacAllister
Head of Foundation

Making a Difference
in our local community



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OUR STORY SO FAR

ABOUT US

The Shots in the Community Foundation is the **charitable-arm** of Aldershot Town Football Club and works to deliver several community programmes to members of our local community.

We actively look to **contribute to local, regional, and national priorities**, working with Aldershot Town Football Club to positively impact on a range of agendas such as education, community development, physical activity, health and wellbeing, community cohesion, and employment and skills.

Over the past few seasons, the Shots Foundation's presence in the community has grown and our impact has been significantly stronger.

By developing relationships with local schools, stakeholders and various community groups, **the Shots Foundation now works with 153% more people** across our core community programmes compared to 2024. With a 47% increase over the previous season alone, demonstrating continuous growth and impact in our community.

OUR VISION

Our vision for the Shots Foundation is **"Making a difference in our local community"**.

We believe that football has the power to **transcend the boundaries of the pitch**. Through the universal language of sport, we engage with individuals of all ages, backgrounds, and abilities. We would like to express our upmost thanks to Aldershot Town Football Club for the support they continue to give us as we work together to create a lasting, positive impact on our community.

47%

INCREASE IN PARTICIPANTS
TAKING PART IN
SHOTS FOUNDATION
PROGRAMMES



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OUR TEAM

The Shots Foundation is made up of a team of full-time staff, volunteers, and trustees that offer a wide range of expertise that support the Shots Foundation's community outreach.

STAFF



Jamie MacAllister
Head of Foundation



Glenn Brailey
Disability and Inclusion
Officer



Svend Carr
Sports Coach and
Participation Officer

TRUSTEES



**Sir John
Casey**



**Paul
Marcus**



**Terry
Owens**



**Shahid
Azeem**



**Kay
Khan**



**Cllr Keith
Dibble**



**Jacqui
Vosper**

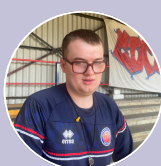


**Paul
Adams**

VOLUNTEERS



**Rak
Owens**



**Harry
Gullon**



**Paula
Denmark**



**Paul
Wise**



**Chris
Geoghagan**



**Tony
Chaplin**



**Alan
Henson**

OUR PROGRAMMES

Over the past year, we have continued to deliver an array of Community Programmes and Activities to residents of North-East Hampshire and Surrey. With a mix of new and existing programmes, we have continued to support our local community with participants ranging in ages from 3-93 years old.

Our programmes are categorised into four **Core Themes**:

- Sport and Education
- Health and Wellbeing
- Community, Inclusion, and Participation
- Aldershot Town FC (ATFC) Experiences

In this section we will highlight the programmes we deliver within our Community Foundation, including our reach, impact and key successes.



SPORT AND EDUCATION



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Through our **Sport and Education** programmes, we aim to engage people of all ages and abilities in sport, education, and physical activity, to raise aspirations, attainment and achievement and understand that learning is a lifelong process.

Working with Local Schools

We are delighted to have continued to grow our **after-school clubs** in this academic year, delivering at 11 local primary schools in the area. This remains a core feature of our primary school outreach.

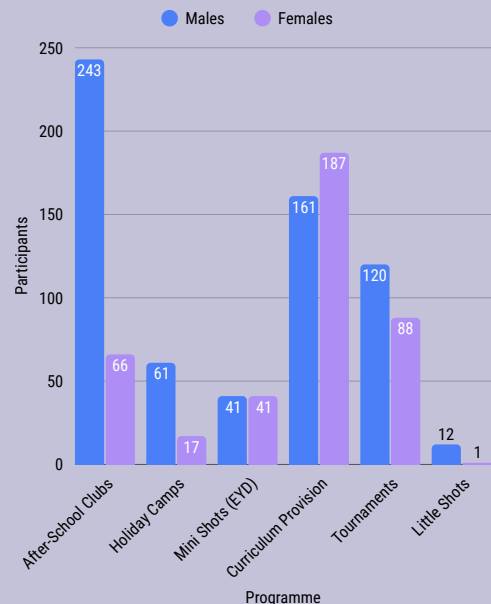
For the second consecutive academic year we have been delivering **Mini Shots** to the Aldershot Garrison Pre Schools. Mini Shots is an EYFS-aligned physical development programme that improves movement skills, confidence, communication and school readiness through fun and structured play.

