The FA in 2018

WHO WE ARE

The FA is a not-for-profit organisation which gives back all of the money it makes to football. We sell TV rights for The Emirates FA Cup, get sponsors for the England teams and run Wembley Stadium connected by EE in order to improve football across England. We spend our money on facilities, clubs and coaches, supporting 50 County Football Associations (CFAs), over 22,000 clubs and nearly 90,000 teams to ensure that football is safe, fun and accessible For All.

WHERE WE ARE NOW

In 2016, The FA created a four-year strategic plan with the aim of creating winning England teams, inspirational venues, doubling participation in women’s football, a world-leading coaching programme and flexible playing opportunities For All. We’re making great progress, football is in good shape and it has a bright future.
WHERE WE ARE GOING
The FA has a plan to make English football better For All and, with additional investment available from a new international broadcasting deal from The Emirates FA Cup, we can do it even more quickly by supercharging our key initiatives.

NEW INVESTMENT
Thanks to our new Emirates FA Cup broadcasting deal, we are able to increase the sums of money we can invest in the game:

- **APPROXIMATELY £500m TO INVEST BEFORE 2024**
- **INCREASE FROM £123m TO £180m PER SEASON BETWEEN 2018 & 2024**

EMIRATES FA CUP PRIZE MONEY
Everyone knows what a great cup run means to lower league clubs. It’s a great distribution mechanism and now they will receive more funds for their efforts.

- **THE TOTAL POT IS MORE THAN DOUBLING**
- **CLUBS WILL RECEIVE MORE PRIZE MONEY AS A RESULT**

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WOMEN’S FOOTBALL
Women and girl’s football is a huge growth area. We are well on the way to our target of doubling participation by 2020 and we’re going to invest more in SSE Wildcats centres and girl’s football.

- **THERE WILL BE 3,200 SSE WILDCATS CENTRES BY 2020**
- **ADDITIONAL £50m TO INVEST IN NEXT SIX YEARS**

CLUBS & COACHES
Grassroots clubs are at the heart of what we do. We are investing in 150 non-league clubs to become community club hubs and ensuring every youth and mini-soccer team in the country has a Level 1 coach.

- **SUPPORT FOR UEFA B COACHES IN 150 COMMUNITY CLUB HUBS**
- **A LEVEL 1 COACH FOR EACH OF 64,000 MINI-SOCCER & YOUTH TEAMS**

SCHOOLS AND COMMUNITY PITCHES
The FA wants everyone to be able to play in great community facilities. The new funds will increase our annual facility investment from £20m to £29m with new school and grass pitch investment:

- **A 50% INCREASE IN THE NUMBER OF 3G ARTIFICIAL GRASS PITCHES IN ENGLAND TO OVER 1,000 BY 2020**
- **600 MINI PITCHES ON SCHOOL AND CLUB SITES BY 2024**

DIVERSITY AND INCLUSION
Football must be open and accessible For All - that is our simple vision. We must ensure everyone’s voice is heard and we will create new targets for diversity in The FA.

- **NEW WHISTLEBLOWER POLICY LAUNCHED FOR ENGLAND PLAYERS**
- **CURRENTLY THE FA IS 33% FEMALE AND 13% BAME NEW TARGETS TO BE SET**

FOR MORE INFORMATION PLEASE CONTACT COMMUNICATIONS@THEFA.COM