



Laureus™  
SPORT FOR  
GOOD



# ANNUAL REVIEW

2019



“Sport has the power to change the world. It has the power to inspire, it has the power to unite people in a way that little else does. It speaks to youth in a language they understand. Sport can create hope, where once there was only despair. It is more powerful than governments in breaking down racial barriers. It laughs in the face of all types of discrimination.”

Nelson Mandela, Laureus World Sports Awards, 2000

These words gave us purpose. A purpose that has lasted 20 years and has the power to continue for many more.

For two decades Laureus Sport for Good has used that power of sport to change young lives, and together we've supported almost six million children and young people all over the world.

But those 20 years mark a chapter, not the end. Now, more than ever, we must unite to support vulnerable children and young people who risk being left behind as the world reels from an unprecedented crisis.

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# OUR VISION

“Using the power of sport to end violence, discrimination and disadvantage. Proving that sport can change the world.”

It sometimes feels like just yesterday that I stood next to Nelson Mandela as he declared that "sport has the power to change the world" and gave Laureus Sport for Good our founding belief. It sometimes feels just as recent that I visited our first partner, the first programme we ever funded, in the Mathare Valley in Nairobi.

The idea that both were 20 years ago shows how time can pass by as if we are standing still.

Laureus Sport for Good, of course, has not stood still. Since that speech, and that first programme, we have helped use sport to change the lives of almost six million children and young people. We are supporting more than 200 programmes in over 40 countries as they seek to use sport to end violence, discrimination and disadvantage, and we are doing so as a proud contributor to the UN's Sustainable Development Goals, as we play our role in changing the world by 2030 – and beyond. And as an organisation founded under the patronage of one of the greatest anti-racism campaigners, we stand firmly against racism and are proud to support programmes that use sport to end discrimination in communities around the world. The current situation shows that there is much work still to be done – and we intend to be there doing it.

Remember that behind all the numbers in this report are people. When you read the case studies, remember these are representatives of more than 300,000 young people from around the world that have been impacted in 2019. Each of them has their own unique story and their own special role in our family. I am happy to have met so many of them, and proud of the impact we have had – but there are so many more young people who need our help. We do not intend to stand still. For Laureus, a 20th anniversary is only important when we think of the next 20 years.

I believe President Mandela would be delighted with what we have achieved – and I know my colleagues in the Laureus World Sports Academy, the group of legendary sportsmen and sportswomen devoted to our work, are equally delighted. On their behalf I thank both the Laureus Sport for Good team, who work tirelessly to support partners through thick and thin, and all our funders and supporters, especially our Global Partners, Mercedes-Benz, IWC Schaffhausen, and MUFG. Thanks to them we are able to continue having this impact, changing these lives and proving that sport has the power to change the world.



**Edwin Moses**  
Chair, Laureus Sport for Good



“Laureus Sport for Good is determined to help, every day, through the incredible network of partners we support.”

It is impossible to look back at Laureus Sport for Good's impact in 2019 without doing so through the lens of early 2020 and the Covid-19 pandemic, amidst which this report has been compiled. Some of the impact of which we are most proud – from reducing isolation and improving mental health, to providing young people with a safe place to play and learn – has been more challenging than ever in a time of social distancing.

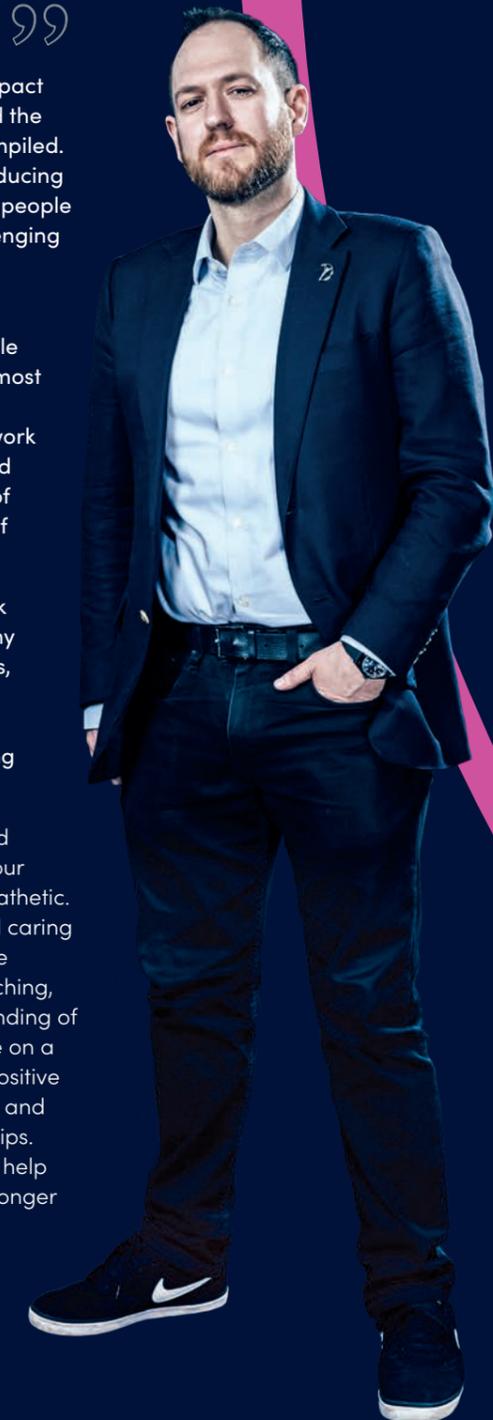
Almost all of us have faced challenges as a result of the pandemic, but for the world's most vulnerable young people those challenges have been exacerbated. They are those most at risk. And they are the people Laureus Sport for Good is determined to help, every day, through the incredible network of partners we support. Those partners have innovated and adapted, continuing to find new ways to change the lives of children and young people. We could not be more proud of their efforts.

Our heartfelt thanks go to all of them, for their tireless work supporting their communities. Likewise, and on behalf of my colleagues, our thanks go to all our funders and supporters, including our Global Partners Mercedes-Benz, IWC Schaffhausen and MUFG, as well as the Laureus Academy and Ambassadors, who are similarly tireless in championing our work.

