



Activity report 2021-22

3	A WORD FROM THE PRESIDENT
4	AT THE HEART OF THE INSTITUTION
6	UEFA FOUNDATION FOR CHILDREN AWARD 2022
8	THEMES TACKLED BY THE UEFA FOUNDATION FOR CHILDREN
	AFRICA
10	CHILDREN IN DETENTION
11	TESTIMONIES
12	NEW PROJECTS
	THE AMERICAS
16	EXPLOITATION OF CHILDREN
17	TESTIMONIES
18	NEW PROJECTS
	ASIA
22	CHILDREN WHO ARE VICTIMS OF MINES
23	TESTIMONIES
24	NEW PROJECTS
	EUROPE
28	CHILDREN WHO ARE VICTIMS OF CONFLICTS
29	TESTIMONIES
30	NEW PROJECTS
	OCEANIA
36	CHILDREN AND GENDER EQUALITY
37	TESTIMONY
37	NEW PROJECT
38	ACTIVITIES RELATED TO UEFA COMPETITIONS
42	eSPORT, A DRIVER OF SOCIAL COHESION
43	PROJECTS WITH OUR SPONSORS
44	FINANCIAL REPORT
46	THANK YOU!

To find out more about our projects, scan the QR codes next to the project names.

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IMPRESSUM

EDITORIAL

Tania Baima, Pascal Torres

PHOTOS

A new way • adidas • All India Football Federation • Altus Sport • Ankla Foundation • Armenian Fund for Sustainable Development • Asian Football Development Project Global • Asociación Alacrán 1997 • Association Enfants du Désert • Baan Dek Foundation • Bonyan Organization • Busajo Onlus • Calciosociale • Caritas Oberösterreich • Coaches Across Continents • Cosmos FC • Cross Cultures • Engelbert Strauss • European Football for Development Network • FedEx • FK Breznica Pljevlja • Football Association of Moldova • Football Association of Norway • Football for All in Vietnam • Football Friends • Football United • Fundación Ganamos Todos • Fundación GOLEES • Fundación Grandes Valores • Fundación Humana Pueblo a Pueblo • Fundación Red Deporte y Cooperación • Fundación River Plate • Fundación Tiempo de Juego • Georges Malaika Foundation • GOALS Haiti • Grandir Dignement • Hankook • HAWAR.help e.V • Institute for Youth Development • INTERSOS • Johan Cruyff Foundation • Just Eat Takeaway.com • Karibu Tanzania • Lay's • Leicester City in the Community • love.fútbol • Mastercard • Mentor Management-Entwicklung-Organisation GmbH • NGO Parents • Novak Djokovic Foundation • Oceania Football Confederation • Play Soccer Ghana • PluSport • Rêves Passion Montréal • Right To Play • Rio Ferdinand Foundation • Royal Europa 90 Kraainem • Scottish Football Partnership Trust • Shakhtar Social • Soccer in the Streets • Spirit of Soccer • Sport Against Racism Ireland • Stiftung Het Gehandicapte Kind • Street Child • streetfootballworld • Syndrome of Love • Terre des Hommes • The Peres Center for Peace and Innovation • UEFA • Unis Vers le Sport • United Through Sport • Visa • Water4Wildlife • Youth Sports Games

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A WORD FROM THE PRESIDENT

At the end of the summer of 2021, the effects of the coronavirus pandemic were gradually easing, and by adapting to the individual circumstances of each project, the UEFA Foundation for Children has been able to reduce the effects of the crisis on its beneficiaries. Even though certain activities are still being disrupted by the pandemic, things are starting to get back to normal. Thanks to the support of our sponsors and the fact that we can once again hold competitions open to the public, many children have been able to live their dreams and take part in various events.

However, Europe faced another major crisis at the start of 2022, affecting millions of civilians, including many children. Since the very beginning of the conflict in Ukraine, the foundation has been working hard to help the affected civilians, particularly in shelters housing children.

The European football community has pulled together to support the football associations of Ukraine and neighbouring countries in their initiatives aimed at displaced people, refugees and other civilians affected by the conflict. Many tonnes of equipment have been transported from Hungary, Moldova, Poland, Romania and Slovakia, and thousands of people have been welcomed and taken care of. The whole European football community has rallied to the cause, including local clubs, who have not shied away from the social role they can play in their communities.

These efforts are ongoing, and the foundation is trying hard to mobilise resources to help the victims of this European conflict. However, we must not let ourselves be ruled by our emotions – as legitimate as they may be – or direct all our attention to the crisis in Ukraine.

The foundation's mission is not to decide who the most deserving victims are, but rather to support the best projects and fight all forms of hardship faced by children of all origins. We therefore continue to support projects all over the world with the help of our partners and sponsors.

In the face of successive crises and humanitarian emergencies, the foundation encourages all its partners and all European football stakeholders to think about the role they can play in society and to honour their responsibilities to their communities.

The UEFA Foundation for Children is keenly aware that we cannot build our future without helping others to build theirs.

– Aleksander Čeferin,
Chairman of the UEFA Foundation for Children



AT THE HEART OF THE INSTITUTION

BOARD OF TRUSTEES MEETING ON 30 NOVEMBER 2021

The foundation's board of trustees met to review recent projects and their impact, and to discuss the institution's future. The meeting was attended by Ivan Rakitić, Sevilla FC striker and UEFA Foundation for Children ambassador.

During the pandemic, the foundation adapted its assistance to the urgency of the needs reported by its partners. It was therefore able to avoid bringing all its activities to a standstill. During the second half of 2021, football activities were finally able to resume fully in the communities that the foundation supports.

Sixteen pitches were built or renovated as part of various projects funded by the foundation over the season. It also donated 945 sets of equipment and 16,316 balls to the projects it funds around the world. At the UEFA club competition finals, the foundation distributed sportswear and unused items to local football clubs and children's charities.

The board of trustees also chose new projects from the total of 1,227 that were eligible. After careful review, 67 projects were selected. The board of trustees allocated a total budget of €5,099,391 to these projects, half in Europe and half on other continents.

EMERGENCY ASSISTANCE

This year, the foundation decided to give two special grants. The first of them provided €50,000 in support of education in Afghanistan. The other provided NGOs with €50,000 in aid of children stranded at the border between Belarus and Poland during the last quarter of 2021. The situation there was tragic. Migrants, having lost everything, were caught in no-man's land for reasons beyond their control.

BOARD OF TRUSTEES MEETING ON 18 MAY 2022

Ahead of the UEFA Europa League final, the board of trustees met in Seville at the premises of Fundación Grandes Valores, an NGO supported by the foundation since January 2022.

Chaired by Aleksander Čeferin, the meeting opened with the election of a new board member: Clarence Seedorf, the only player to have won the UEFA Champions League four times with three different clubs, having won it with Ajax Amsterdam in 1995, Real Madrid in 1998 and

AC Milan in 2003 and 2007, who won titles while playing for clubs in the Netherlands, Spain, Italy and Brazil. Clarence Seedorf has been actively involved in several social development projects over the past 20 years.

I think joining the foundation is a nice new step in my ongoing relationship with UEFA. Together we understand how important football is in society and in kids' lives. I've been involved in foundations for over 25 years, and that has given me great insight into what it takes to make an impact and create projects that make a difference. But first, I want to understand more about how the foundation operates and how I can put my knowledge and experience to good use helping it to achieve its goals, and eventually, bring added value as a team member. I'm really looking forward to it and I am very proud of this appointment.

– Clarence Seedorf

Meanwhile, the board of trustees noted that Elkhann Mammadov, the former general secretary of the Association of Football Federations of Azerbaijan, had stepped down from the board and took the opportunity to thank him for his work and support over the previous five years.

PROJECT MONITORING

In 2021, the foundation set up a participatory evaluation project with its partner Keeex. The foundation usually sends a representative to check that the projects it is funding are being run properly. Although essential, this is very costly and also has a negative impact on the environment.

With this in mind, the foundation and Keeex have developed a new digital monitoring and evaluation tool. Available on smartphones and tablets, it is secure and easy to use, and we now use it for the vast majority of our projects. Around 15 virtual project visits have also been held, enabling foundation representatives to meet project leaders, teachers, sports coaches, children and their families. Some site visits were also able to resume.

The foundation has created an effective mechanism for evaluating projects and activities by combining two technologies, Keeex and videoconferencing, to advance sustainable development.

Keeex and the foundation were recognised for their contribution to the UN's Sustainable Development Goals and awarded one of the World Summit on the Information Society (WSIS) prizes in Geneva in July 2021.



UEFA FOUNDATION FOR CHILDREN AWARD 2022



When war broke out in Ukraine, the UEFA Foundation for Children immediately mobilised its network and resources in order to support the country's civilian population, especially children. Late in February, at the initiative of its chairman, Alexander Čeferin, the members of the foundation's board of trustees, decided to use the 2022 UEFA Foundation for Children Award, amounting to €1m, to help Ukrainian children in their homeland as well as those seeking refuge in neighbouring countries. These funds are being used to finance initiatives by UEFA member associations and charities focusing on children's rights and welfare. The precise needs are being evaluated in close cooperation with the relevant national associations and local partners.

UEFA's member associations were quick to show their solidarity with the Ukrainian population, and children in particular. As a first step, some of the emergency aid funding was directed to the Football Association of Moldova, which was already working with local humanitarian organisations to assist Ukrainian children arriving in the country. The remaining funds were then shared between Ukraine and neighbouring countries through the national associations of Moldova, Poland, Romania and Slovakia. This money is being used to help internally displaced children and refugees and has enabled the provision of medicines and equipment for children's hospitals in Ukraine.

EUROPEAN CLUB ASSOCIATION (ECA) JOINS THE RELIEF EFFORT

In March 2022, in light of the situation in Ukraine, the EC) entered into an operational partnership with the foundation, through which

an assistance fund for Ukrainian civilians affected by the conflict was set up.

Every ECA member club was eligible to apply for a grant of between €25,000 and €50,000 to support initiatives helping Ukrainian people who continue to be affected by the tragic consequences of the war. These funds enabled the clubs to take practical action to encourage the integration and education of children displaced within Ukraine or abroad, as well as their families. Many clubs in regions with a high influx of refugees have already invested considerable resources in a range of projects supporting the civilian population. Players from several European leagues have also taken similar steps on a personal basis.



