



Fulham Lillies End of Season Report 2023/24

Introduction

Welcome to the Fulham Lillies End-of-Season Report for 2023-24!

If you've just met us, Fulham Lillies is a female-run supporters group dedicated to fostering a more inclusive and diverse fanbase within our football club. We are committed to this mission, and at the time of writing, we are Fulham's only Independent Supporters Group. We welcome women, non-binary individuals, and our excellent male allies to join us. We aim to ensure female supporters and allies have a strong voice and presence in our community.

In this report, we will be sharing our achievements from the past season, what we would like to do in the future, and most importantly, how you can actively get involved. Let's make a difference together!

Our Season's Achievements

We've made fantastic progress this year and are excited to share it with you. We'll cover our big wins under three main themes: making the men's game more accessible, boosting the women's game, and growing our incredible community. Each section will dive into what we've done and how it's made a difference, showing our commitment to making the sport better for everyone.

Increasing Accessibility to the Men's Game

Providing EPL home game tickets for women: With the help of a donation from former Fulham player Joe Bryan, the Fulham Lillies purchased two season tickets in the Hammersmith End to enable women to go to Fulham men's games when they may have been priced out or had not been previously able to attend.

Across 19 home matches, these tickets were used by Fulham Lillies members (through a ballot) as well as The Powerhouse Project, Muslimsah SA Women's FC, This Fan Girl, Pitshanger FC women's football team and Brockwell United football club for women and non-binary people.

Organising Away Days: One of our objectives for this season was to increase opportunities for women to attend away matches. In partnership with Fulham FC's ticket office, Fulham Lillies organised a block booking for our members to attend Wolverhampton Wanderers v Fulham at Molineaux. We also established a partnership with TrainSplit to allow members to get cheaper train fares to away games.

The Under 5s report: In March, we published “You’re Not Welcome Anymore”, a comprehensive report about matchday inclusion, particularly around young families and parents with very young children. It examined the barriers facing new parents who want to take babies and infants to football. The report explored how and why clubs can make stadiums safe for young children to attend with their parents and widely distributed it to football administrators, academics, and supporter groups. The report was widely shared across social media, including support and retweets from The Times’ Chief Football Writer, Henry Winter.

Affordable Ticketing: We continued to advocate for #AffordableFulham alongside Fulham Supporters Trust and independent Fulham media outlets like Fulhamish, So Craven and Jack & Loz. Fulham Lillies have also been representing the interests of our members and broader community in affordable ticketing discussions with the Football Supporters Association (FSA)’s Premier League Network.

Promoting the development of the women’s game

Providing FFCW tickets for Fulham families: Using the donation from Joe Bryan, we purchased 200 tickets for Fulham Women’s matches at the Cottage and distributed them to local Primary and Secondary schools.

Promoting Women’s football: We also wrote online guides to FFCW matches at Motspur Park and Craven Cottage to help enable more supporters and their families to attend matches. Fulham Lillies have been

actively promoting FFCW matches on our social media accounts, putting them on an equal platform to the men's team.

Growing our Community

Fulham Lillies Membership: The start of this season saw the Launch of the Fulham Lillies website and membership scheme. Fulham Lillies now have over 70 members on five continents around the world. WhatsApp group helped members forge connections and plan to attend matches/events together.

Pre-match meetups: Fulham Lillies arrange meetups at the Bishops Park Tea House and The Crabtree PH to build community and increase visibility for female football fans. Fulham Lillies have also provided fans with the opportunity to walk to the ground as a group, enhancing feelings of safety and security at football.

Working in Community: Fulham Lillies have represented supporters of the Women's National League and Regional Leagues at structured dialogue meetings with the FA. We have also attended meetings regarding setting up supporter groups for women's teams. We have also continued work to connect with FSA and other fan groups like Women of Watford, WOWSA, Women of the Lane and the Garibaldi Girls.

Amelia attended an FSE workshop in Brussels to encourage more participation in the democratic structures of football for the under 30s. Other Lillies Board members attended several conferences to increase our visibility and connections such as Women in Football, BelInspired and FairGame.