In the midst of this pandemic, we at Laureus Sport for Good believe that the world, from the communities we serve, to our own workplaces and relationships, is becoming more empathetic. People realise how important and crucial real, trusting and caring relationships are. For the world's most vulnerable youth, the impactful work of our partners is not about basketball coaching, or soccer skills, it is grounded in the fundamental understanding of the impact that a positive role model – a coach – can have on a child, and what being part of a team feels like, and what positive development outcomes can be achieved through targeted and innovative programming and strong, committed relationships. Working in partnership – as teammates – we can together help communities get through these challenges and emerge stronger than ever. Thank you for your support.



**Adam Fraser**  
Chief Executive, Laureus Sport for Good

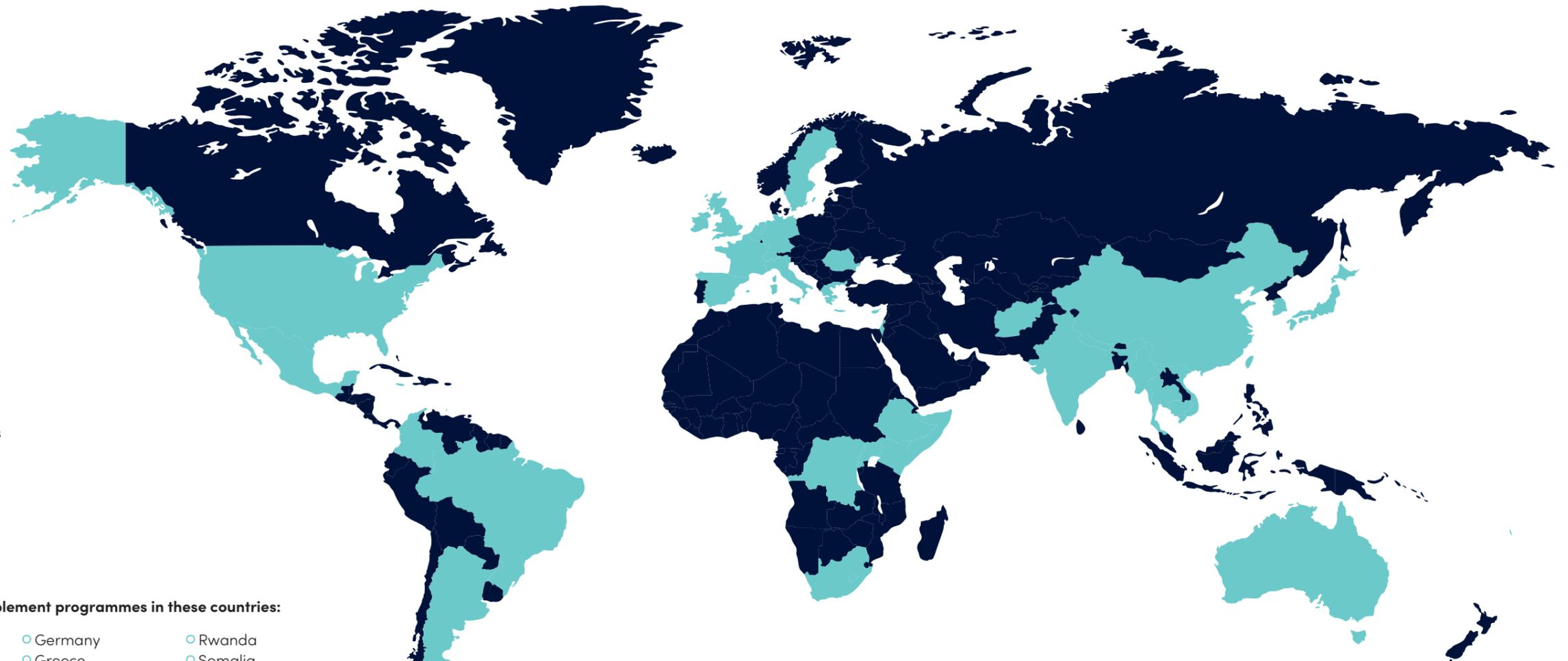


# OUR GLOBAL FOOTPRINT

The Laureus Sport for Good movement is made up of a group of National Foundations each focused on its own regional area, and a Global Foundation which operates in the rest of the world and provides global strategic direction. Collectively, these entities fund and support 234 Sport for Development organisations in 43 countries.

In last year's annual report, we compiled impact data across all of the programmes supported by the Global Foundation, in more than 30 countries, aligned to the Indicators underpinning the UN Sustainable Development Goals (SDGs). This year we are also able to integrate impact data from three of the National Foundations – South Africa, Germany/Austria, and the USA – allowing us to show more of our combined contribution towards the SDGs.

We are excited to be driving forward the evidence for how sports-based interventions are achieving social transformation. And, of course, behind each statistic is a child or young person whose life situation is being transformed through sport.



## We support and implement programmes in these countries:

- Afghanistan
- Argentina
- Australia
- Austria
- Belgium
- Brazil
- Cambodia
- China
- Colombia
- Cyprus
- Democratic Republic of the Congo
- Ethiopia
- France
- Germany
- Greece
- Grenada
- India
- Israel
- Italy
- Jamaica
- Japan
- Kenya
- Lesotho
- Mexico
- Myanmar
- Nepal
- Republic of Ireland
- Romania
- Rwanda
- Somalia
- South Africa
- South Korea
- Spain
- Sweden
- Switzerland
- Taiwan
- Thailand
- The Netherlands
- Uganda
- UK
- USA
- Vanuatu
- Vietnam

**In 2019, Laureus Sport for Good supported 341,027\* children and young people in over 40 countries across the world. 51% were boys and young men, and 49% were girls and young women. 104 children and young people defined their gender differently, outside of the conventional binary gender concepts.**

\*This number is inclusive of Global and all National Foundations. The more detailed numbers further into the report detail the work and impact of Global, Germany, South Africa and US National Foundations, as outlined on page 6.



Participants from Laureus-supported programme Sei Dabei, Austria

# IMPACT MEASUREMENT

This report focuses on the programmes supported by the Global Foundation and the National Foundations in Germany/ Austria, South Africa and the USA. Laureus Sport for Good is on a journey to bring all parts of our network on board the global Impact Measurement Framework, aligned to the United Nations Sustainable Development Goals (SDGs). This report represents a step on this journey. Across the organisation, all of the work we do with our partners falls within one or more of our six Social Focus Areas, aligned with the SDGs.