Through all of these initiatives, European football's governing bodies, clubs and players have played a key role in supporting the Ukrainian people, especially children.

As well as providing large-scale assistance to emergency projects in Ukraine, the foundation has also continued to fund other activities supporting internally displaced people and refugees, in particular in Jordan, Turkey and Greece.



THEMES TACKLED BY THE UEFA FOUNDATION FOR CHILDREN

All the projects funded by the foundation are rooted in universal values such as the protection of minorities and children against all forms of discrimination. In addition, they are all designed with the United Nations Sustainable Development Goals (SDGs) in mind.

Other topics that our projects address are identified by icons throughout this report.

ACCESS TO SPORT: SDGs 3 AND 5

The right to play and engage in recreational activities

PERSONAL DEVELOPMENT: SDGs 3, 4 AND 5

The right to an education • The right to express one's opinions freely • The right to participate in cultural and artistic life • The right to independence

PROTECTION FOR CHILDREN WITH DISABILITIES: SDGs 3 AND 4

The right to special care and to live a full and decent life

PROTECTION FOR VICTIMS OF CONFLICTS: SDGs 3, 4, 5 AND 16

Protecting against all forms of violence • Protecting and supporting refugee children • Protecting children in detention • Providing protection during armed conflicts

GENDER EQUALITY: SDGs 5, 8 AND 10

Protecting against all forms of discrimination based on gender • Girls' empowerment • Protecting against all forms of sexual violence and exploitation



EMPLOYABILITY: SDGs 1, 4, 5, 8 AND 10

Protecting children against economic exploitation and any work likely to compromise their health or education • Training and support when looking for work

HEALTHY LIFESTYLE: SDG 3

Encouraging exercise and a healthy diet

ENVIRONMENTAL PROTECTION: SDGs 4, 5, 13 AND 15

Raising awareness among children about the protection and restoration of our ecosystem

STRENGTHENING PARTNERSHIPS: SDGs 16 AND 17

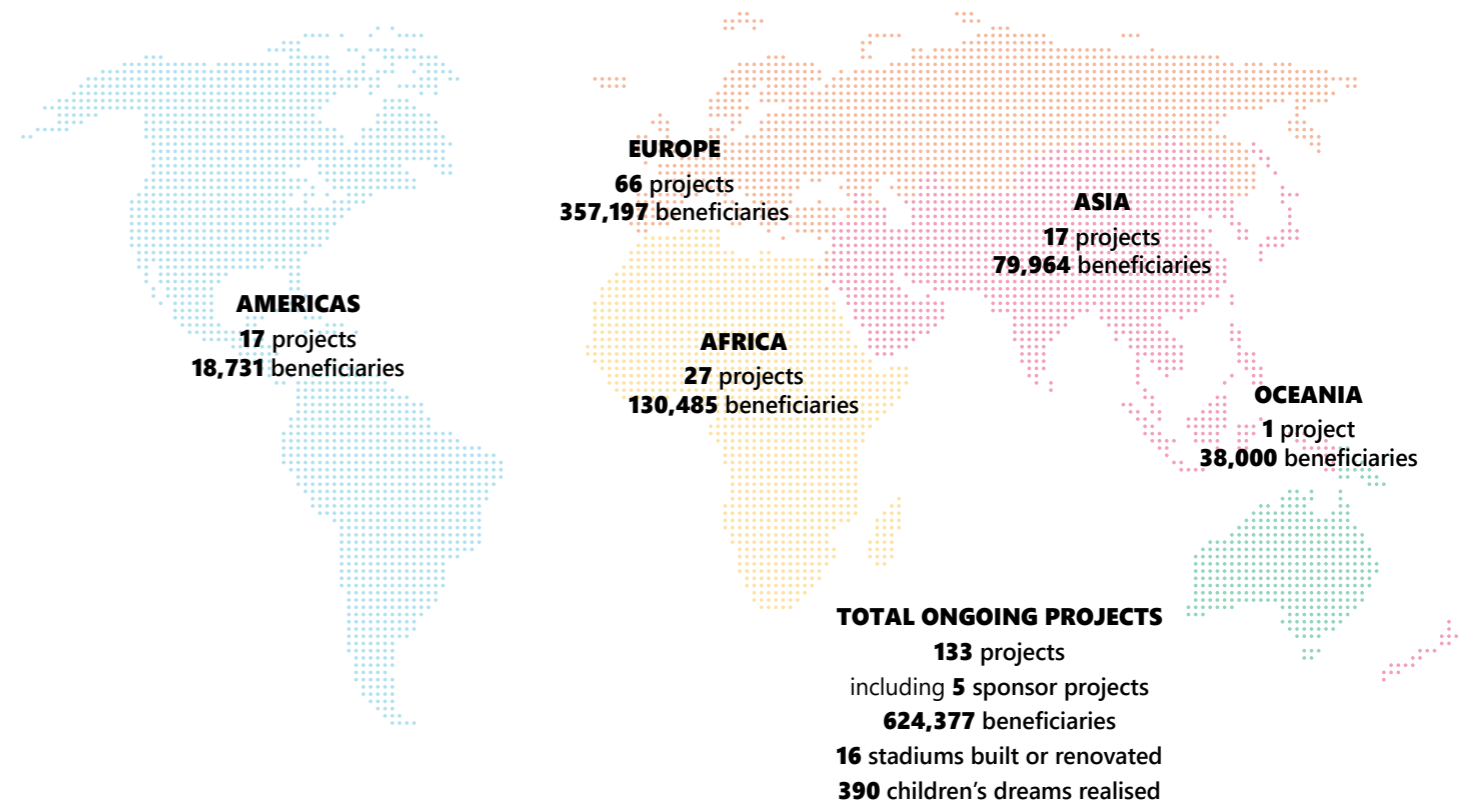
Promoting a peaceful and inclusive society • Creating partnerships for sustainable development

INFRASTRUCTURE/EQUIPMENT

Providing the sports equipment and safe infrastructure needed to ensure the right to play and engage in recreational activities

STATISTICS

2021/22 SEASON PROJECTS



EQUIPMENT

2.5 tonnes of in-kind contributions, most notably UEFA competition sportswear
945 sets of football equipment, each containing five balls, 24 bibs, two mini-goals, one ball pump, one whistle and one storage bag
11,800 balls provided by the foundation
4,516 UEFA EURO 2020 balls
2 tonnes of emergency aid to Ukraine

TOTALS SINCE THE FOUNDATION'S CREATION

412 projects
112 prizes awarded by the foundation
131 countries
2.2 million beneficiaries
27,312 dreams realised
80 stadiums built or renovated
56.5 tonnes of equipment distributed

The figures here are for direct beneficiaries, i.e. young people who participate directly in the activities. It is important to remember that there are also large numbers of indirect beneficiaries like family members, friends and other people in the local community.



NEW PROJECTS IN AFRICA

**OVER 261,000
CHILDREN
WORLDWIDE ARE
IN DETENTION**

Even this statistic from UNICEF is likely an underestimate, as it does not take into account children who are incarcerated but not covered by records.

The UN Convention on the Rights of the Child states that, in all actions concerning children, the best interests of the child must be a primary consideration (Article 3). In particular, the arrest, detention or imprisonment of a child must be used only as a measure of last resort and must be for the shortest appropriate period of time (Article 37(b)).

An individual's personality, talents, social and academic skills and ability to build relationships all develop predominantly before the age of 18. It is therefore crucial for children to grow up in a loving, protective and safe environment, ideally with their family; the family is defined in international law as the natural and fundamental group unit of society. If, for whatever reason, circumstances prevent this, governments have a duty to ensure a similar upbringing for the children concerned. Placing them in institutions or other establishments where they are or could be deprived of their freedom is difficult to reconcile with the guiding principles of the Convention on the Rights of the Child.

Incarcerated children all over the world find themselves in dire situations, often living in unsanitary conditions and lacking food, care and education. Moreover, they are sometimes held with adults, contravening another of their rights. In some countries, 90% of children in prison are awaiting trial, without the means to pay for their defence. Even worse, cases of abuse and torture abound. No form of detention is in a child's best interests.

Lots of children find themselves in a vicious circle that continues into adulthood: they pass from one situation where they are deprived of their freedom to another. For example, they might go from an orphanage to a young offender institution, then to rehab and eventually to prison, perhaps reoffending repeatedly.

Depriving children of their freedom means depriving them of their rights, their independence and their chance to be a part of society. They are denied love and all doors are closed to them. To take away a child's freedom is to take away their childhood.

DIGNITY RESTORED

MADAGASCAR IS ONE OF THE POOREST COUNTRIES IN THE WORLD; 78% OF ITS POPULATION LIVES BELOW THE POVERTY LINE. AGAINST THIS BACKGROUND, CARE FOR YOUNG PEOPLE CONSIDERED TO BE 'IN CONFLICT WITH THE LAW' IS PARTICULARLY PROBLEMATIC. THE INTERVENTIONS OF THE GRANDIR DIGNEMENT (GD) ORGANISATION ARE BASED ON THE UNITED NATIONS CONVENTION ON THE RIGHTS OF THE CHILD AND SEEK TO GUARANTEE THE RESPECT FOR CHILDREN'S DIGNITY, BOTH WHEN THEY ARE IN DETENTION AND DURING THEIR SOCIAL REINTEGRATION.



GD helps me stay out of prison, because I come here to do activities before going to training. In this way, I can avoid bad company and past friends who get into trouble. The personal development course helps me make my way in society and push back against discrimination and taunting because of my time in prison. It's my favourite activity here. I also really like the circus with Edvin.

– A beneficiary of the programme

IN BANGUI, IN THE CENTRAL AFRICAN REPUBLIC, TRIANGLE GÉNÉRATION HUMANAIRE (TGH) WORKS TO IMPROVE CARE FOR STREET CHILDREN AND MINORS WHO HAVE BEEN IMPRISONED. THE PROGRAMME COVERS ALL THE STAGES OF THE REINTEGRATION PROCESS: CARE, ACCOMMODATION, SCHOOLING AND VOCATIONAL TRAINING.