Increasing our community's visibility through media: You may have spotted Fulham Lillies appearances on Fulhamish, FootPol Podcast, Tad Predictable Podcast, TNT Sports, Sky Sports, MOTD Online, BBC Sport, Sky News, All for United Podcast, Anfield Index Podcast, Cottage Talk Podcast.

Fulham Lillies currently have 570 followers on Instagram, 1540 followers of X/ Twitter and we have just launched an account on TikTok.

Financial report (Summary as of 28th April 2024)

We are proud to present our end-of-season financial summary. Using the donation from former Fulham player Joe Bryan (received at the end of last season), we were able to achieve many of our goals. However, we are conscious that this donation will not sustain the Lillies in the long term and are looking to diversify our income, alongside keeping membership free and accessible to all.

Total Income	1205.81
Total Expenditure	480.08
Balance	725.73

Sources of Income

Type	Amount
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Carried over from 22/23	859.72
Donations	290
Interest payments	13.30
Sale of Merchandise	42.79
Total	1205.81

Types of Expenditure

Type	Amount
FFCW tickets for local schools	175.17
Web Services	170.75
Promotional material	134.16
Total	480.08

Goals for the next season

We want Fulham Lillies to build on our incredible progress in the forthcoming season. Here's what we have planned:

Diversifying Income for Future Season Tickets: We have a unique opportunity to explore new revenue streams that could significantly contribute to the Fulham Lillies' ability to repurchase season tickets for the 2025/26 season. By expanding our range of Lillies' merchandise and leveraging our partnerships, such as the one with Trainsplit, we can create a sustainable

financial future. Additionally, seeking event sponsorships can provide another significant boost to our funds, ensuring the group's stability and growth.

Promoting the Young Children's Charter: Following the Under 5s Report, we should advocate for Fulham Football Club to adopt the Young Children's Charter, that we are currently drafting. This initiative will demonstrate our commitment to supporting families and young fans, ensuring a welcoming environment for the youngest supporters.

Guides for New Fans: We propose creating a comprehensive 'How to Access Craven Cottage' guide. This guide is not just for new fans, but for all of us, to ensure everyone feels welcome and included in our matchday experiences. Distributing this guide and tickets would be a great way to enhance their first visit and foster a sense of belonging among our community.

Lillies Away Days: Our away days have been an enormous success. We should aim to organise at least two this season. These outings are fantastic opportunities for building camaraderie among our members and supporting the team on the road.

Featuring in a Sky Sports Documentary: We're excited about the possibility of being featured in a Sky Sports documentary about female fans of men's football. This is a beautiful opportunity to share our passion and dedication with a broader audience. The documentary will focus on female fans of the men's game, showcasing women's vital role in the football community.

Promoting the Women's Game: To raise the profile of FFCW, we should focus on increasing the match content available. Encouraging Lillies' members to write match reports can also help to generate interest and excitement around the women's team.

Pre-Game Meetups: Organizing meetups before FFCW games at Motspur Park, as well as Craven Cottage, will foster a stronger sense of community among our members and provide a fun, social element to attending matches.

Direct Support for FFCW: We should establish direct contact with FFCW players to understand how best to support them. This collaboration can lead to more effective and meaningful ways to boost the women's team, demonstrating our commitment to gender equality in football and enhancing our reputation as a supportive club.

Hosting FFCW Games at Craven Cottage: We will continue to support and promote any FFCW games held at Craven Cottage. We should also encourage the club to schedule more fixtures there, as it provides a fantastic stage for the women's team and attracts more fans. FFCW games at the Cottage show the Club's dedication to gender equality in sports and our pride in the women representing our club.

Gamechanger Event: Our Gamechanger event in August is set to be a highlight of the year. It's an excellent opportunity to unite everyone and celebrate our shared love for the game.

Fantasy Football League: Establishing a Lillies Fantasy Football League can add a fun, competitive edge to our community. It's not just about the

game, but also about the interactions and connections it fosters amongst Fulham Lillies' members. It's an excellent way for members to engage with each other throughout the season, strengthening our sense of community.

New Merchandise: We want to expand our merchandise line to include new items like T-shirts, hats, stickers and more tote bags. All direct profits from these sales will support our important work at the Lillies. This will help fund our activities and allow fans to proudly wear their support.