We have ventured into curriculum support for the first time this year, by providing **Continued Professional Development** (CPD) for teachers at The Cambridge Primary School in Aldershot, alongside daily **lunch clubs** to support them in providing consistent lunchtime activities.

We have provided ad-hoc support for local secondary school Alderwood Senior School, and Rowhill School by attending Careers Fairs and putting on workshops for students interested in a career in sport.

Recognising Excellence

Our Player of the Month Awards have been a great opportunity to recognise children displaying exemplary attitudes, behaviours, skills and focus at our after-school clubs.



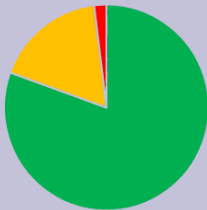
SPORT AND EDUCATION



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We asked the children who took part in our Spring term after-school clubs for some feedback, here are the thoughts of 154 primary school children (aged 5-11) who took part.

Q1 - Have you enjoyed the afterschool club?



Q2 - Do you feel happy after you have attended the football club?



Q3 - After participating in the football club, do you feel more confident in your skills?



School Tournaments

This year we have once again entered and competed in the **National League Trust u11 Tournament**, giving primary schools in the area the chance to compete at Wembley Stadium.

We were pleased to welcome 12 teams from seven different local primary schools to our preliminary tournament held at St. Joseph's Catholic Primary School here in Aldershot. The hosts St. Joseph's were victorious in the mixed tournament, whilst South Farnham progressed once again in the girls tournament. Both teams progressed to the Regional Finals hosted by Maidstone United. Unfortunately it wasn't meant to be this year for our teams, but they did us, themselves and their school proud.



We held our third consecutive **Bridges Community Cup** at the end of the 2025-26 season here at the EBB Stadium where over 100 primary school children from the local area came to represent their schools. It was a fantastic morning filled with high quality football, lots of smiles and an overall good time.



Tournaments like these not only give children memorable experiences, but they also deepen the connection between Aldershot Town FC and the schools and families we serve across the region.

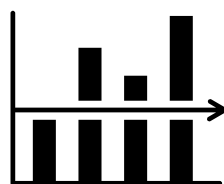


HEALTH AND WELLBEING

At the Shots Foundation, we want to promote health and well-being, and healthy lifestyles through our community initiatives. We have **Health and Wellbeing** programmes that take place every week in the local community.

Men's Mental Health

Together with Aldershot Town Football Club and Andys Man Club we provide a safe space for men over the age of 18 to come together and combat mental health issues through a **free peer-to-peer support group**. The group meets **every Monday evening** (excluding Bank Holidays) from 7-9pm in the Phoenix Lounge at the EBB Stadium.



19-20 men attend every Monday evening on average

1

28 men attended for the first time in 2026 alone

Walking Football

Our **OlderShots** Walking Football offers a safe, enjoyable way for men aged 50 and over to stay active, form friendships, and enjoy the game they love. Our group consists of 90 men over the age of 50, with some of our players playing in their 80s.

The OlderShots take part in plenty of fun tournaments throughout the year and even venture abroad to compete in the **Spanish Masters Walking Football Tournament**. In May 2026, the Shots' foray into Spain yielded a Silver Medal, so close to Gold.

When? Where?

Monday nights at Tomlinscote School (8-9pm)

Thursday nights at Samuel Cody School (8-9pm)

Tuesday and **Friday** mornings at Frimley Lodge Park (10-11am)