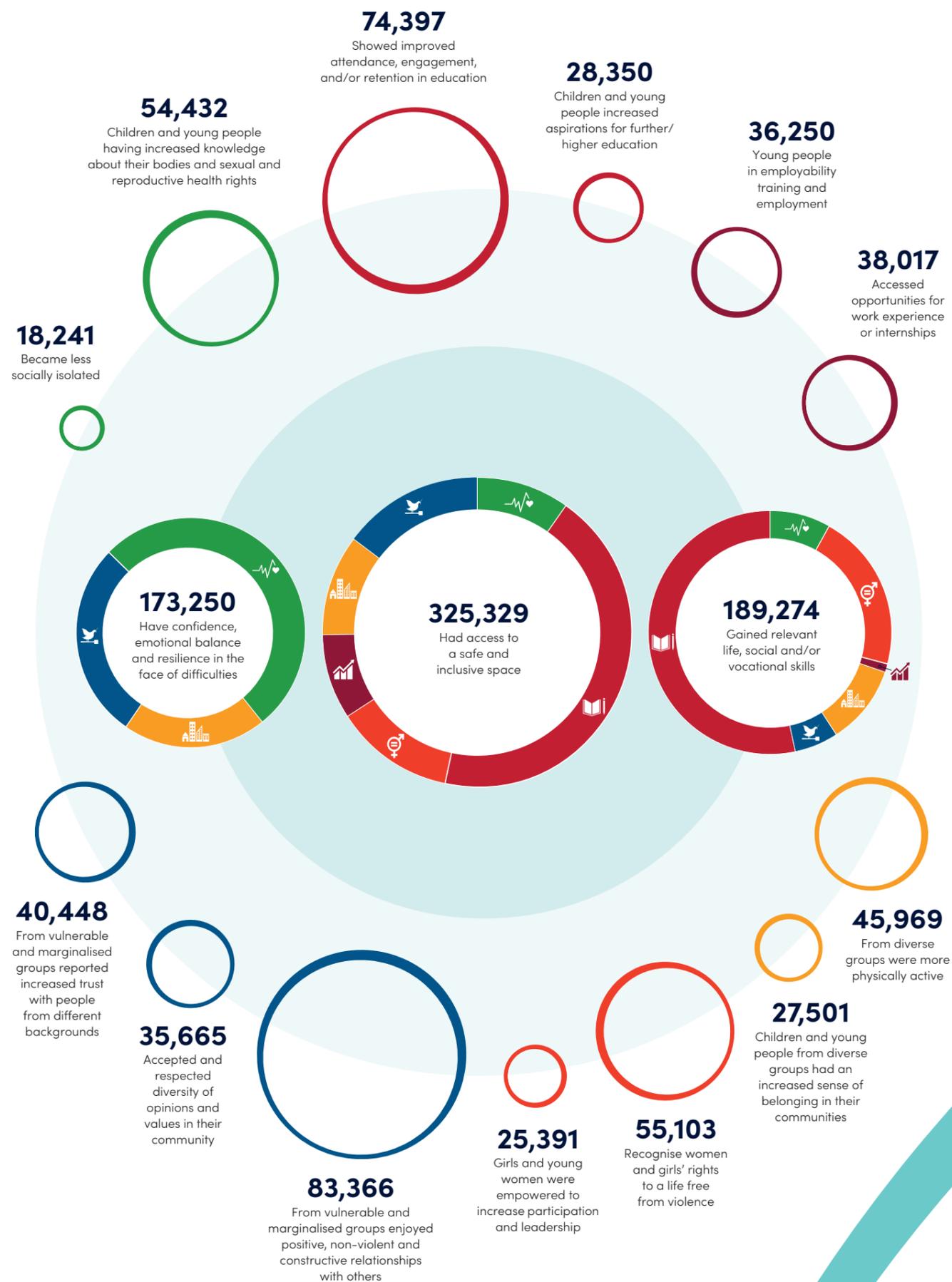
As well as working closely with each partner to help to measure and evaluate impact on a programme-by-programme basis, we have also identified key performance indicators (KPIs), which show the combined progress we and our partners are making in each Social Focus Area. Some KPIs show progress in one specific Social Focus Area, while others are so fundamental that they measure progress towards several Social Focus Areas.



## Our Social Focus Areas:

- HEALTH**  
Enhancing mental wellbeing and encouraging healthy behaviour change
- EDUCATION**  
Increased access to and completion of education
- WOMEN & GIRLS**  
Promoting equality, empowerment and safety

- EMPLOYABILITY**  
Developing skills and creating pathways to employment
- INCLUSIVE SOCIETY**  
Creating communities which embrace ethnic, cultural and physical differences
- PEACEFUL SOCIETY**  
Resolving conflict, promoting community peace-building and creating safe spaces





“The support from Laureus has been exceptional. We have been given advice on all aspects of the programme from good governance to financial monitoring, all of which was much needed and very much appreciated.”

Slum Soccer, India



## HOW WE DO IT



### Support

We support Sport for Development programmes which enhance the social and emotional development of children and young people in disadvantaged communities, reduce the impact of violence, conflict and discrimination in their lives, inspire healthy behaviour change and increase their educational achievements and employability skills.



### Strengthen

We strengthen the Sport for Development sector through impact measurement, research and knowledge-sharing.



### Highlight

We highlight serious social issues faced by children and young people and we unlock greater resources for the sector through effective advocacy and communications.

We use sport as a powerful and cost-effective tool to help children and young people overcome violence, discrimination and disadvantage in their lives. With Nelson Mandela as our founding patron, Laureus Sport for Good has spent many years

developing a network of grantee partners and a worldwide charitable infrastructure. We have developed a depth of understanding and corresponding credibility in our field and are recognised as a leading organisation in the Sport for Development community.

## Laura Ruiz, Colombia

### The Fundación Colombianitos

The Fundación Colombianitos uses sport as a tool for social development to educate children and young people who come from vulnerable environments in Colombia. The programme covers a range of topics, including socio-emotional and citizen skills; youth leadership; prevention of early alcohol consumption; gender equality; employability; and peace building. Laureus supports the 'We Play in the Same Field' initiative, which seeks to promote gender equality through sports like rugby at schools in vulnerable communities.

12-year-old Laura Ruiz was born in an underprivileged community south of Bogota. She lives with her parents, her paternal grandmother, her eight-year-old sister and her 20-year-old brother. Her mother is a primary school teacher and her father is a car mechanic. Her family, especially on the maternal side, is characterised by strong sexist and traditional tendencies regarding the roles that men and women should fulfil in society. For Laura and her sister, her family beliefs dictate that education for women should be limited, away from school and instead focused on a domestic life. Far from fighting for their own lives, Laura's family would consider it essential for women to 'recognise their true place in the house'.