My name is M.Y. and I am 18 years old. I was recruited by an armed group in Kaga Bandoro and then held at the Ngaragba juvenile detention centre for one year, two months and twenty-three days. I found my detention very difficult. All my thoughts were negative, I was stressed and I had no one to confide in. The guards treated me like a nobody. Thanks to TGH's care, I managed to rediscover my self-confidence. When the volunteers came to see us, they explained to me that I could correct my past mistakes and start over. When I left, TGH found me a place at Fondation Voix du Cœur, where I'm learning to read and write and have access to advice. I've also been able to take a vocational training course so that I can have a real future. I want to thank TGH for being with me during the darkest moments of my life. I hope that one day I can do what the TGH team does and help children who are in detention.

– M.Y., a minor released from prison



My name is Syano. I am 41 years old and a single father of three children. As I don't have a job, my family and I have had some very difficult times. Two of my children went to live on the streets, thinking that was the best option. I was really overwhelmed by the situation. One day, a TGH social worker convinced me to take my children back in, explaining the dangers they faced on the street and what their rights and duties were. In the end I accepted it, found my children and now we have all been living together again for two years. Then TGH enrolled my children in school, gave them books and bags and also paid the school fees. TGH also helped me to earn a living by getting me on a management course so I could start my own business. Now I sell food and I'm very happy because I can meet my family's needs and provide a home for my children.

– Syano, parent of a project beneficiary

PROTECTION AND SOCIAL REINTEGRATION OF STREET CHILDREN



This project helps street children to reintegrate into their communities through personalised socio-educational activities based on sport in general and football in particular. The activities in the centres enable vulnerable children to develop their self-esteem and trust in others. They also receive help to develop plans for their future.



YES!: YOUTH EMPOWERMENT THROUGH SPORT



This inclusive project in schools and community centres uses sport to help nearly

5,000 children to improve their psychosocial well-being and resilience. Children participate in weekly sports matches and sessions, irrespective of whether they attend school or not, in addition to benefiting from psychosocial support, psychotherapy and life-skills classes.



FUTURE LEADERS OF KALEBUKA



Through this project, the Football for Hope Centre in Kalebuka offers young people free access to courses in reading and writing, IT, English, health education and sport. The sport for development programme addresses topics such as conflict management, COVID-19,

the prevention of HIV/AIDS and other sexually transmitted diseases, leadership skills, reproductive health and children's rights.



SOCIAL INTEGRATION OF STREET CHILDREN THROUGH SPORT



Two new workshops have been built and professional training courses developed as part of this project, offering job opportunities to the participants. The new workshops enable trainees to conduct activities indoors during

the rainy season. They can also improve their interpersonal skills through educational sports activities, which include an 'Olympic Games' on the campus sports fields.



LEARNING TO CHANGE



This project harnesses the unique appeal of football for community development by creating opportunities for children between the ages of 5 and 15 to improve their life skills, health and playing abilities.



KICK THE BALL, SAVE OUR WILDLIFE



This project involves a combination of football activities and conservation sessions, during which community mobilisers and local rangers educate players and spectators about wildlife conservation.



POSITIVE CLIMATE ACTION FOR THE ENTIRE SPORT FOR DEVELOPMENT SECTOR



This project aims to create and distribute a free ten-game curriculum for those working

in sports for development to teach individuals worldwide how to reduce their personal carbon footprint.



GROWING UP WITH DIGNITY



This project assists children (girls and boys) detained in six prisons and those living in two post-detention support centres. The aim is to provide educational and sports activities,

literacy courses and vocational training to improve detention conditions and facilitate the children's socio-educational integration.



FOOTBALL IN RISSANI



Morocco
Association Enfants du Désert



This project involves building dedicated areas for sport in two locations in Rissani, consisting of enclosed football pitches with fully equipped changing rooms, toilets and running water. Playing equipment (balls, bibs, cones, etc.) will also be provided.



UNIS VERS LE SPORT SCHOOL IN MALI



Mali
Unis Vers le Sport



This project aims to improve the conditions and education offered by the school in Sala, 30km from Bamako. This year's objective is to increase the school's capacity so that more children can benefit from education and improved prospects.



LIFE'S A BALL!



South Africa
Altus Sport



This project uses sport to offer children the opportunity to improve their day-to-day. The children can take part in football, cricket,

touch rugby, netball and hockey sessions. In parallel, they learn resilience and positive values and tackle a range of subjects including hygiene, puberty and menstruation, contraception, healthy relationships, bullying and peer pressure, gender-based violence and financial management.



PRIMARY SCHOOL GIRLS' FOOTBALL



Tanzania
Karibu Tanzania Organization



This project seeks to bring about a real change in attitudes towards girls and young women, giving them the chance to assert their rights and find fulfilment beyond the role of wife or mother. In addition, the project works with village leaders to identify girls with disabilities living in remote areas without parents to look after them.



HEALTH 360!



Zambia
Fundación Red Deporte y Cooperación



This project aims to set up a football programme that promotes the health of the community as a way to facilitate autonomy while offering healthcare, reducing the risk of disease and preventing addiction. The project will be rolled out to 4,500 children and teenagers in 16 schools in Lusaka and Mansa.



27
projects

130,485
beneficiaries



Information on other
current projects
in Africa

NEW PROJECTS IN THE AMERICAS

PROTECTING MINORS WHO ARE FORCED TO WORK

Data source: Jürg Keim, UNICEF, 2021.

Assisting their parents in the fields, at the market or in a shop is not necessarily harmful for children. In fact, helping out and taking on some responsibility can be good for their development. That said, the tasks they perform must be age-appropriate and must not be dangerous or exploitative. Work that is harmful to the physical or mental development of the child or prevents them from going to school constitutes child labour and contravenes the UN Convention on the Rights of the Child. Child labour is prohibited and must be eradicated.

Worldwide, a third of working children do not go to school. Millions more are in school, but also work many hours, leading to them being overburdened. As a result, they often drop out of school early or achieve significantly worse grades than children who do not have to work, putting their futures and their opportunities to have well-paid jobs at risk. The main cause of child labour is poverty. Many parents do not realise the harm that working can do to children, and often they have no choice but to send their children to work in plantations, dumps, factories or mines for their family to survive. For the destitute, school is not a priority.

In total, 152 million children worldwide (64 million girls and 88 million boys) are forced to work. That's nearly one in ten children. Moreover, nearly half of those children (73 million) perform hazardous work that directly endangers their health, safety and moral development. Overall, some 218 million children are economically active, a category encompassing both child labour and permitted forms of employment involving children of legal working age. A total of 70% of children involved in child labour work in agriculture, which includes fishing, livestock farming and forestry. Nearly 20% work in the service sector, for example as domestic help or even as sex workers (which is becoming increasingly prevalent online) and around 10% work in industry, particularly in mines. More than two thirds of child labour occurs within the family, where children often work for 12 hours or more each day without being paid.

Child labour is unevenly distributed: in recent years it has been declining in Asia, Latin America and the Pacific region. Conversely, it is increasing significantly in sub-Saharan Africa, where armed conflicts and climate crises are greatly affecting the population. Rapid population growth in this region has also contributed to a sharp increase in child labour, particularly among children aged 5 to 11.

BUILDING A FUTURE THROUGH EDUCATION

THE DEPARTMENT OF CAUCA IN WESTERN COLOMBIA HAS BEEN NEGLECTED BY THE GOVERNMENT, DEPRIVING ITS POPULATION OF BASIC HUMAN RIGHTS. INADEQUACIES IN THE AREAS OF SOCIAL INVESTMENT, ACCESS TO EDUCATION AND EQUAL OPPORTUNITIES HAVE LEFT ITS CHILDREN EXTREMELY VULNERABLE AND AT RISK OF BEING ILLEGALLY RECRUITED FOR WORK.

IN THE TOWN OF TIMBIQUÍ, CHILD LABOUR USED TO BE CONSIDERED A WAY OF TEACHING CHILDREN ABOUT EVERYDAY LIFE AND THE REGION'S ANCIENT CUSTOMS AND TRADITIONS. UNFORTUNATELY, THIS PRACTICE HAS BEEN ABUSED BY ILL-INTENTIONED INDIVIDUALS FOR THEIR OWN PERSONAL GAIN. REQUIRING CHILDREN TO WORK IN THIS WAY INFRINGES THEIR FUNDAMENTAL RIGHTS AND MANY PARENTS HAVE NOW REALISED THAT EDUCATION IS VITAL FOR THEIR CHILDREN'S DEVELOPMENT.

THE TIMBIQUÍ'S GAMECHANGERS PROJECT, WHICH IS RUN BY NGO TIEMPO DE JUEGO, ORGANISES SPORTS AND LEISURE ACTIVITIES WITH A VIEW TO RAISING AWARENESS OF THE IMPORTANCE OF LIFE PLANS AND THE PREVENTION OF CHILD EXPLOITATION.



In the communities where we operate, children have to work to help their families. They often miss out on school and the organisation's activities. Many of them work to provide for their families because their parents either do not have enough money or are simply not around. Others work against their will. I have seen for myself how football can provide a fun learning environment, where we can show them other life choices and teach the children and their families about human rights and the importance of education.

– José Palomino, football coach



I've been working at the mine with my parents since I was ten. I do it partly to help them, but also because I want to have some money to buy the things I need. Children shouldn't work in the mines because I've witnessed lots of accidents. I would love to keep playing football and spend more time on the pitch because my dream is to become a professional footballer.

– Anderson Loango, Tiempo de Juego programme participant



In my family, we grow coconuts, so I help my parents to harvest them, open them and prepare them for the market. I enjoy the work and it means I can have a bit of money. I also do household chores to help my mother. Since joining the Tiempo de Juego programme, I have realised that children do not have to only work and that we need education to prepare for our future.

– Junior Viáfara, 13

EMPOWERING CHILDREN FROM LA MATANZA



This project combines sports coaching and life-skills lessons. Run daily in four state schools in the city of Buenos Aires, it consists of structured sports coaching (e.g. football, rugby and field hockey) and sessions dedicated to life skills, cultural exchanges, sustainability, individual and community well-being and gender issues.



VALUES ON THE PITCH



Run in the most socially vulnerable areas of Argentina, this project provides a multi-sports framework that promotes social and personal values. It aims to improve the health and increase the resilience of young people

and teach them moral values that will help them integrate into society. Particular attention is paid to social cohesion and the integration of women and indigenous communities.



