

Success Story

How Sage helps fan-owned AFC Wimbledon make every pound count

Giving AFC Wimbledon and AFC Wimbledon Foundation the confidence to balance community impact, growth and financial sustainability.



The challenge

As a fan-owned football club and charity foundation, AFC Wimbledon must balance community impact with growth while operating with finite resources. With multiple organisations to support, leadership teams need total confidence in their financial data to ensure that every pound is placed where it can deliver the greatest impact.



The solution

By implementing Sage 50 across both AFC Wimbledon and AFC Wimbledon Foundation, the team has access to a trusted source of financial information across budgeting, forecasting, reporting, and cash flow management.



Results

With greater visibility into performance and finances, AFC Wimbledon and AFC Wimbledon Foundation can spend less time gathering information and more time making informed decisions that support both financial stability and community impact:

- Trusted single source of truth
- More confidence in the numbers for better decision making
- Reporting that used to take a full day is now done in an instant
- Greater visibility over budgets and future commitments



Sage

Company
AFC Wimbledon

Location
Wimbledon, London, UK

Industry
Leisure, Media & Entertainment

Sage Products
Sage 50



About AFC Wimbledon

AFC Wimbledon is a fan-owned football club dedicated to serving its supporters and community. Through AFC Wimbledon Foundation, the organisation delivers programmes that create opportunities for local people, while continuing to invest in sustainable growth both on and off the pitch.



For AFC Wimbledon, success is measured by more than what happens on matchday.

As one of the few fan-owned football clubs in the EFL, every decision carries added responsibility. The club exists to serve its supporters and community, while its charity arm AFC Wimbledon Foundation works every day to create opportunities for local people.

Both need confidence in the numbers behind every decision.

Using Sage 50, AFC Wimbledon and AFC Wimbledon Foundation gain the visibility and confidence needed to make informed decisions, manage growth and continue investing in the people and programmes that matter most.

A club built by its community

AFC Wimbledon has always been different.

Founded and rebuilt by its own supporters, the club's identity is rooted in community ownership. That spirit runs through the wider Wimbledon family, including AFC Wimbledon Foundation, which delivers programmes for young people, families and vulnerable groups across the local area.

For Phil Hastings, CEO of AFC Wimbledon Foundation, that community focus is what sets the organisation apart.

The Foundation uses football as a vehicle to tackle wider social challenges: health inequalities, youth engagement, employment and leadership. The goal is simple: make a meaningful difference to people's lives.

But running a football club and growing a charity side by side means that every financial decision counts. With limited resources and ambitious plans, reliable information isn't optional; it's essential.



“The finances of any company are always there to tell the story of the organisation.”

John Taylor

Finance Officer, AFC Wimbledon Foundation

Turning insight into impact

Behind the scenes, finance teams at AFC Wimbledon and AFC Wimbledon Foundation help balance ambition with financial sustainability.

For John Taylor, Finance Officer at AFC Wimbledon Foundation, Sage 50 acts as the Foundation’s financial source of truth. From budgeting and forecasting through to monthly management accounts, Sage provides the clarity needed to understand where resources are creating the greatest impact across community programmes.

“As far as the finances of the Foundation go, Sage is the holy grail. What our accounting system says is the truth.”

John Taylor

Finance Officer, AFC Wimbledon Foundation

At the club, Finance Director Laurie Hill oversees a complex structure spanning multiple entities, including the football club, women’s team and stadium operations.

Using Sage 50, the team tracks day-to-day financial activity, manages reporting and monitors cash flow, helping the club make informed decisions while operating within the realities of fan ownership.

Whether it’s funding community initiatives, investing in facilities, or planning for future growth, both organisations rely on trusted financial data to guide their decisions. Sage gives staff confidence in the numbers, enabling leadership teams to focus less on gathering information and more on acting on it.



“Having trust in our numbers and in the software we use helps us make business decisions on a day-to-day basis”

Phil Hastings

CEO, AFC Wimbledon Foundation

Investing in the future of football

One of the clearest examples of that impact is LeAD ON, AFC Wimbledon Foundation's female coaching pathway.

LeAD ON provides coaching qualifications, mentoring, leadership development and practical experience, giving women the confidence and support to build careers in football and beyond.

Behind every coaching qualification, mentoring opportunity and leadership programme is careful financial planning. By giving the Foundation visibility over budgets, funding and future commitments, Sage helps leadership teams make confident decisions about where to invest resources and how programmes like LeAD ON can continue to grow sustainably.

For Kate Wells, who leads the programme, success isn't just about coaching badges. It's about watching participants grow in confidence, build leadership skills, and find opportunities they never thought possible.

“The biggest and most rewarding takeaway is actually seeing them grow not just as coaches, but more importantly, grow as people.”

Kate Wells

Senior Officer for Women & Girls,
AFC Wimbledon Foundation

Reducing administration and freeing up time

Across the wider Wimbledon organisation, access to accurate financial information doesn't just support strategic decisions. It also removes time-consuming administration.

For Sophia Axelsson, General Manager of AFC Wimbledon Women's Team, working more closely with the finance team has transformed reporting. What once took a full day of manual work each month can now be completed almost instantly through standardised financial reporting.

That's less time spent on spreadsheets, and more time spent supporting players and staff.

For growing organisations with limited resources, those efficiencies matter. They let teams to focus on delivering value, rather than managing processes.

“Now that I'm working much more closely with the finance team, what used to take me a full day a month is done instantly.”

Sophia Axelsson

General Manager, AFC Wimbledon Women's Team

Building a sustainable future

Whether it's managing a football club, growing a charity, or creating opportunities for young women through programmes like LeaD ON, the challenge remains the same: balancing ambition with financial sustainability.

For AFC Wimbledon and AFC Wimbledon Foundation, success means knowing where to invest, when to grow and how to create the greatest impact for the communities they serve.

With Sage providing clarity, cutting admin and supporting better decisions, both organisations can focus on what they do best: creating positive impact on and off the pitch.

At AFC Wimbledon, football is only part of the story.

The real impact is measured in the lives changed beyond the final whistle.





Sage



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