Like her mother, Laura has had to fight to continue her education and to overcome the limitations of her development. When not meeting expectations according to her gender role, Laura has suffered, even been subject to domestic violence. Laura's grandmother, considered a family matriarch, fought for her to stay at home and learn the traditional role of a woman. As soon as she finished fifth grade, Laura's family decided that she would not study anymore, so she stopped attending school for a time to devote herself to learning the female stereotyped functions from her grandmother. As a pupil who loves to study and attend school, this was a moment of crisis for Laura. After a lot of pressure,

Laura's parents allowed her to return to school. It was excellent news, but her return was marred by social pressure and family violence, especially from her brother, who has forced her to serve him constantly and do all the housework.

One of Laura's worst fears is being absent from school again, especially now that she participates in the We Play in the Same Field, where for the first time she has felt heard and empowered to publicise the place she deserves in her family, a place of respect and dignity that unfortunately has not been granted.

We Play in the Same Field has had a significant impact on Laura's life. Through the project, she has become self-aware and has reflected on how prejudicial gender stereotypes can be, on how they are generated in a society and in a culture and the consequent need to go beyond them in order to claim her fundamental rights and her autonomy.

She acknowledges that her family context is very complex. However, she has developed strong relationships with her parents, especially her mother, with whom she shares the daily lessons learned in the activities of the programme. Laura says that as soon as she arrives at her home, she shares experiences with her parents, and has even felt brave to express her needs, her expectations and her feelings around the demands and violence she has suffered.

This process of redefining the relationship with her parents has allowed domestic chores to be redistributed and more egalitarian, and her parents have now stopped allowing violent behaviour when Laura does not fulfil her supposed obligations according to gender stereotypes. Her brother has stopped beating her, and her family has decided to allow her younger sister to continue attending school. Laura's development through the programme has been an enriching process for all, but that arises from a personal transformation and an authentic and genuine awareness by Laura, as well as an immense inner strength.



Laura Ruiz from Laureus-supported programme The Fundación Colombianitos



A football session at Laureus-supported programme Kicking Girls, Germany

# WHAT WE DO

## 1 Programmatic Focus

Laureus Sport for Good supports more than 200 programmes in 45 countries. Our transformative work is championed by the Laureus Academy of 69 globally recognised legends of sport and hundreds more Ambassadors from across the world of sport.

All the organisations we fund are using sport as a tool to combat violence, discrimination and disadvantage faced by young people.

In order to achieve real impact on the ground, we have reviewed the United Nations Sustainable Development Goals (SDGs) and focused our efforts and resource around those SDGs. We believe sport can be used most effectively to deliver key results hence we invest in sports-based programmes which are aimed at achieving outcomes for children and young people in one or more of the following six SDG-related Social Focus Areas:

- HEALTH** 
- EMPLOYABILITY** 
- EDUCATION** 
- INCLUSIVE SOCIETY** 
- WOMEN & GIRLS** 
- PEACEFUL SOCIETY** 

## Learning Communities

2019 saw the consolidation of six Learning Communities, one for each of the Social Focus Areas. The Learning Communities are regular online opportunities for our grant partners to participate in processes designed to strengthen their monitoring, evaluation and learning. The communities are facilitated by experienced facilitators and topical experts in the different areas, and they work in a way that allows for collective learning among peers and individual personal development for the participants. A tangible outcome of the Learning Communities are a portfolio of partners much stronger at evidencing the impact of their programmes, and thereby also supporting us in being better at communicating the impact of Laureus.

## 2 Working in partnership

Laureus Sport for Good works closely alongside its partners. As well as providing funding, we help organisations we are working with to identify the areas where they need training and development and then, we work with them to ensure they get what they need. Whether that is better support in financial controls – keeping the cheque book safe – or stronger child protection policies – keeping the young people safe.

We help organisations to develop tools to measure the impact of what they are doing. It is not as simple as monitoring how good the children become at sport, because of course sport is not the point – sport is simply the tool. We are interested in the social impact of the programme, so that is what we help to monitor. Have children attended school regularly? How are they performing? Have they managed to keep out of petty crime? Did they get a job? Those are the important things, and we help to understand how to track them.

We bring organisations together from across the globe so that they can learn from each other. A football programme in Nairobi will have experience which could be useful with marginalised youth doing athletics in New Orleans, or judo in Naples. However, if no-one connects the organisations and helps them to identify the areas they have in common and how they can usefully share their knowledge, those conversations simply would not happen. That means each organisation would have to invent everything for itself from scratch time and again, taking the long route.

We commission research, using the data and information we get from individual programmes to help to build stronger programme curricula; helping to identify the DNA of successful programmes so that they can be scaled and replicated. We want to see more children and young people's lives being transformed through sport, so we do whatever it takes to support our family of programmes in this common goal.

## Partnering on Innovation

Laureus Sport for Good partnered with The SOL Foundation to launch the Sport for Development sector's first Innovation Fund in 2018, and 2019 witnessed its first cohort of initiatives. This included activities focused on issues as different as the human rights of the LGBTQI+ community in St Lucia, to the inclusion in education of street-connected children with disabilities in Kenya. Furthermore, it included testing the use of e-sports to encourage kids to be more active in inner city New York, to learning how to use sports to fight screen addiction in France. What is common for all is that they would have struggled to find