BUILDING MORE THAN A PLACE TO PLAY IN THE BRAZILIAN NORTHEAST



This project aims to build a football pitch that will serve as a sustainable platform for sports and educational sessions and a point of integration between the community and the local university. It delivers a sport for development programme that focuses on gender inclusion, English language learning and psychological support.



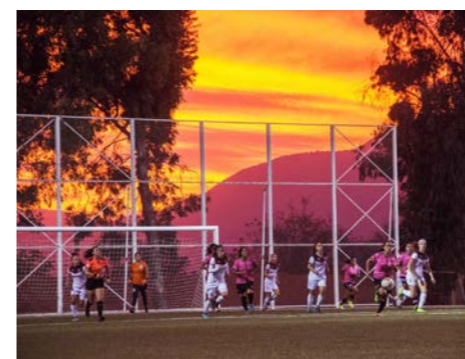
URBAN FOOTBALL FOR HOPES AND DREAMS



This project supports community centres in underprivileged neighbourhoods by helping them to develop football activities for everyone, especially girls. The aim is to help provide an environment in which girls and boys from deprived areas can thrive. The project encourages better interaction between these youngsters, whose environment makes them vulnerable. The boys and girls are also taught about respect and inclusion.



FOOTBALL FOR EVERYONE



This project supplies equipment to girls and boys from the communities of Visviri, Puerto Williams and Easter Island. The foundation contacted the municipal sports authorities concerned in advance in order to supply the correct boot sizes. Football festivals will be organised in these areas to allow the children to apply their skills.



FOOTBALL FOR PEACE



This project supports the peace process in Colombia by promoting human rights, coexistence and inclusion among ex-combatants of the Revolutionary Armed Forces

of Colombia (FARC) and the local community. It also aims to prevent new violence through football training sessions and psychosocial interventions with children.



TIMBIQUÍ'S GAMECHANGERS



This project uses football as a tool to raise awareness of the importance of life plans for children and teenagers. It runs football schools under a psychosocial approach to enhance

young people's decision-making processes. Football festivals are held to celebrate the community's abilities and talents, involving relevant stakeholders and sports personalities, and inspiring children and teenagers to pursue positive life goals.



ALAKĀLĀWA GOLEES



This project works in cooperation with a female community leader to promote opportunities for indigenous girls to play football. It also addresses social and gender issues,

while respecting the community's worldview. The community football pitch is a space that promotes equality, freedom and female empowerment, turning female players into agents of social change, ready to defend their right to play football and live a life free from violence.



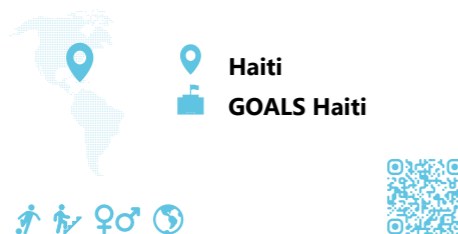
MY TIME, MY FUTURE



The aim of this project is to create an environment that allows children to develop physically and psychologically, as well as improve their social skills. It gives them an opportunity to build their own character, learn discipline and respect for rules, and develop their decision-making skills. To counteract the lack of emphasis placed on after-school activities, the project seeks to get local actors involved in developing sports and football for children aged 8-18 in the municipality.



TEAM GOALS



This project is a sport for development programme focused on football, education and community service. It is designed to develop leadership skills, spark change and promote

equality. The emphasis is on teaching life skills such as literacy, health awareness, conflict resolution and gender equality.



CLARKSTON GARDEN FC



The state of Georgia has welcomed thousands of displaced persons from all over the world. This project is run in local parks and offers activities linked to sports, nutrition and well-being, and the football coaching sessions include leadership exercises. Activities for girls enable them to confront the challenges they face on and off the pitch. The children and their families also learn how to grow their own food.



Information on other
current projects
in the Americas

17

projects

18,731

beneficiaries



NEW PROJECTS IN ASIA

**MINES CAUSED
7,073 CASUALTIES
WORLDWIDE IN
2020, OF WHICH
80% WERE
CIVILIANS**

This sobering statistic from a 2021 report by Landmine and Cluster Munition Monitor includes casualties of anti-personnel mines, improvised mines and other explosive remnants of war.

Stories and images from ongoing armed conflicts show us the long-term effects such conflicts can have on human beings. These effects are only made worse by anti-personnel mines, cluster munitions and other explosive remnants of war, which have serious humanitarian consequences that persist long after a conflict ends. They continue to cause indiscriminate harm, prevent displaced populations from returning home, hold back sustainable development and endanger the safety of human beings, thereby constituting an obstacle to peace.

Significant progress has been made over the past 25 years thanks to the implementation of the Anti-Personnel Mine Ban Convention and the Convention on Cluster Munitions. The number of mine victims has fallen substantially, from more than 70 a day to around 10. In addition, around 50 million anti-personnel mines and around 2 million cluster munitions have been destroyed, large areas of land have been cleared of mines, and international cooperation and assistance mechanisms have been strengthened.

At the same time, new armed conflicts are always breaking out, while others persist with no resolution in sight. In this context, demining activities are not sustainable in the long term. Improvised explosive devices and other explosive remnants of war make humanitarian work such as delivering emergency aid or protecting civilian populations almost impossible. Mines are quick to lay, but removing and defusing them is a lengthy and expensive process.

IF an area has not been demined, accidents can happen at any time, for example when a person or animal steps on a mine, or a child thinks that coloured cluster munitions are toys. In many regions, adults collect explosive remnants of war so they can sell the metal they contain, without the slightest suspicion that they could explode at any moment.

In these cases, preventive measures such as mine risk education take on even more importance. Humanitarian demining and raising awareness of the risks of mines are no longer stand-alone activities, but integral elements of development cooperation.

MINES AREN'T TOYS! PLAY FOOTBALL INSTEAD...

CAMBODIA IS ONE OF THE COUNTRIES MOST AFFECTED BY LANDMINES AND EXPLOSIVE REMNANTS OF WAR (ERW) IN THE WORLD. AN ESTIMATED 4–6 MILLION LANDMINES AND OTHER MUNITIONS, INCLUDING CLUSTER BOMBS LEFT BEHIND BY THE UNITED STATES, ARE STILL PRESENT MORE THAN TWO DECADES AFTER THE COUNTRY'S CIVIL WAR ENDED IN 1998.

ACCORDING TO THE CAMBODIAN MINE ACTION AND VICTIM ASSISTANCE AUTHORITY, AROUND HALF OF ALL LANDMINE CASUALTIES ARE CHILDREN AND ROUGHLY 85% OF THEM DIE BEFORE THEY REACH A HOSPITAL. THOSE WHO DO SURVIVE SUFFER PAINFUL INJURIES AND ARE SEVERELY TRAUMATISED. THEIR PROSPECTS FOR EDUCATION AND EMPLOYMENT ARE LIMITED AND THEY ARE OFTEN PERCEIVED AS A BURDEN ON THEIR FAMILIES.

SINCE 2006, SPIRIT OF SOCCER HAS BEEN VISITING SCHOOLS IN CAMBODIA, USING THE POWER OF FOOTBALL TO TEACH CHILDREN AND THEIR COMMUNITIES ABOUT THE DANGERS OF LANDMINES AND ERW. MORE THAN 40% OF THE PROJECT'S PARTICIPANTS KNOW PEOPLE WHO HAVE FALLEN VICTIM TO MINES AND ERW.



As a teacher, I am concerned for my pupils, and I have always told them about how dangerous mines and ERW are. I was delighted when Spirit of Soccer came to my school to raise our pupils' awareness about mines through football. Ever since, we have always taken part in the sessions they offer. I love the messages they use because they are so easy to understand.

– Hong Sievpheng, head teacher at the O Tatoeng primary school in Samlot, Battambang province



I picked up a mine that I found in a rice field to play with it and it exploded immediately. The injuries it caused changed my life.

– Mey Met, 13, mine victim



I was devastated by my son's amputation. I cry about it sometimes, but he mustn't know that. I have always encouraged him to stay strong and take inspiration from victims who succeed in life. I support the work of Spirit of Soccer. Children love to play football and the organisation uses the sport to teach them about the dangers of mines and ERW in a fun way. They are given a booklet with lots of photos of famous players. They show them to their friends, so they share what they have learned throughout the village.

– Mr Leav, Mey Met's father

EDUCATION ON THE RISKS OF LANDMINES AND COVID-19

Cambodia
Spirit of Soccer



This project uses football to raise awareness of the dangers of landmines, explosive remnants of war and COVID-19 among children living in areas of past or ongoing conflicts. Local football coaches and teachers are trained on using football to show children how to identify and avoid certain risks, including unexploded ordnance.



FOOTBALL FOR GENDER EQUALITY

India
All India Football Federation (AIFF)



The pillars of this project are equal access, respect, fair play and positive attitudes. In

partnership with the Asian Football Confederation and the AIFF, the Oceania Football Confederation is building on the success of its Just Play programme with a project that promotes gender equality to ensure that Indian girls have safe, equal access to football.



FUN FOOTBALL SCHOOLS IN IRAQ

Iraq
Cross Cultures



The mission of Fun Football Schools is to reinforce peace education, child protection and the resilience of children and teenagers living in countries with ongoing conflicts. Fun Football Schools in Iraq use sport to meet

two objectives: encourage resilience, peace, non-violence and gender equality, and raise awareness of the benefits of cultural diversity.



KICK FOR HOPE

Jordan
Asian Football Development Project Global



This project provides displaced Syrian boys and girls with weekly sports activities in a safe environment. Sport is used to raise awareness of certain social issues and to impart skills that are essential to life in the camp. The activities on offer include judo, Zumba and table tennis. This project is self-managed by a team of refugee coaches and managers.



LINE UP LIVE UP

Kyrgyzstan
Institute for Youth Development



This project uses football to develop life skills and encourage responsible behaviour among young people aged 13-18 in Bishkek and Chuy Province. It also seeks to steer them away from crime, drugs and violence. Sport provides boys and girls with a positive experience and helps generate feelings of cohesion and involvement.



BRACE!

