

OpenVoiceNews U.K.

Transparent. Unbiased. Yours.

Grassroots Broughton Football Team Launches Partnership with JustGiving

July 14, 2025

— Categories: General News



A children's football team in Flintshire has clinched an extraordinary partnership with the fundraising platform JustGiving after the local community raised more than £1,000 to kit out the youngsters.

Broughton United Under-6s (U6s) only formed recently and were preparing for their first season without a sponsor or proper kit. Parents, friends, and neighbours rallied to their cause, using JustGiving (JG) to collect donations and ensure every child had a full set of equipment.

Rather than sell the valuable front-of-shirt space to a business, the club decided to share it with a charity. In a heartfelt gesture, they offered the spot free of charge to an organisation that champions community causes. The result is a partnership with JG, the U.K.'s leading fundraising platform.

“This was our way of giving back,” said coach Dave Smith. “We wanted to shine a light on a good cause and say thank you to everyone who chipped in. Seeing the kids in their new kit, with JG on their shirts, means the world to us.”

With the kits secured, the club has its sights set beyond the playing field. Alongside matches, the Under-6s will take part in various local projects designed to help them develop life skills, make lasting friendships and learn the value of teamwork.

Community Spirit

Broughton United U6s will participate in litter-picking drives, charity collections, and visits to local care homes. These activities aim to teach respect, kindness, and social responsibility, as well as the basics of passing and shooting.

“This is about more than football,” added Smith. “We want our players to understand how to help others, stand up for what is right, and grow into thoughtful young people.”

JustGiving, part of the Blackbaud group, has enabled billions of pounds to be raised for good causes worldwide. Its collaboration with a grassroots football team marks a refreshing example of a major brand supporting local sport at the grassroots level, without seeking commercial gain.

“We are proud to have JustGiving on board,” said Smith. “They share our dedication to community and positive values. Their support shows what can happen when people come together to back something positive.”

Community members have been overwhelmed by the response. Neighbours who had never met came forward with donations, while local businesses offered to help with kit care and transport to matches.

“It has been amazing to watch,” explained Smith. “People from every corner of Broughton pitched in. It proves that sport can unite us, regardless of background or age.”

As the new season approaches, the Under-6s are filled with excitement. They cannot wait to train in their matching strips, play their first games, and proudly carry the JG logo.

Broughton United hopes this partnership will inspire other clubs to consider social causes when seeking sponsorship.