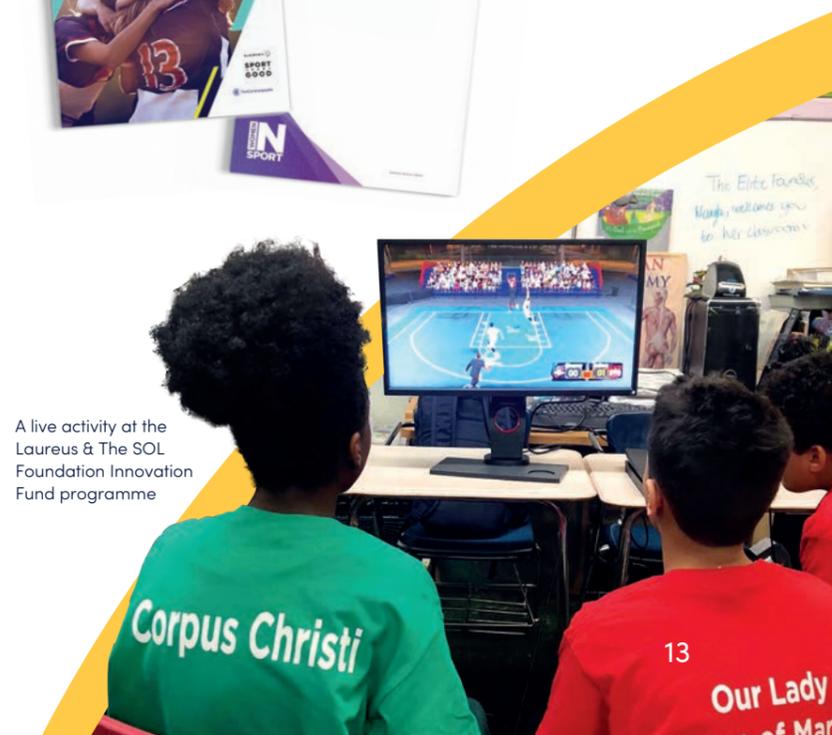
funding to pursue their creative ideas if it had not been for the Innovation Fund. And core to Laureus Sport for Good is that we have often been brave enough to invest in quirky ideas when no one else dared, helping to build organisations that are now at the forefront of shaping our sector.

## Partnering on Research

We help build the evidence for the effect Sport for Development can have on children and young people and have done so for almost 20 years. In 2019, we partnered with Women in Sport to research, at a global level, the role that collaboration between organisations in the charity sector has on creating a more enabling environment for women and girls' empowerment through sport. Thanks to our partnership with Comic Relief US, we also have ongoing research with Waves for Change in South Africa, studying the physical indicators of improved mental health amongst youth from the townships engaged in Surf Therapy programming.



A live activity at the Laureus & The SOL Foundation Innovation Fund programme



“It has been incredible to build a network of folks doing similar work. Most of our challenges have been faced by others, and being able to take advantage of their experiences and wisdom has been amazing.”

Atlanta Youth Tennis & Education Foundation

### 3 Advocacy and Influencing

We use our financial and technical programme support, research and evidence, forums and Learning Communities as the platform from which to influence wider national and international development in line with our Social Focus Areas. This is to shed light on issues faced by children and young people and how these can be addressed through sports-based youth development programmes.

#### A Sample of 2019 Events

##### Laureus Youth Leadership Summit

We gathered sports industry leaders, non-profit executives, athletes and youth from across USA in Los Angeles for the Laureus Youth Leadership Summit in partnership with ESPN and The Allstate Foundation to explore how sport can be a powerful tool for developing leadership skills.

##### Laureus Sport for Good South Africa Summit

Laureus Sport for Good South Africa hosted 100 delegates from a number of Laureus-funded programmes as well as key stakeholders for a three-day interactive skills transfer workshop. Content covered in the Summit included a multi-sector collaboration, Employee Volunteer and Fundraising Workshops and a Dragons' Den.

##### Sport and the SDGs Roundtable Discussion

Laureus Sport for Good co-hosted the Sport and the SDGs Roundtable Discussion in partnership with Wilton Park (under the UK's Foreign and Commonwealth Office), Comic Relief and United Purpose. Sector leaders from the United Nations, International Olympic Committee, Governments, International Development and Sport for Development came together in July 2019 to discuss the role sport can play in advancing gender equality and more inclusive societies.

##### 17on17 Summit

Laureus Sport for Good co-hosted the 17on17 Summit: Global Partnerships to End Child Poverty in partnership with Comic Relief US in October 2019 at the United Nations. In the spirit of Sustainable Development Goal 17: 'Partnerships for the Goals', the 17on17 Summit brought together a range of stakeholders spanning non-profits, foundations, advocates, youth leaders and businesses to create a space for learning, inspiration and momentum; highlight the power of partnership to accelerate change; and build cross-sector partnerships towards a shared goal: ending child poverty.

Further to these, Laureus staff were invited to speak at events hosted by the Inter-American Development Bank, The Centre for Sport and Human Rights, The Commonwealth Secretariat, the UK Sport for Development Network, BOND, and the United Nations.



Left: Laureus Youth Leadership Summit



Below: 17on17 Summit



Laureus Sport for Good South Africa Summit



### Support from Laureus World Sports Academy & Ambassadors

At the heart of Laureus is the Laureus World Sports Academy, a group of 69 sporting legends led by Sean Fitzpatrick as Chairman of the Academy. In addition, there are over 200 Laureus Ambassadors who volunteer their time alongside the Academy Members to deliver on our vision of using the power of sport to end violence, discrimination and disadvantage – proving that sport can change the world.

They use their influential and collective voices to promote the use of sport for social development and in 2019, they were instrumental in delivering our message through programme visits and media activities globally. From Bryan Habana and Morné du Plessis visiting LIV Village in South Africa, to Tony Hawk, Nadia Comăneci and Edwin Moses fundraising for Laureus Sport for Good in NYC following a programme visit to Harlem Lacrosse – these sporting icons are tireless in their efforts to support children and young people in Laureus programmes around the world.



Above: Laureus Academy Members welcome their 69th recruit – South African rugby legend Bryan Habana – in Berlin this February

Right: Laureus Academy Member Michael Johnson at Hong Kong 7s Activation with Pass it Back, Hong Kong China.



Above: Laureus Ambassador Michael Jamieson and Victoria Pendleton visit Laureus-supported programme The Wave Project, UK

Below: Laureus Academy Tanni Grey-Thompson at the launch of the Model City London, UK



Above: Laureus Academy Member Sean Fitzpatrick, Laureus Ambassador Nalli Waterman and Ai Sugiyama at a programme visit ahead of Rugby World Cup, Japan

# TRANSFORMATIONAL IMPACT

**161,313**

Girls and Young Women

**104**

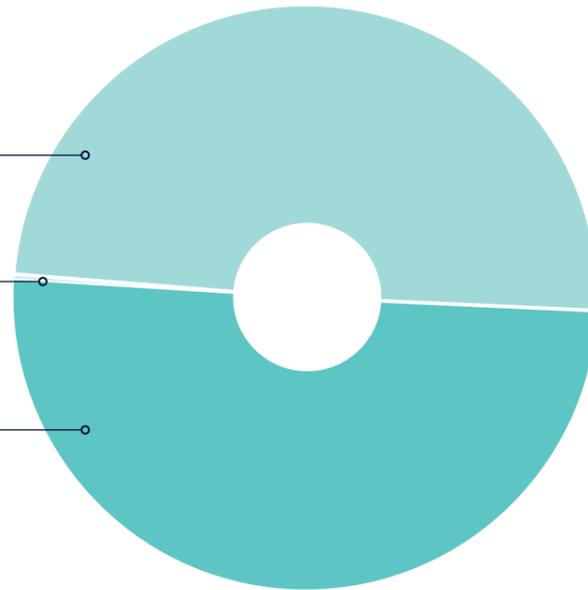
Non-Binary

**163,912**

Boys and Young Men

**325,329**

Total



## PARTICIPANTS PER SOCIAL FOCUS AREA

Each programme has at least one Social Focus Area as its priority area. These figures show the number of beneficiaries supported in each primary Social Focus Area, although in reality most programmes are supporting in multiple Social Focus Areas.