Lebanon
INTERSOS



Run in partnership with the local municipality and a community association, this project aims to improve social cohesion and protection in vulnerable districts of the Mount Lebanon Governorate. It provides children from different communities (refugees, migrants and locals) with safe and secure playgrounds where they can interact while taking part in sports and play activities.



FOOTBALL UNITED MYANMAR

Myanmar
Football United (University of New South Wales)



Football United has developed educational resources to help young people and their communities develop resilience and a range of life skills. Psychological support is also offered through specially designed football activities. The project reinforces the communities' resilience to help them overcome stress and trauma caused by the climate of conflict they live in and develop lasting solutions to crises.

EDUCATION, EMPOWERMENT AND EMPLOYABILITY FOR GIRLS

Pakistan
Right To Play



The fundamental objectives of this project are education, empowerment and employability. It offers girls the skills and knowledge they need to build a better future for themselves and their community. The project involves football, basketball and volleyball

sessions based on a ‘development through sport’ approach. It also includes a specific training and empowerment module for girls on self-awareness, health and hygiene, rights and finance.



FOOTBALL4GOOD

**Thailand**
**Baan Dek Foundation**





This project supports children and teenagers living in camps adjacent to construction sites. It offers positive social opportunities and brings physical and psychological benefits to over 600 children a year through sports and empowerment activities. It also promotes

gender equality and facilitates the integration of young people by teaching them a range of life skills, respect and the values of sport.




FOOTBALL FOR ALL IN VIETNAM

**Vietnam**
**Football Association of Norway • Football for All in Vietnam**



Social gender norms expect girls to become wives and mothers at a very young age, depriving them of an education. The Football for All in Vietnam model raises awareness of the importance of education and life skills with the aim of changing communities’ perceptions of gender roles. It offers girls and boys equal opportunities on the football pitch and in a life-skills educational programme.



 Information on other current projects in Asia

17
projects
79,964
beneficiaries

NEW PROJECTS IN EUROPE

**OVER 89.3 MILLION
PEOPLE DISPLACED
WORLDWIDE**

Source: UNHCR, 2021.

Nearly 48 million people around the world are currently internally displaced as a result of conflict, with 7 million having been displaced by natural disasters. This figure increased by 2.9 million during the first half of 2020 alone. Furthermore, several million people are stateless: deprived of any nationality, they cannot access basic rights such as education, health-care, employment and freedom of movement.

Another 27.1 million people are refugees, and more than half of those are under 18. Many of these refugees will spend their entire childhoods away from their homes, sometimes separated from their families. They have often witnessed or been victims of acts of violence and are subject to many risks during their exile, including abuse, neglect, violence, exploitation, human trafficking and recruitment by armed groups.

There are many different reasons why children migrate, whether on a temporary or long-term basis. In some cases, it is due to a lack of access to education or opportunities. Other children are forced to flee due to armed conflict, poverty, climate change, lack of access to basic services or persecution and discrimination in their country of origin.

But children have extraordinary resilience. They find ways to cope through play, learning and exploring their skills, and they draw strength from their families and communities. All the projects supported by the foundation contribute to this individual and collective rebuilding of children's lives.

However, the situation remains alarming: the number of people displaced in the world because of violence, conflict or human rights violations has increased every year over the past decade. Currently, one in every 88 people around the world has been uprooted from their home.

TESTIMONIES

UKRAINE SHAKHTAR SOCIAL, THE CHARITY ARM OF FC SHAKHTAR DONETSK, HAS SET UP A PROJECT TO HELP CHILDREN FLEEING THE WAR, AS WELL AS IMPOVERISHED AND DISABLED CHILDREN LIVING NEAR THE FRONT LINE.



My name is Maksym Plotonov and I'm from Odessa, but I live in Brody now. I can't go home because a rocket destroyed my house while I was hiding in a bomb shelter with my mum and dad. I had left everything in the house: my tablet, uniform, boots, a ball, my guitar. All we managed to bring with us were a few documents. It was too scary to stay there and my parents decided we should leave. We travelled for 18 hours to arrive in Brody, and now we live here. I've made lots of new friends and often play football with them. I love scoring goals and training. The coach helps me a lot and explains how I can play better. My dream is to be a footballer on Ukraine's national team, but I also want the war to end as I miss my home and would like to go back.

– Maksym Plotonov, 11 years old

SPAIN THE CHARITY FÚTBOL MÁS WORKS IN A NUMBER OF LATIN AMERICAN COUNTRIES, HELPING PEOPLE IN TRANSIT AND MIGRANTS FLEEING WAR, PERSECUTION, POVERTY AND FAMINE. THE DEPORTE POR REFUGIO PROJECT, WHICH HAS BEEN ACTIVE IN SEVILLE SINCE 2020, USES SPORT TO PROMOTE THE WELL-BEING AND INCLUSION OF VULNERABLE GROUPS.



There was a lot of fighting in my village in Mali, so I left to find safety in Mauritania and got a job selling fish. People told me that I would be able to find work in Europe. It took six days to get here by boat – we were hungry and the weather was bad, but my life changed completely when I arrived in Seville. Everyone was really welcoming. I was shy to begin with because I didn't speak much Spanish, but people have helped me to become more confident and I've learnt to communicate. Becoming a footballer is my dream.

– 17-year-old beneficiary who arrived 11 months ago

GERMANY THE SCORING GIRLS PROJECT, SUPPORTED BY HAWAR.HELP, HAS PARTICIPANTS FROM MORE THAN TEN COUNTRIES. MOST OF THESE GIRLS HAD DANGEROUS JOURNEYS TO GET TO EUROPE, AND MANY STILL LIVE IN REFUGEE CENTRES ON THE OUTSKIRTS OF BERLIN AND COLOGNE, DESPITE HAVING BEEN IN GERMANY FOR MORE THAN FIVE YEARS.



There are loads of nice girls at Scoring Girls and we have a lot of fun together. I felt comfortable here straight away, and it's given me a chance to work on my football skills while also making friends. I have more self-confidence now, my concentration at school has improved and I take things more seriously. I've finished school since joining Scoring Girls, and this year I'm starting an apprenticeship as a dental assistant. What's special about this programme is that we all come from different countries. We get on well because we've had similar experiences, especially war. There's no hatred or racism between us. We just play together and we trust and respect each other.

– Sawsan, 18-year-old Iraqi

GENERATION SPORT 2022



Generation Sport is a far-reaching project that addresses the poor condition of sports facilities and the lack of suitable equipment in schools. This situation hampers the physical education lessons that children enjoy so much. No fewer than 25 schools and 7,500 pupils, including disabled children, have benefited from the project.

GOALS FOR MY FUTURE



This project is aimed at young people aged 15-24 who are not in education, employment or training. Alongside regular football sessions

and other sports activities, the young people receive psychological support as well as continuing individual educational and vocational assistance.

ACTION AND FUN!



Around 30,000 children in Belarus live away from their families in institutions: some 46% are disabled, while others come from families afflicted by poverty or from regions still affected by the Chernobyl disaster. These children are given the chance to go to Caritas centres, where they can take advantage of the sports facilities to improve their physical and psychological well-being under appropriate supervision.



WE WELCOME YOUNG REFUGEES

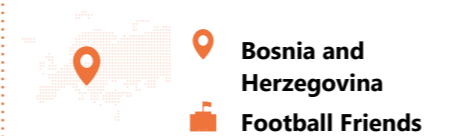


Royal Europa 90 Kraainem FC is an amateur football club that has made a stand in defence of diversity. During the mass migration to Europe in 2015, the club launched a trail-blazing project to promote the integration

of young refugees and asylum seekers, as well as adapting its structure to welcome unaccompanied minors from abroad.



TOGETHER IS OK!



Football is used to promote tolerance and coexistence between different ethnicities and religions in deprived areas of the towns of Foča and Goražde, where levels of ethnic tension and aggression are high. The programme is aimed at children aged 14 and under and encourages girls to take part in activities in order to break down gender-based stereotypes.



YOUTH SPORTS GAMES 2022



The Youth Sports Games are held in Bosnia and Herzegovina, Croatia and Serbia and are Europe's largest free sports event for children aged 7-18. The objective for 2022 is for 220,000 children to participate, 30% of whom will be girls. The association is also seeking to organise football tournaments for girls.

SCORING GIRLS



The Scoring Girls project supports girls who live in refugee camps in Iraq and those who have made the perilous journey to Germany,

helping them to identify their passions and build their self-confidence so they can realise their dreams, regardless of their background, socio-economic status or religion.

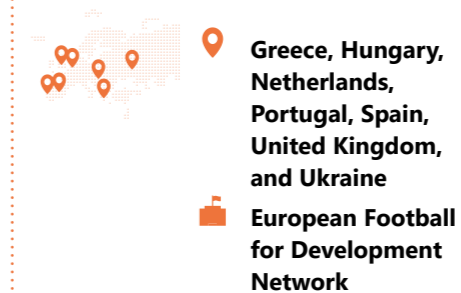
LIVING TOGETHER GREECE



Cosmos FC is a refugees football club that was founded by an ex-footballer who saw the potential for sport to alleviate the tensions caused by the refugee crisis on Greek islands. The club welcomes adults and children, including girls, regardless of religion and ethnicity. It aims to improve refugees' living conditions and ensure that their fundamental rights are respected.



COMMUNITY CHAMPIONS



Community Champions is a social street football competition for children aged 7 to 15 that is organised in several European countries. It focuses on the attitudes and behaviour of the participants rather than their

football skills. The objective is to promote a positive, healthy lifestyle among the 2,400 young people who take part in the project.



FOOTBALL FOR UNITY



The Football for Unity festival that was held in Dublin alongside EURO 2020 was a great success. A new edition was recently organised for several age categories, with the aim of encouraging the practice of football, promoting the integration of third-country nationals and empowering young people.

SPORTSMANSHIP IN A MULTICULTURAL SOCIETY



Most communities in Israel live in divided cities. The absence of social interaction and

shared activities feeds prejudice and stereotypes, leading to fear and the rejection of others and their cultures. A New Way runs educational and sports activities in schools to create positive interactions between communities.



MIRACOLI FOOTBALL CLUB



Italy
Calciosociale



This project aims to set up the first mixed-gender football school in the Corviale suburb of Rome. Calciosociale applies a sports and educational approach that reinvents the rules of football to encourage players to develop their civic and soft skills. Football pitches become places of integration where human values are promoted.