HEALTH AND WELLBEING

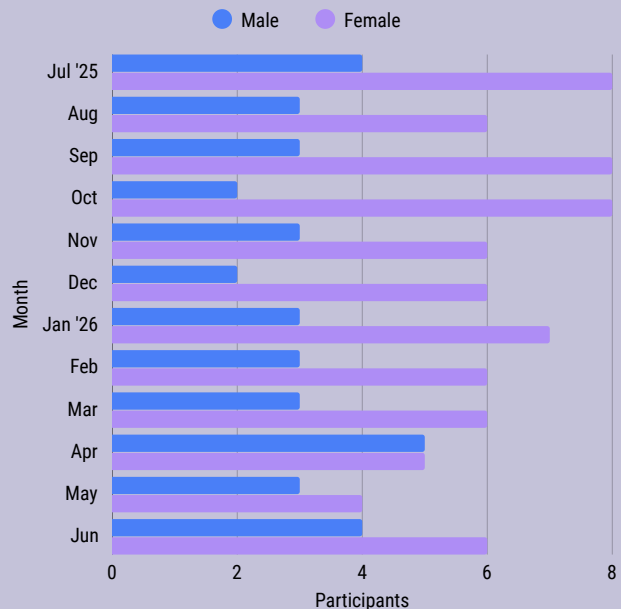


Rambling Shots

Rambling Shots is a walking group for all ages and abilities that meets on the **first Wednesday of every month** in the Aldershot and wider area.

Free to attend, our rambles enable members to participate in gentle exercise along short routes specifically designed to be inclusive of all attendees. This ensures that everyone is able to reap both the **physical and social benefits** of a nice morning walk with friends, whilst taking in some pleasing scenery.

We have had 28 people with ages ranging from 34-86 years old attend at least one Ramble this year.



Other Health and Wellbeing Initiatives



Hampshire County Council's Blood Pressure Champions Programme



Matchday Awareness Stalls



New Partnership with MAN V FAT

MAN v FAT FOOTBALL



Knife Crime Awareness



FOUNDATION FOCUS

RAMBLING SHOTS

We conducted an interview with one participant, where we asked the following questions. Marilyn is a local resident who has been taking part in our Rambling Shots initiative since its inception.

What first inspired you to join the walking group?

"Because I love walking and I tend to walk every day! I could also walk with my son as well".

What were you hoping to get out of it when you joined?

"Enjoying a walk with other people. I enjoy walking with people and going on different walks! If I'm on my own I tend to walk from home, so it was nice to experience different routes. I really enjoyed walking around Aldershot as I found it was not somewhere I would usually go and I found it really interesting".

What do you enjoy most about participating in the walks?

"Wondering where we are going and meeting up with people who have now become friends. It is the socialising element!"

How does the walking group make you feel, physically or mentally?

"It makes me feel amazing- there is nothing better than walking to make you feel. I do like the feeling of tired! We go to different places which is great. It is just right for me and the people who come along to access the walks".

Have you made any meaningful connections through the walks?

"Yes, I feel that I have made good connections with members of the walking group. I normally see some of the walkers on a Saturday to chat to as well!"

What keeps you coming back each month?

"Meeting up with everyone, the social aspect is the key thing, meeting up with people who have now become friends and the variety of walks I really like!"

What do you think about the locations and routes we choose?

"The locations have been great! I like the variety of the walks that we go on, especially if there is a watering hole at the end of it- always good!"

Is the pace and structure of the walks suitable for you?

"Yes, they are! I really like that it is not an enormous group, it is a small but friendly group! It is a joy to go!"



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COMMUNITY, INCLUSION, AND PARTICIPATION

Through our **Community, Inclusion, and Participation** programmes, we engage and provide opportunities for the diverse community that lives in Rushmoor, and the military personnel and veterans who are based in the town.

Sight Loss Soccer

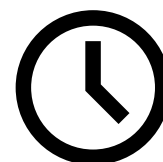
The Foundation continues to be the sole provider of football activity for adults with blindness or visual impairment in Hampshire.

Sight Loss Soccer is more than a football project, it has brought people together who face the same struggles and created a group of friends. Our aim is to keep their love of football alive. Beyond that, we want to develop a network of people, and friends, who can relate to each other, share experiences and support each other with the challenges of visual impairment.

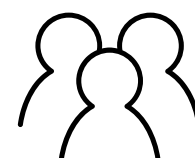
We advocate for blind and visually impaired sport by attempting to incorporate it across other community projects and events we attend. This year we have raised awareness with military veterans, school children, and at the annual Aldershot Town FC Open Day.