○ **325,329 participants in programmes we supported in 2019.** In each case, that means a child or young person who regularly attended a programme and was supported to overcome difficult social challenges.

○ **161,313 (49%) were girls and young women.**

That shows our commitment to advancing the rights of girls and women and empowering them as champions of their own lives and leaders in their communities.

○ **104 of them self-identified in non-binary terms, meaning as neither male nor female.** This helps to illustrate our commitment to advancing the rights of all to 'a seat at the table', independent of who they are, where they come from or what they believe in.

Primary Social Focus Area	Female	Male	Non-Binary	Total
Health & Welbeing	17,342	14,347	2	31,691
Education	65,022	77,659		142,681
Women & Girls	36,927	3,329	102	40,358
Employability	10,208	18,845		29,053
Inclusive Society	14,726	18,951		33,677
Peaceful Society	17,088	30,781		47,869
<b>Total</b>	<b>161,313</b>	<b>163,912</b>	<b>104</b>	<b>325,329</b>

Participants from Laureus-supported programme Fight with Insight



“Laureus have given us the tools and platforms to collaboratively find solutions and then been responsive to what we need when we come up with a good solution.”

Fight with Insight, South Africa

At the age of 14, boys are twice as active as girls. There are many reasons for this. Historically sports have been a male-dominated space. There are significantly fewer female coaches and leaders in sport. In many cultures, it is thought that girls and women “should not” do sports. Facilities are not always developed to cater for girls and women’s specific needs. However, there are many reasons why sports participation for girls and women is important. Sport helps increase confidence and self-esteem. It lowers levels of depression and improves mental health and

welbeing. Girls and women who do sports have a more positive body image than those who do not. And across the board, girls and women have equal potential of benefitting in all aspects of sport and Sport for Development.

This is why Laureus Sport for Good prioritises support to the women and girls participating in and benefitting from the programmes in our network. Women and girls’ representation in our programmes in 2019 was 49%, much higher than the corresponding proportion in sports globally.

**47,869**

PEACEFUL SOCIETY



**142,681**

EDUCATION



**40,358**

WOMEN & GIRLS



**31,691**

HEALTH



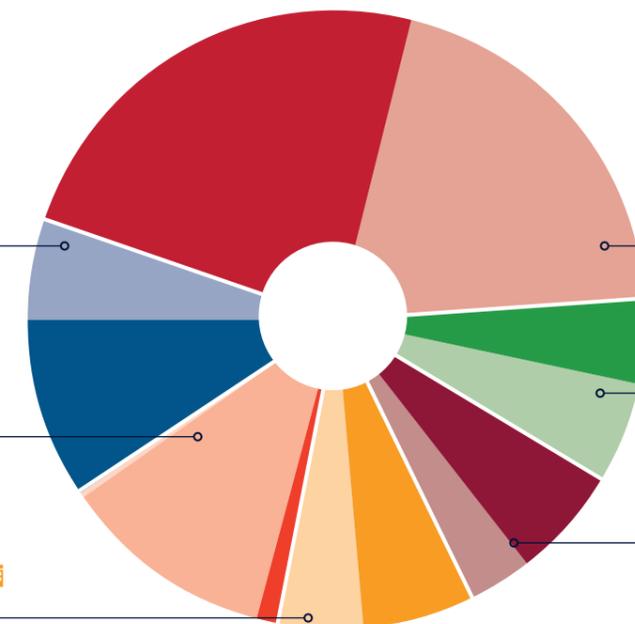
**33,677**

INCLUSIVE SOCIETY



**29,053**

EMPLOYABILITY



Legend: Non-Binary (light blue), Female (orange), Male (green)

# PARTICIPANTS PER SPORT

All sports are welcome in the Laureus family. Any sport – if it can hold the attention of a child or young person over a sustained period of time – can be used to create social impact.

We aim to take a truly inclusive approach embracing every gender, ability, ethnicity and religion equally. At times, this can be challenging when different sports are being offered to boys and girls, young men and young women. Our research shows that one of the best ways to successfully engage women and girls in Sport for Development programmes is to change the way we use sports. It is not about changing the sport.

Any sport can be used to deliver positive social impact when there is sufficient understanding locally of the need and how to address it, and thus a lot of our programmes offer multi-sports to engage with their participants. In our experience, individualist sports such as surfing, cycling

and yoga, are typically employed more often when addressing mental health & wellbeing, and team sports are typically employed when developing life and social skills. Nevertheless, we also see that organisations, which focus on just one or two sports, typically demonstrate a more developed curriculum and thus deeper impact, in comparison to programmes that work across a larger number of sports. And we note that programmes which complement the use of sport with other interventions such as family and community outreach, psychological support, or employability training provide longer-term, more sustainable impact.

Sport	2019 Participants
Football	117,605
Other/Multi Sports	157,135
Rugby	31,005
Basketball	33,296
Dance	21,208
Athletics	18,334
Boxing & Martial Arts	17,526
Cricket	11,428
Netball	13,705
Volleyball	4,433
Skateboarding	5,801
Swimming	3,665
Surfing	2,061
Cycling	1,399



**Football**  
117,605



**Dance**  
21,208



**Athletics**  
18,334



**Cricket**  
9,064

“We would like to give special thanks to Laureus Sport for Good for sending a grant manager to deliver a two-day workshop on child safeguarding for our full-time team.”