LET ME PLAY FOOTBALL!



Moldova
Football Association of Moldova



Moldova has most of orphanages of any country in Europe. This project includes various development programmes for children living in these orphanages, some of which provide access to high-quality football activities.

LEARN AND PLAY



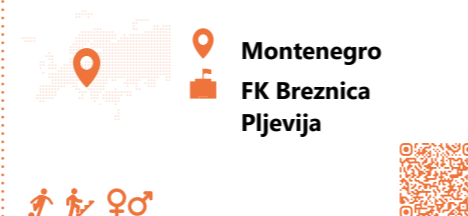
Montenegro
NGO Parents



One in three children in Montenegro is on the verge of poverty. Many children do not have the opportunity to finish primary school or even play their favourite sports. The Learn and Play project gives them the chance to play football and acquire basic skills such as reading and writing.



FOOTBALL FOR SOCIAL COHESION AND REGIONAL COOPERATION



Montenegro
FK Breznica Pljevlja



This project is designed to train coaches and young leaders from Montenegro, Bosnia and Herzegovina and Serbia to use football as a tool for inclusive education and development. The participants go on to organise local and cross-border activities that bring together Roma and migrant children and children with special needs in order to promote regional reconciliation.



BIJZONDERE EREDIVISIE



Netherlands
Stiftung Het Gehandicapte Kind



The Bijzondere Eredivisie is a competition between disabled children's teams of professional football clubs. Launched in September 2019, it is the first competition in the world in which children with disabilities play for their favourite professional football club.



CRUYFF COURT IN VELSEN



Netherlands
Johan Cruyff Foundation



The construction of a Cruyff Court gives children a safe place to play sports such as football. Velsen Noord is a very deprived community where education levels are low and crime rates are high. Organised activities help to reduce tensions and improve the quality of life.



POSITIVE FUTURES



Northern Ireland
Rio Ferdinand Foundation



Tensions between communities over issues of national identity expose young people to the risk of becoming victims – or perpetrators – of criminal acts. This project aims to tackle racism and xenophobia, create spaces for dialogue and exchange, and improve confidence, skills and positive life experiences.

FOOTBALL FOR CHILDREN WITH DOWN SYNDROME



Russia
Syndrome of Love



This project, the first initiative of its type in Russia, enables children and teenagers with Down syndrome to attend regular football training sessions in five regions of the country. The project is a continuation of the first edition, launched in 2021, which was supported by the foundation. It helps regional

organisations to run training sessions and improve the skills of sports instructors.

FITBA FIRST 2022



Scotland
Scottish Football Partnership Trust



The objective of Fitba First is to improve the health and well-being of disadvantaged primary school children by giving them opportunities to play football while also conveying positive messages about nutrition, providing healthy meals and offering sports first-aid training.

PATH OF A CHAMPION



Serbia
Novak Djokovic Foundation



The role of parents in sports is crucial, especially in children's early years. However, 46% of children give up sports by the age of 14 due to stress or pressure from parents to compete. The Path of a Champion project aims to give parents the education and knowledge they need to support their children in a positive way.

#DEPORTEPORREFUGIO



This project uses football to promote the inclusion of migrants, refugees and asylum seekers in Seville. Social and sports activities are organised for children and their parents in order to strengthen resilience, improve physical and mental well-being, and challenge prejudices.

TOGETHER WE LIVE, LEARN AND PLAY



This project aims to protect children's rights and alleviate the effects of poverty on girls and boys in the Hortaleza district of Madrid. It offers children free access to sports activities and healthy leisure options as well as social and educational support.

THE BALL IS SPINNING FOR EVERYONE!



Football is the world's most popular sport, including among children with disabilities. Promoting football as a sport for everyone provides children with an opportunity to enjoy the camaraderie and emotions of sports while offering both physical and mental benefits.



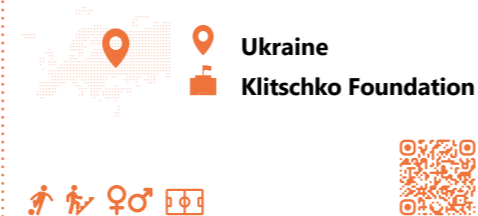
LIVE TOGETHER



This project's main goals are to use football as a tool to encourage the peaceful coexistence of children and to improve the sports infrastructure of schools in the border towns of Akçakale in Turkey and Tal Abyad in Syria.

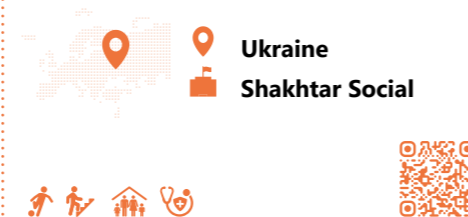


PLAY FOR EQUALITY



In Ukraine, only 25% of people who play sport are women. This project trains physical education teachers with the aim of increasing female participation. Their mission is to increase adolescent girls' interest in sport and physical activities in general and to develop female leadership.

SCORE WITHOUT BARRIERS



According to official statistics, only 3.7% of disabled children in Ukraine participate in sports. In this project, FC Shakhtar Donetsk's coaches lead free football activities to promote social cohesion, give children a chance to play football and encourage training outside the school setting.

GOALS



Leicester City provides young people at risk of exclusion with tailored education programmes

that use football to stimulate personal development, commitment and leadership. Every participant completes an ASDAN or Play-Makers qualification and is offered young-leader and volunteering opportunities.

SAFEGUARDING IN SPORT FOR DEVELOPMENT



In 2021, the foundation and streetfootball-world set an example in the sport-for-good sector by launching an online child safeguarding course. The programme is designed

to train, support and raise the awareness of coaches, volunteers and anyone else working with children in the sport-for-good sector.



Information on other current projects in Europe

66 projects

357,197 beneficiaries

NEW PROJECT IN OCEANIA

38,000

beneficiaries

**"EQUALITY MEANS
HAVING THE SAME
RIGHTS, NOT THE
SAME FUNCTIONS."**

Szczepan Yamenski

The concept of gender refers to the social attributes, roles and perspectives associated with being male or female in a given environment. These attributes, roles, perspectives and relationships are social constructs that are acquired through the process of socialisation. They are determined by each society's prevailing value system, and so they vary depending on the context and over time. Gender norms contribute to the establishment of power relationships within society, as well as influencing how women and men are expected and allowed to behave.

Gender equality means that women and men have equal opportunities, responsibilities and rights. Achieving gender equality does not mean making women and men identical, but rather ensuring that their rights, duties, contributions and opportunities do not depend on whether they are male or female. Gender equality implies that the respective interests, needs and priorities of women and men are taken into consideration without overlooking the diversity of the two groups. Both men and women must contribute actively to the quest for equality.

The term 'gender norms' refers to ideas about how women and men should be and act. They are learnt and internalised early in life, which leads to an established pattern of socialisation and stereotypes that are widely believed. In other words, gender norms are the visions and expectations upon which gender identity is generally based, within a framework that is specific to a given society, culture and community at a particular moment.

Women play an important role in sustainable development, economic growth and poverty reduction in developing countries. However, patriarchal traditions, precarious working conditions and the absence of social protection often prevent them from fully realising their potential. Women make up half of the world's working population; if they do not reach their full economic potential, the global economy suffers. Moreover, sexual and gender-based violence against women and girls fleeing conflict or persecution, which is recognised as a serious breach of human rights, is becoming increasingly common around the world.

The work to promote gender equality is more than a purely technical exercise. It is a politically complex action aiming to bring about behaviours and political decisions that adhere to the principle of an equitable distribution of resources between men and women, girls and boys. Taking gender issues into account involves highlighting gender-based differences in status and power and examining how these differences shape the immediate needs and long-term interests of women and men.

A PLACE FOR EVERYONE

COUNTRIES IN THE PACIFIC HAVE SOME OF THE WORLD'S HIGHEST RATES OF VIOLENCE AGAINST WOMEN AND GIRLS. AS MANY AS 68% OF WOMEN IN THE REGION SAY THAT THEY HAVE EXPERIENCED PHYSICAL OR SEXUAL ABUSE FROM A PARTNER AT SOME POINT IN THEIR LIVES, AND THIS BEHAVIOUR HAS BECOME NORMALISED AMONG YOUNG PEOPLE: 75% OF TEENAGERS THINK THAT IT IS ACCEPTABLE FOR A MAN TO HIT HIS WIFE OR GIRLFRIEND. GIRLS ARE ALSO SUBJECT TO SYSTEMIC DISCRIMINATION, MARGINALISATION AND INEQUALITY, PARTICULARLY WHEN IT COMES TO EDUCATION AND HEALTHCARE.

IN 2022, THE OCEANIA FOOTBALL CONFEDERATION (OFC) LAUNCHED 'ALL IN', THE OFC WOMEN'S FOOTBALL STRATEGY PROGRAMME, WHICH PUTS GENDER EQUALITY AND THE EMPOWERMENT OF WOMEN AND GIRLS AT THE FOREFRONT OF PEOPLE'S MINDS. PART OF THE OFC'S LONGSTANDING 'JUST PLAY' PROJECT, THIS NEW INITIATIVE ENCOURAGES BOYS AND GIRLS TO PLAY TOGETHER, INTERACT WITH ONE ANOTHER AND DEVELOP MUTUAL RESPECT. 72% OF THE CHILDREN TAKING PART IN 'JUST PLAY' SAY THAT THEY LIKE HAVING A FEMALE COACH, WHICH DEMONSTRATES THE POSITIVE IMPACT THAT SUCH PROGRAMMES CAN HAVE.

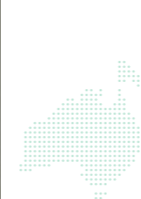


Football can really bring us together. Anyone can play, whatever their religion, size or school. We all wear our football shorts in front of our coach, who is Tongan. Usually in our culture, women have to cover their thighs in front of men to be respectful, but now we're free to wear shorts because we're training.