Monthly sessions
delivered



15 hours of football



13 adults



COMMUNITY, INCLUSION, AND PARTICIPATION

Supporting Military Veterans

Aldershot is the home of the British Army, it is therefore of paramount importance to the Shots Foundation that we support our armed forces community.

Programmes and Events



Veterans Hub
Monthly



Veterans' Lifestyle and Wellbeing Morning
Quarterly



Veterans' Christmas Lunch
Each Christmas



Remembrance
Remembrance Period



Commemorative Events
Various



Day's Out
January and August

Our support for military veterans and their dependents primarily aims to improve mental health and reduce social isolation. Throughout this year we have formed relationships with valuable external support organisations, such as **Veterans Support Outreach UK**, the **Royal British Legion**, and the **NHS** and its **Op Courage** programme. Through these relationships, we are able to provide local military veterans a better chance to access support networks for various issues such as health, employment, finance, and legal.



25

External organisations
collaborated with

63 Male
20 Female

Veterans and dependents
supported

FOUNDATION FOCUS

SUPPORTING MILITARY VETERANS

We conducted an interview with Wally, a local military veteran who attends our Veterans' Hub and other Veterans support events.

Wally is 93-years-old and his service spans almost 40 years. Starting as an apprentice in 1949, Wally was then a conscript in the Royal Air Force in 1954, moving on to join the Auxiliary Air Force after that. Wally spent the majority of his service in the Royal Army Dental Corps (RADC), where he served for 22 years, and then a further five years in the Volunteer RADC. On top of this, Wally was a Champion Racing Cyclist.

How has taking part in the Veterans' Hub affected your mental well-being and day-to-day life?

"What it's done for me is it's kept me positive, and therefore, added years to my life. It's something to look forward to each every month, you know, it's enabled me to live a longer life I think."

Can you describe a moment or experience through the programme that's made you feel inspired, motivated, or perhaps more positive about the future?

"Well swapping experiences of our service with other Veterans, in actual fact there's two guest speakers in particular. One was in the Royal Navy, and the other was Royal Marine who gave us a story about his PTSD and how this [Veteran Support Programmes] has helped him. The Royal Navy bloke, for me, resonated so well, because he had exactly the same trade as I had when I was in a national service, but in the Royal Air Force. I missed not mixing with people like the Navy and RAF chaps."

What difference has meeting and connecting with other veterans made to you?

"Well, it's made me realise that perhaps our service was valuable and appreciated. Really. Because I didn't feel that I'd done enough to warrant, um, the attention people are kindly giving us now. But it appears that we did."

If the programme didn't exist, what do you think you'd be missing and what would you say to another veteran who was thinking about coming along?

"I tell you what I think; it would be like living a life without having a holiday, really. And what I'd say to other veterans is for goodness sake join. As well as meeting old friends, and older new friends, you can access advice which is available to us all, often that we didn't even know was there!"



ATFC EXPERIENCES

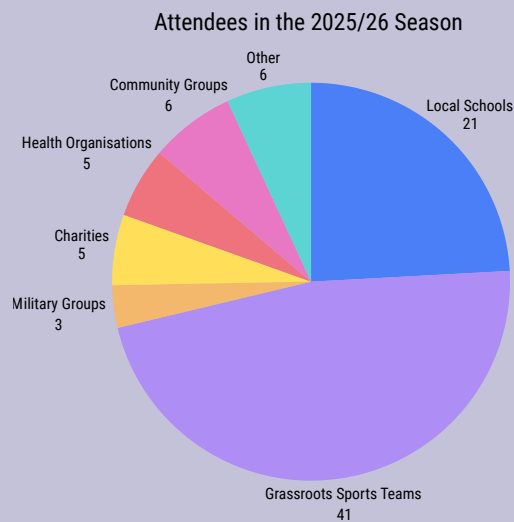
At the Shots Foundation, we want to engage the local community so that Aldershot Town FC is the centre for community involvement and activity.