InspiringHK, Hong Kong



A participant from Laureus-supported programme Sei Dabai who use ski as a tool to provide inclusion for young people





Laureus Ambassadors  
Stefan Blöcher, Fredi Bobic, Marc  
Janko and Roman Weidenfeller at a  
Laureus supported workshop in Berlin

# OUR SOCIAL FOCUS AREAS

The work of Laureus Sport for Good is aligned with the United Nations Sustainable Development Goals (SDGs) as we aim to address six key social issues that are affecting young people across the world:

## HEALTH

Enhancing mental wellbeing and encouraging healthy behaviour change

## EMPLOYABILITY

Developing skills and creating pathways to employment

## EDUCATION

Increased access to and completion of education

## INCLUSIVE SOCIETY

Creating communities which embrace ethnic, cultural and physical differences

## WOMEN & GIRLS

Promoting equality, empowerment and safety

## PEACEFUL SOCIETY

Resolving conflict, promoting community peace-building and creating safe spaces

Please note that in the following pages, this year we have only used SFA-specific indicators. Last year, we used the same numbers repeatedly for several indicators because they were cross cutting. These cross-cutting numbers are the three highest numbers in the KPI universe on pages 6-7.

## HEALTH

Sport for Development is well placed to make a valuable contribution in addressing both physical and mental health issues.

There is a growing body of evidence to show the benefit that regular physical exercise naturally has on physical and mental health. These developments are crucial to reducing stigma and to building confidence and resilience in the face of difficulties.

**OBJECTIVE:** We will contribute to an increase in knowledge around sexual and reproductive health, leading to positive behaviour change

In 2019, more than 54,000 children and young people told our partners that after participating in programmes explicitly dedicated to raising sexual health awareness they felt they had increased knowledge about their bodies and sexual and reproductive health rights.

**OBJECTIVE:** We will contribute to the prevention and treatment of mental health issues amongst children and young people, including improving resilience and reducing stigma amongst children and young people seeking help

Mental health and wellbeing includes reducing social isolation and building confidence and resilience in the face of difficulties, allowing us to bounce back from mental hardship. When we succeed in addressing some of these issues, whether derived from trauma, or from pressure to perform in school and life, or from something completely different, then we can begin to see the building blocks of improved wellbeing fall into place. More than 18,000 children and young people in programmes dedicated to mental health and wellbeing reported that they were becoming less socially isolated. More than 173,000 children and young people showed increased confidence, better emotional balance and resilience, more than 90,000 of these with the explicit purpose of addressing mental health and wellbeing.



**18,241**

Have become less socially isolated



**54,432**

Have increased knowledge about their bodies and sexual and reproductive health rights

**90,783**

Have confidence, emotional balance and are resilient in the face of difficulties



● FEMALE ● MALE

Participants from  
Peace Players  
South Africa



## EDUCATION

Sport and physical activity are enshrined as a fundamental right in documents such as the International Charter of Physical Education, Physical Activity and Sport.

High-quality physical education is important to children's physical literacy and can also create other learning outcomes. Furthermore, there are several reasons for using sport to support the achievement of the UN Sustainable Development Goal on Education, including:

- Increased engagement in learning, improved attendance and overall retention through connecting positive learning experiences in sport to the broader education environment
- Sport can encourage inclusion and the equal participation of women and girls, people with disabilities, and other vulnerable or underrepresented groups and individuals
- Stakeholders in sport and education can cooperate to promote tolerance, diversity and non-discrimination in school programmes
- Sport can improve learning outcomes by fostering academic performance and achievement, leadership abilities, and concentration and focus capabilities

Sport has the power to provide a universal framework for learning values, contributing to the development of soft skills needed for responsible citizenship.



**74,397**

Showed improved attendance, engagement and/or retention in education



**28,350**

Have increased aspirations for further/higher education

● FEMALE ● MALE

**OBJECTIVE:** We will contribute to ensuring that disenfranchised and vulnerable girls, boys, young women and young men attend, positively engage with and complete education

Sport-based learning experiences provide an alternative approach to engage individuals disenfranchised from mainstream education approaches. The popularity of sport and its appeal to a wide range of young people provides a 'hook' for students unable or unwilling to engage with formal education systems and approaches. Sport-based learning experiences provide an alternative approach to engage individuals disenfranchised from mainstream education approaches in both formal and non-formal settings. In 2019 over 74,000 children and young people showed improved attendance, engagement, and/or retention in education. In addition, 28,350 children and young people had increased their aspirations for further/higher education.

**OBJECTIVE:** We will contribute to eliminating gender disparities in education and vocational training, and to supporting girls and young women to have equal access to all levels of education

Laureus Sport for Good is committed to eliminating gender disparities in education. By partnering with education programmes, our support in 2019 across 27 dedicated programmes has helped more than 30,656 girls specifically to improve their attendance, engagement and/or retention in education.

## WOMEN & GIRLS

Sport can be a vital tool to promote gender equality and contribute to the empowerment of women and girls.

Getting young people to engage in mixed sport and using well-designed exercises delivered through and alongside sport can help to challenge gender stereotypes among players and athletes, their families and supporters. These messages are then carried naturally into local schools and communities. For example, girls and women playing sports traditionally reserved for boys and men (such as football in rural Kenya) also helps to express free choice and rights.

**OBJECTIVE:** We will contribute to ending violence against women and girls

This indicator is quite complex and can be broken into several different aspects. A major focus is on the recognition of women and girls' rights to live lives free from violence. This issue is being raised as an element in most programmes that address gender equality and women's empowerment, but a number of grantees

measured specifically against it in 2019. Of the ones tracking this outcome, close to 41,000 girls and young women and more than 14,000 boys and young men across 15 dedicated programmes now recognise the right for women and girls to live lives free from violence and abuse.

**OBJECTIVE:** We will contribute to girls' and women's equal participation and leadership

Laureus Sport for Good recognises that inclusion of young women and girls in the lives of their communities is not only about getting equal numbers of boys and girls, young women and young men, present in the programmes we support. In 2019, Laureus Sport for Good supported a number of programmes that empowered more than 25,000 girls and young women through specifically targeted equal participation and leadership opportunities.



**55,103**

Recognise their rights to a life free from violence



**32,561**

Will contribute to girls' and women's equal participation and leadership



**15,349**

Know their rights and feel that equal economic, political and/or social roles exist for them

● FEMALE ● MALE

Participant from Laureus-supported programme Bearing's Bike Shop

“The support that Laureus has provided has been very useful in elevating and refining our approach.”