– Mele, who takes part in Just Play in Tonga

When Mele started playing football with Just Play, she was one of the only girls taking part. Her dreams came true when she was selected, at the age of 13, to represent Tonga on its national Under-17 team. Lui Muavesi, the local coordinator, recalls Mele's natural talent and incredible determination. One of the advantages of the programme is that it helps to nurture such talent by fighting the prejudice faced by girls who want to play football or other sports. Mele now plays for Tonga's Under-20 women's team.

ALL IN: GIRLS PLAY



**American Samoa,
Cook Islands, Fiji,
New Caledonia,
Papua New Guinea,
Samoa, Solomon
Islands, Tahiti,
Tonga and Vanuatu**

**Oceania Football
Confederation**



gender stereotypes and social norms concerning violence, and providing the necessary tools to help women assume community leadership roles in the Pacific region.



This project promotes gender equality in football and beyond by encouraging interaction between boys and girls, challenging

ACTIVITIES RELATED TO UEFA COMPETITIONS

FOOTBALL UNITED AGAINST ONLINE HATE

2021 UEFA SUPER CUP, BELFAST



The UEFA Foundation for Children took the opportunity of the UEFA Super Cup in Belfast to support British Telecom BT's Hope United campaign. This campaign which was launched by various male and female players from England, Wales, Scotland and Northern Ireland ahead of UEFA EURO 2020 uses the players' own experiences of online hate to advocate a change of attitude and encourage positive online behaviour. The campaign uses football values to promote team spirit, mutual understanding and respect in order to foster a more harmonious coexistence.



Through the Hope United campaign, the foundation used the opening ceremony to raise awareness of online hate in e-sports and among

young people. Children aged 14-17 selected by the Irish Football Association and the Rio Ferdinand Foundation carried a banner bearing the slogan Unite Against Hate before reading a message of hope that promoted respect and solidarity online.

My work, both on and off the pitch, has taught me that there is no hiding place from social media abuse. Passions run high during big football tournaments and having seen first-hand the devastating effect that can result from online hate, it is more important than ever that sport unites to combat it.

– former England and Manchester United FC star
Rio Ferdinand, who is now a BT sport pundit

2021/22 SEASON

JUST EAT TAKEAWAY.COM

Following the success of UEFA EURO 2020, Just Eat Takeaway.com was keen to continue its cooperation with the UEFA Foundation for Children. The official food delivery partner of the UEFA Europa League, UEFA Europa Conference League and UEFA Women's Champions League gave children chosen by the foundation a unique opportunity to carry the ball onto the pitch with the referee before kick-off in 43 matches in those competitions.

FOOTBALL FOR ALL

2022 UEFA YOUTH LEAGUE FINAL, NYON

One of the objectives of the UEFA Youth League is to develop and educate future professional players, under the age of 20. The Football for All initiative is part of the educational programme for that competition. It promotes the fundamental concepts of respect in the game, integrity in football and living together in society.

We took advantage of this opportunity to organise an inclusive football experience with our partner PluSport. A training session allowed children with learning disabilities to have fun and receive advice from some of the players representing the two finalists. Once again, the passion for football swept away the barriers.

AN UNFORGETTABLE EXPERIENCE FOR CHILDREN IN SEVILLE

2022 UEFA EUROPA LEAGUE
FINAL, SEVILLE



Following the relaxation of health restrictions, some of UEFA's sponsors decided to partner with the foundation to help children play an active part in the 2022 UEFA Europa League final. The support of these sponsors contributes hugely to the foundation's work and provides children with once-in-a-lifetime opportunities.

Workwear company **Engelbert Strauss** allocated 22 player mascot positions to German and Spanish children from Fundación Grandes Valores to celebrate European diversity.



Tyre manufacturer **Hankook** launched a digital campaign to promote grassroots football, highlighting the work of coaches, who put so much time and effort into helping children. Three children from Fundación Alalá were given the chance to be referee mascots at the UEFA Europa League final between Eintracht Frankfurt and Rangers FC, while their friends and coaches received tickets for the match.



Taking advantage of the fact that the final was hosted by his home club, our ambassador Ivan Rakitić met the various child mascots before the kick-off.



BALL CARRIER AT THE FINAL IN TURIN

2022 UEFA WOMEN'S CHAMPIONS LEAGUE FINAL, TURIN

Just Eat Takeaway.com, the official food delivery partner for the UEFA Women's Champions League, gave a girl from the Play for Change project the unique opportunity to carry the match ball onto the pitch with the referee before the final between Olympique Lyonnais and FC Barcelona in Turin.



A DREAM COME TRUE FOR TIRANA CHILDREN

2022 UEFA EUROPA CONFERENCE LEAGUE FINAL, TIRANA

The inaugural edition of this competition was an unforgettable experience for children from our partner organisations in Albania. It provided a unique opportunity for these young supporters to watch a

UEFA competition final on home soil. Moreover, thanks to the support of sponsors **Engelbert Strauss** for the 22 player mascots, **Hankook** for the three referee mascots and **Just Eat Takeaway.com** for the match ball carrier, children supported by Save the Children and the Lorik Cana 5 Foundation took centre stage during the opening ceremony alongside the players of AS Roma and Feyenoord.



A PRESTIGIOUS FINAL

2022 UEFA CHAMPIONS LEAGUE FINAL, PARIS



For the first time in its history, the foundation was able to invite children from its projects onto the pitch at the prestigious UEFA Champions League final.

Mastercard gave Libraries Without Borders the opportunity to select 22 children to be player mascots. This was an unforgettable experience for those youngsters from vulnerable communities, some of whom were young refugees who had recently arrived in France.

FedEx, a new UEFA Champions League sponsor, invited the charity Sport dans la Ville to choose three referee mascots. The children selected watched at close quarters as the Liverpool FC and Real Madrid CF players warmed up on the pitch, soaking up the atmosphere at a final in a stadium in their home city that they had never previously visited.

FedEx will continue to offer referee mascot places to local charities throughout its three-year sponsorship of the UEFA Champions League. As a result, children in Istanbul and London will enjoy similar experiences at forthcoming finals.



TICKETS DONATED BY THE FOUNDATION IN 2021/22

- 57 tickets for UEFA Youth League final
- 15 tickets for the UEFA Europa League final
- 35 tickets for the UEFA Women's Champions League final
- 50 tickets for the UEFA Europa Conference League final
- 59 tickets for the UEFA Champions League final
- 100 tickets for the UEFA Nations League 2021/22
- 30 tickets for the Finalissima



eSPORT A DRIVER OF SOCIAL COHESION



On the weekend of 30 April-1 May, the House of Sports in Thonon in France hosted the first Thonon Gaming Fest. The event was held in a 4,000m² venue, where nearly 800 participants battled it out in seven tournaments, playing League of Legends, Clash Royale, Rocket League, Fortnite, FIFA 22, Brawl Stars and Super Smash Bros Ultimate.

The main stage was hosted by popular streamer Lutti while, in addition to esports, over 40 exhibition stands offered wooden board games, retro gaming, brain teasers, fun science, para esports and initiations in lightsaber combat. Other attractions included the opportunity to try out virtual reality headsets.

This inaugural event was a resounding success with gaming fans as well as the general public and families, attracting nearly 4,000 visitors.

The local authorities in Thonon asked the UEFA Foundation for Children to present its activities and the projects it supports. The foundation screened videos alongside an interactive exhibition stand.

NFTs FOR GOOD INITIATIVE

As part of the event, the foundation worked with the Swiss non-profit organisation ORIGYN to issue and sell non-fungible tokens (NFTs) created from a series of souvenir items related to historical football events. Proceeds from the sale of these items and their corresponding NFTs went directly to the foundation.

The foundation also offered football fans around the world the opportunity to acquire physical objects from a limited edition collection

with a 'twin' of each article will be created in the form of an NFT. Unique items were available, such as the coin used for the toss before the UEFA EURO 2020 final between England and Italy.



ORIGYN and the UEFA Foundation for Children also created two unique NFT shirts especially for the Thonon Gaming Fest, bearing the names of foundation ambassadors Ivan Rakitić and Eugénie Le Sommer, which were auctioned during the event.



PROJECTS WITH OUR SPONSORS



The first collaboration between Lay's and the UEFA Foundation for Children came about in 2017 with the construction of three football pitches in the Zaatari and Azraq refugee camps in Jordan, giving 35,000 people access to the sport.

Now, the snack producer – a sponsor of the UEFA Champions League and women's competitions – has launched the worldwide Lay's RePlay initiative to recycle empty crisp packets into rubber granules that are then used to surface football pitches. This initiative, therefore, contributes to two key goals: bringing joy to communities around the world by providing them with brand new facilities, and reducing the company's carbon footprint.

THREE NEW PITCHES BUILT IN 2021/22



Football fans in Leicester can now enjoy a new five-a-side football pitch at the New Parks Leisure Centre. The pitch is for local amateurs and will bring about positive change through educational sports programmes, mental health workshops, employability initiatives and football fitness sessions.



Another Lay's pitch was inaugurated in São Paulo, Brazil, in the presence of former AC Milan and Seleção star Cafu.

A third was opened in May to coincide with the UEFA Women's Champions League final between Olympique Lyonnais and FC Barcelona at Turin's Juventus Stadium. This pitch is being managed by

ASD Balon Mundial Onlus, a charity that uses sport, and football in particular, to develop communities and promote an open and inclusive society. The charity, best known for bringing 1,000 players to Turin each year for its Migrant World Cup, will be responsible for maintaining the pitch and organising community activities.



For the third year in a row, Visa, a sponsor of the UEFA Women's Champions League, has donated €50,000 to the foundation – the amount of the prize given to the person named Player of the Match in the final. Amandine Henry, the Olympique Lyonnais player who won the award this year, donated this amount to Sport dans la Ville, an NGO that supports young people from priority neighbourhoods of French cities on the path to success.



OTHER PARTNERS FOR 2021/22



FINANCIAL REPORT

FOREIGN CURRENCY

The UEFA Foundation for Children's financial records are maintained in euros as most of the donations received and contributions granted are denominated in euros. The financial statements are presented in Swiss francs. Assets and liabilities are converted at the closing rate, the foundation's capital at the historical rate applicable at the date of incorporation and the statement of activities at the average rate for period. Unrealised exchange losses are booked in the statement of activities and unrealised exchange gains are provided for in the balance sheet.