Mike Pusey Community Stand Scheme

Together with Aldershot Town FC, the Shots Foundation runs the **Mike Pusey Community Stand Scheme** which is a free ticket scheme for the members of our community. The scheme aims to bring 'Tomorrow's Supporters' to the EBB Stadium by engaging with local schools, grassroots teams, and community groups.

3,076	Free tickets distributed into the community.
95%	Of attendees had a positive experience*
97%	Would encourage other Community Groups to get involved with the scheme*

**data taken from end of season survey.*



————— “ —————

Great atmosphere, friendly staff and club members, great afternoon out for our group.

————— ” —————



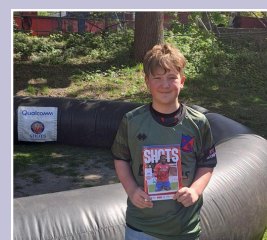
ATFC EXPERIENCES

The Matchday Experience

On Aldershot Town FC matchdays, the Shots Foundation runs several games, activities and opportunities that Shots fans of all ages can get involved in.

For our young Shots fans, this will include **Flag Waving**, playing in our **Matchday Fanzone**, or getting involved with our **Club Passports**.

Our adult Shots fans can still get involved in the matchday experience by taking part in the half-time **Crossbar Challenge**, or by spending time at our **Community Stalls**.



For the fourth consecutive season, we ran a fundraiser for our local foodbank, the **Community Grub Hub**, where we raised a whopping **196kg** of dry foods and other non-perishable products before our Good Friday fixture vs Sutton United, taking the total raised by Shots fans for the local foodbank to **527kg** over previous seasons.

EBB Stadium Tours

Throughout the season we run tours of the EBB Stadium for local community groups to come and enjoy. This year we have ran tours for local schools, such as **Alderwood Senior School** and **Napier School**, community groups, and organisations such as **Hart and Rushmoor Young Carers**.

These tours offer a behind-the-scenes look into Aldershot Town FC, where we also take a deeper look into the club's history, how it is present day, and all the facilities we have at the EBB Stadium.



COMMUNITY CAMPAIGNS

Throughout the 2025/26 season we have ran and supported several community campaigns aligning with our core values and themes. These campaigns allow us to shed light and raise awareness on particular issues affecting our local community with a view to making a positive change.



Blades Down, Boots On

In March 2026, we launched against knife crime with Charlie's Promise. An issue close to home, we worked with Charlie's Promise to raise awareness, and increase knowledge on how to report knife carriers. This included matchday awareness and a presentation to our ATFC Academy.

National Year of Reading

Together with Reading Force, we helped spread the word and importance of reading. 2026 is the National Year of Reading, and our visit to the training ground was a great chance to promote awareness.

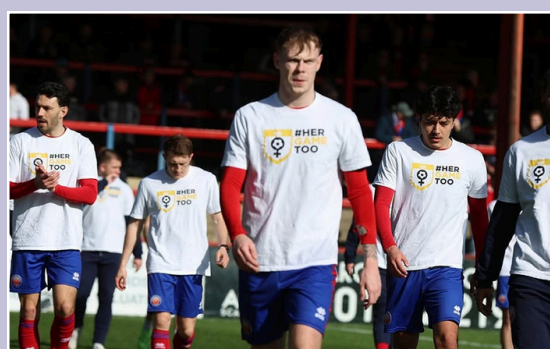


Shots Toy Appeal 2025

Last Christmas we ran our third consecutive Shots Toy Appeal, donating toys to children spending their Christmas in hospitals. This year we were delighted to support several local causes as well as Frimley Park Hospital and Royal Surrey County Hospital.

#HerGameToo

Our annual #HerGameToo fixture took place on March 14th vs York City. Alongside Aldershot Town we remain committed to providing equal opportunities for girls in football and are glad to see the progress being made in the women's game.



TESTIMONIALS

"We have worked with Aldershot Town over the past two academic years now and they have provided lunchtime cover, after-school clubs, holiday clubs and professional development for teachers.

Jamie and his team have always shown the utmost professionalism and have provided a high quality service which we believe represents great value and widens what we can offer our children. Feedback from staff has always been positive and Jamie is in regular contact to ensure the smooth delivery of their services.

