

THE FANS MUSEUM

BRINGING MEMORIES TO LIFE WITH “MEMORY BOXES”



ABOUT US

The Fans Museum, based in Sunderland, is a unique organisation dedicated to celebrating football through an extensive and interactive collection of memorabilia. Visitors from across the world can not only view iconic items from football history but also try them on, immersing themselves in the rich culture of the sport.

The Fans Museum is committed to community outreach, particularly supporting people of all ages with disabilities, as well as individuals living with Alzheimer's and Dementia. Their work also extends to supporting veterans and many other groups who benefit from social engagement and memory stimulation.

SUPPORTING THE COMMUNITY THROUGH SOCIAL VALUE

In 2025, The Fans Museum received a generous £1,000 donation from Brims Construction, a local construction firm. The donation was made as part of their commitment to delivering social value within the communities it serves.

The funding has directly supported the launch of the “Memory Boxes” initiative – a new outreach project designed to build upon the Museum's existing Dementia and Alzheimer's engagement events. These events regularly involve visiting sheltered accommodation, hospital dementia wards, and other community settings to help stimulate memories and encourage social interaction through football.

THE “MEMORY BOX” PROJECT

The Memory Boxes will contain some of the museum's archive of football programmes, books, magazines, and other memorabilia. These items will be carefully catalogued and organised into themed boxes, which will be delivered to care homes and community venues. The boxes will remain on-site for up to two weeks, before being refreshed with new content – helping to maintain engagement and provide ongoing conversation starters for residents and staff alike.

Thanks to Brims donation, the Museum has been able to purchase 50 high-quality, durable storage and transport boxes. Also, pop-up banners have been produced for marketing purposes and to raise awareness of the initiative when visiting sites.

OUTCOMES AND EXPECTED IMPACT

The Fans Museum's outreach events have already demonstrated the power of football to break down barriers. Participants have reported forming new friendships, often with neighbours they'd never previously spoken to, and rediscovering shared experiences from their youth. These positive social outcomes reduce loneliness, improve wellbeing, and strengthen community ties.

LOOKING AHEAD

The Memory Box project will launch in September 2025. Feedback will be collected throughout the pilot phase to assess impact and identify any additional, unexpected benefits.

With strong community support, corporate partnerships, and an inspiring vision, The Fans Museum continues to demonstrate how football can be a powerful force for social inclusion, connection, and wellbeing.