THE EXCHANGE RATES USED ARE AS FOLLOWS:

EUR-CHF	30 JUNE 2022	30 JUNE 2021
Closing rate	0.997	1.097
Historical rate (foundation capital)	1.038	1.038
Average rate	1.045	1.087

BALANCE SHEET AS AT 30 JUNE 2022

ASSETS	30 JUNE 2022		30 JUNE 2021	
	(in EUR)	(in CHF)	(in EUR)	(in CHF)
CURRENT ASSETS				
Cash and cash equivalents	1,253,845	1,250,334	427,385	468,628
Receivables from UEFA	5,392,146	5,377,047	7,434,491	8,151,919
Prepaid expenses	1,094,913	1,091,847	52,630	57,709
Other receivables	320,000	319,104	–	–
TOTAL CURRENT ASSETS	8,060,904	8,038,332	7,914,506	8,678,256
TOTAL ASSETS	8,060,904	8,038,332	7,914,506	8,678,256
LIABILITIES	30 JUNE 2022		30 JUNE 2021	
	(in EUR)	(in CHF)	(in EUR)	(in CHF)
CURRENT LIABILITIES				
Other payables	6626	6,607	56,626	62,090
Provision for unrealised exchange gains	–	–	–	55,216
Allocated contributions	7,112,048	7,092,134	6,906,979	7,573,502
TOTAL CURRENT LIABILITIES	7,118,674	7,098,741	6,963,605	7,690,808
FOUNDATION CAPITAL				
Foundation capital	1,000,000	1,038,350	1,000,000	1,038,350
Retained results	-49,099	-50,901	-36,303	-36,993
Net result for the period	-8,671	-47,858	-12,795	-13,909
TOTAL FOUNDATION CAPITAL	942,230	939,591	950,901	987,449
TOTAL LIABILITIES	8,060,904	8,038,332	7,914,506	8,678,256

STATEMENT OF ACTIVITIES FOR THE PERIOD ENDED 30 JUNE 2022

	(in EUR)	2021/22 (in CHF)	(in EUR)	2020/21 (in CHF)
DONATIONS				
From UEFA allocated to projects	5,836,820	6,097,896	5,870,450	6,382,109
From UEFA allocated to administration costs	1,818,120	1,899,443	1,614,270	1,754,968
From other parties	1,184,968	1,237,971	839,751	912,943
TOTAL DONATIONS	8,839,908	9,235,310	8,324,471	9,050,020
Contributions to projects	7,014,437	7,328,187	6,706,671	7,291,213
Salaries and social charges	877,239	916,477	914,300	993,989
Building and IT costs	190,061	198,562	199,344	216,720
Other administrative expenses	750,820	784,404	500,626	544,259
Administrative expenses	1,818,120	1,899,443	1,614,270	1,754,968
Financial result	16,022	55,538	16,326	17,747
TOTAL EXPENSES	8,848,579	9,283,168	8,337,267	9,063,928
NET RESULT	-8,671	-47,858	-12,796	-13,908

CONTRIBUTIONS BY HEADING

	PRIOR YEARS		2021/22
	ALLOCATED	PAID	PAID
30 JUNE 2022			
Exceptional donation by founder for migrants	100,000	–	100,000
UEFA Foundation for Children Award 2015	80,000	80,000	–
Call for projects 2016	12,749	12,749	–
Call for projects 2017 – Outside Europe	20,500	–	20,500
Call for projects 2017 – Europe	48,490	–	48,490
Match For Solidarity 2018/Related Donations	76,450	44,578	31,872
Call for projects 2018 – Europe	200,488	163,758	36,730
Call for projects 2018 – Outside Europe	132,420	121,420	11,000
Call for projects 2018 – Post Conflict	50,800	28,000	22,800
Call for projects 2018 – Employability	7,856	–	7,856
Call for projects 2018 – Other & additional budget	247,090	37,234	209,856
UEFA Foundation for Children Award 2019	45,500	45,500	–
Call for projects 2019 – Europe	768,821	465,994	302,827
Call for projects 2019 – Outside Europe	772,848	486,600	286,247
Call or projects 2019 – Other & additional budget	215,394	–	215,394
Other donations	157,853	47,908	109,945
Call for projects 2020 – Europe	1,660,278	1,065,374	594,904
Call for projects 2020 – Outside Europe	1,807,457	1,067,469	80,000
Other donations	152,571	120,000	32,571
Call for projects 2020 – Other & additional budget	349,415	254,814	94,601
UEFA Foundation for Children Award 2021	–	809,450	210,520
Call for projects 2021 – Europe	–	1,044,602	1,498,223
Call for projects 2021 – Outside Europe	–	818,920	1,537,722
Other donations	–	95,000	–
Other projects – Special donation Ukraine	–	–	1,000,000
TOTAL IN EUR	6,906,979	6,809,368	7,112,048
TOTAL IN CHF	5'813'147	6'790'302	7'092'134
			7'328'187

FINANCIAL AUDIT This financial report has been audited by Ernst & Young SA according to Swiss limited audit standards. The audit established that the accounts comply with the law and the charter of the foundation.

THANK YOU!

On behalf of all the children and young adults who have reaped the benefits of our projects, we would like to thank our donors, sponsors and partners for the faith they have placed in us, which has allowed us to support countless NGOs around the world.

OUR DONORS



adidas
Engelbert Strauss
FedEx
Hankook
H&M
Just Eat Takeaway.com
Lay's
Mastercard
Visa

OUR PROJECT PARTNERS

AFRICA

Aliguma Foundation (Uganda)
Altus Sport (South Africa)
Association Enfants du Désert (Morocco)
Busajo Onlus (Ethiopia)
Coaches Across Continents (Kenya)
Fundación Red Deporte y Cooperación (Zambia)
Georges Malaika Foundation (Democratic Republic of Congo)
Grandir Dignement (Madagascar)
iACT (Chad)
Inter Futura S.r.l. (Angola, Cameroon, Democratic Republic of Congo and Uganda)
International Organization for Migration (Algeria, Morocco and Tunisia)
Karibu Tanzania Organization (Tanzania)
Kick4Life (Lesotho)
La Balle aux Prisonniers (Côte d'Ivoire)
Light for the World International (South Sudan)
Médecins du Monde (South Africa)

Play Soccer Ghana (Ghana)
Samusocial International (Republic of Congo)
Street Child (Cameroon and Mozambique)
Terre des Hommes (Burundi)
Triangle Génération Humanitaire (Central African Republic)
Unis Vers le Sport (Mali)
Water4Wildlife Foundation (Kenya)

THE AMERICAS

Ankla Foundation (Colombia)
Fight for Peace (Jamaica)
Fundación Ganamos Todos (Chile)
Fundación GOLEES (Costa Rica)
Fundación Humana Pueblo a Pueblo (Ecuador)
Fundación River Plate (Argentina)
Fundación Tiempo de Juego (Colombia)
GOALS Haiti (Haiti)
love.fútbol (Brazil)
Rêves Passion Montréal (Canada)
Soccer in the Streets (USA)
Starfinder Foundation (USA)
United Through Sport (Argentina)
Women Win (Argentina)

ASIA

Action for Development (Afghanistan)
AFRANE (Afghanistan)
All India Football Federation (India)
Asian Football Development Project Global (Jordan)
Baan Dek Foundation (Thailand)
Cross Cultures (Iraq)
Football Association of Norway • Football for All in Vietnam (Vietnam)
Football United (Myanmar)
Fundlife International (Philippines)
Institute for Youth Development (Kyrgyzstan)
INTERSOS (Lebanon)
Jesuit Refugee Service (Iraq)
Oscar Foundation (India)
Right To Play (Pakistan)
Spirit of Soccer (Cambodia)

EUROPE

A New Way (Israel)
Armenian Fund for Sustainable Development (Armenia)
Asociación Alacrán 1997 (Spain)
Associação de Futebol de Bragança (Portugal)
Ayuda en Acción (Portugal and Spain)



Bellevue di Monaco (Germany)
Bonyan Organization (Turkey and Syria)
Calciosociale (Italy)
Caritas Oberösterreich (Belarus)
Cosmos FC (Greece)
European Football for Development Network (Bulgaria, Cyprus, Germany, Greece, Hungary, Netherlands, Poland, Portugal, Spain, Ukraine and United Kingdom)
FK Breznica Pljevlja (Montenegro)
Football Association of Moldova (Moldova)
Football Friends (Bosnia and Herzegovina)
Fundación Grandes Valores (Spain)
Hapoel Katamon Jerusalem FC (Israel)
HAWAR.help e.V. (Germany)
Johan Cruyff Foundation (Netherlands)
Klitschko Foundation (Ukraine)
Leicester City in the Community (England)
Liverpool School of Tropical Medicine (United Kingdom)
Liverpool School Sports Partnership Foundation (United Kingdom)
Mentor Management-Entwicklung-Organisation GmbH & Co OG (Austria)
NGO Parents (Montenegro)
Novak Djokovic Foundation (Serbia)
Play for Change (Italy)
PluSport (Switzerland)
Real Madrid Foundation (England, Italy, Portugal, Romania and Spain)
Rio Ferdinand Foundation (Northern Ireland)
Royal Europa '90 Kraainem FC (Belgium)
Save the Children (Albania)
Scottish Football Partnership Trust (Scotland)
Shakhtar Social (Ukraine)
Sport Against Racism Ireland (Ireland)
Sport dans la Ville (France)

Stiftung Het Gehandicapte Kind (Netherlands)
Stowarzyszenie Trenuj Bycie Dobrym (Poland)
streetfootballworld (worldwide)
Syndrome of Love (Russia)
The Peres Center for Peace and Innovation (Israel)
Youth Sport Games (Croatia)

OCEANIA

Oceania Football Confederation (American Samoa, Cook Islands, Fiji, New Caledonia, Papua New Guinea, Samoa, Solomon Islands, Tahiti, Tonga and Vanuatu)

OTHER PARTNERS

BT Sport
Catawiki
European Club Association (ECA)
Keeex
ORIGYN
Town of Thonon-les-Bains

EUROPEAN FOOTBALL

All of UEFA's member associations
The clubs and players who have helped us to make children's dreams come true

OUR AMBASSADORS

Eugénie Le Sommer and Ivan Rakitić

UEFA STAFF AND VOLUNTEERS



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