We have also received free match tickets, mascot opportunities, free club places and even a visit from the FA Trophy! We will definitely continue to work with Aldershot Town in the future."

– Mr Payne, Specialist PE Teacher & EVC, The Cambridge Primary School



"Members of the Aldershot Royal British Legion are warmly welcomed to all the Shots Foundation events throughout the year including the walking group, the welfare and wellbeing days, and the Veterans' Hub. This enables them to further integrate within the veteran community helping to reduce isolation and encourage comradeship. The profile of Aldershot Town Football Club in the community is greatly enhanced through all the events the Shots Foundation run. It is also a pleasure to assist in the running of the annual pre match Remembrance Ceremony in November, something we know the Club, Foundation and supporters greatly respect."

– Dick Brown, Chairman of the Aldershot Branch of the Aldershot Royal British Legion



"Through our partnership with the Shots Foundation, ANDYSMANCLUB has grown in ways we could only have hoped for. This year alone, local men have attended our sessions over 300 times – that's more than 600 hours of free, peer-to-peer support. In those hours, conversations have flowed, struggles have been shared, friendships have formed, and lives have truly been changed. We're so grateful for the support that's helped us reach more men in our community and remind them that they're never alone"

– Doug Spendlove, Andys Man Club Aldershot Lead



TESTIMONIALS

"Their energy, enthusiasm, and natural ability to engage with young children have been nothing short of phenomenal. Each week, their visits are met with huge excitement from both children and staff, and their sessions have quickly become one of the most loved parts of our curriculum.

Introducing football in the early years not only encourages physical activity, but also builds vital skills like confidence, co-ordination, and teamwork.

We were also deeply touched by the visit from your FA Trophy—what an incredible moment for our preschool community! The positive impact on our children, staff, and parents has been so inspiring, and it's been a brilliant way to connect our families with Aldershot Town Football Club and raise awareness of your fantastic work."

– Julie Mounfield, Chief Executive, Aldershot Garrison Pre-Schools



"Aldershot Royal Naval Association are proud to be involved with the Shots Foundation. It is fantastic to take part in their fundraising events and it was a pleasure to run a traditional Royal Naval Horse Racing evening to help raise funds. The feeling of belonging is vital to ex service men and women and the variety of community activities on offer enable all ages to experience this. The volunteers at the foundation are always welcoming and a great support to all veterans, something that they should be very proud of and that we thank them for."

– Mick Mills, Committee Member of the Aldershot Branch of the Royal Naval Association



"Building a strong relationship with the Foundation has been rewarding and increased our visibility to a wider audience. It is a known fact that customers prefer to support businesses which engage themselves in the community, and this has proved to be a great partnership for us."

– Derek McQueen, Managing Director of Charters Peugeot



ACKNOWLEDGEMENTS



Qualcomm

RM CARPETS LIMITED



Western Automation



RUSHMOOR BOROUGH COUNCIL



UNIVERSITY OF WINCHESTER

Bridges GROUP



WE THANK YOU FOR YOUR CONTINUED SUPPORT IN OUR PROGRAMS

FUTURE PLANS



Partner with MAN v FAT

We're delighted to have partnered with MAN v FAT for the coming year. We look forward to raising awareness of their programme and adding it to our **Health and Wellbeing** outreach.

Increase Disability Opportunities

Through our Disability and Inclusion Officer, we are excited to be providing more opportunities for disabled children to take part in football through **FA Comets** and **School Outreach**.

Champion Girls Football

With the support of the Aldershot Town Academy, we plan to **revamp opportunities for girls** locally and help reduce barriers to participation.

Continuing to support our Armed Forces Community

Aldershot is the **home of the British Army**. We are committed to supporting our serving soldiers, their families, and local veterans where we can.

Develop our Policies and Procedures

We will continue to develop and improve our charity's policies and procedures so that we can continue to support staff, participants and all those involved in our outreach.

Expand Volunteering

Volunteering has been central to our success over the past year. **We are keen to expand our volunteer pool** and get more people volunteering for the Foundation.



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Making a Difference
in our local community



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