Bearing's Bike Shop, Atlanta, USA



## EMPLOYABILITY

Laureus Sport for Good's strategy supports the SDG statement of inclusive and sustainable economic growth, employment, and access to good jobs.

One of the most important factors that can help children and young people to break with the vicious cycle of poverty, violence and discrimination is to have a job or the prospect of a job.

Well-conceived and carefully implemented Sport for Development programmes can teach young and vulnerable people a range of skills, including leadership, organisational skills, communication, teamwork, respect for peers and authority, motivational skills, self-discipline and strategic thinking. All of these skills are transferable to the workplace. In addition, many programmes offer classroom interview training, support in writing CVs, professional workshops, careers advice and other support which will improve young people's chances of gaining employment. Some programmes also act as a connecting point to place young people with local employers in vocational training or work experience.

For those not in employment, education or training (NEET), including in particular those who have been in this situation for a long period, lack of self-belief, low self-esteem and hopelessness can become a serious barrier to positive engagement with opportunities. Playing sport in a well-run and supportive context, where individual and team successes are celebrated, is a proven tool to increase self-confidence and restore hope, and therefore can be a powerful tool in circumstances where the main barrier to employment, education or training is a lack of self-confidence.

**OBJECTIVE:** We will contribute to an increase in the number of children and young people being provided with the relevant soft and technical skills required to access employment opportunities

Many of the supported programmes engage with the wider communities and work with other stakeholders to help create more enabling environments for children and young people. These partnerships foster Shared Knowledge, Essential Skills and Personal Development sessions to participants engaging them further, and equipping them to feel more confident and work-ready. In 2019, over 11,500 children and young people were provided with the relevant soft and technical skills required to access employment opportunities, and almost 6,000 children and young people who feel able to make informed decisions about their future employment opportunities.

**OBJECTIVE:** We will contribute to an increase in the number of children and young people who have access to work experience and internships/mentorships

Laureus Sport for Good is committed to enhancing employability and training by partnering with programmes focused on employability and skills. In 2019, 19 dedicated programmes in employability helped more than 38,000 children and young people to better access work experience and internships.

**OBJECTIVE:** We will contribute to an increase in the number of children and young people in training and employment

More than 36,000 children and young people have benefited from specific employability training and in many cases even entered employment.



**11,554**

Have been provided with the relevant soft and technical skills required to access employment opportunities



**5,899**

Have been able to make informed decisions about their future employment opportunities



**38,017**

Have had access to work experience and internships



**36,250**

Have benefited from training or employment

● FEMALE ● MALE



Participant from Laureus-supported programme Living Legends

“ This is what Living Legends SA strive to do: to encourage all the learners we interact with to dream and actively pursue that dream with every moment we have. Thank you for enabling us in this process. ”

Living Legends, South Africa

## INCLUSIVE SOCIETY

Exclusion is the consequence of unequal power relationships at economic, political, social and cultural levels, and represents itself through unequal access to resources, capabilities and rights, leading to further entrenched inequalities.

Sport for Development can be an effective approach in pursuing more inclusive and just societies. When programmes are carefully established to build commonality, rather than emphasise difference, sport can provide a forum where disparate groups come together, and where everyone has a chance to play and engage on a level playing field. When integrated or linked with suitable community interventions, these programmes can begin to build more inclusive – and even more peaceful – communities. This effect is not limited to those playing and engaging in sport, but can also be extended into families of players and athletes sharing events and larger gatherings of supporters at matches/games. In this way, sport can provide a route to cohesion, integration and inclusion, so that communities or individuals who were excluded become socially more involved and included into decisions affecting their lives.

**OBJECTIVE:** We will contribute to the social, economic and political inclusion of all; irrespective of age, sex, disability, race, ethnicity, origin, religion, economic or other status

The focus here is on enhancing the inclusion and wellbeing of children and young people from diverse groups – to help bring children and young people who live in the periphery of society to the centre and to help them become the protagonists of their own lives, influencing the decisions affecting them. One of the main indications of embarking upon this process is to increase the level of participation in organised physical activities. In 2019, close to 46,000 children and young people identified as at risk of exclusion were more physically active. More than 27,500 children and young people increased their sense of belonging in their communities.



**45,969**

From diverse groups are more physically active



**27,501**

Have an increased sense of belonging in their communities

● FEMALE ● MALE



Sport has been widely accredited as a tool to promote peace, reduce violence and support post-conflict communities.

Sport teaches young people self-discipline and self-control, which helps them to manage their anger when faced with difficult and risky situations. It provides a safe space for young people to be themselves, develop and stay away from negative influences. It also helps to uplift affected communities and individuals by fostering the respect, protection and implementation of human rights.

Our focus in this area is on enhancing social cohesion, preventing conflict, and building peace through promoting social inclusion, providing respite in periods of conflict, building trust and establishing bridges between groups in conflict, and promoting peace in conflict situations. We pursue this ambition through reducing the risk of vulnerable and marginalised youth committing violent crime and promoting a culture of peace and non-violence in communities which are, or have been, subject to conflict or violence.

In the context of reducing violent crime amongst young people, sport can attract and divert young people who are at risk of engaging in anti-social behaviour or joining gangs, by engaging them in more positive and constructive activities, especially by linking these vulnerable young people with coaches and role models. Sport offers an important opportunity to support marginalised young people in moving away from involvement in violence, crime or drug use, and instead build skills that allow them to better cope with the challenges of daily life. Strengthening the life skills of youth is a key objective in order to minimise risk factors associated with crime, violence and drug use.

**OBJECTIVE:** We will contribute to significantly reducing the risk of vulnerable and marginalised children and young people committing violent crime

Sport offers an important opportunity to help marginalised young people move away from involvement in violence, crime or drug use, and instead build skills that allow them to better cope with the challenges of daily life.

In 2019, more than 83,000 children and young people from vulnerable and marginalised groups enjoyed specifically designed positive, non-violent and constructive relationships with others. The ultimate aim of this has been to reduce crime, drug use and anti-social behaviour in local communities, by using sport together with positive role models, to engage with those whose circumstances have led them to a life of crime.

**OBJECTIVE:** We will contribute to promoting a culture of peace and non-violence in communities which are, or have been, subject to conflict or violence

Sport-based programmes can provide a safe environment for disparate groups (for example those with different ethnicities, languages or religions) to find common ground, share experiences and engage in constructive dialogue. When put together with other interventions, the end result can often be mutual respect and understanding being developed and a more peaceful and inclusive community as a result. To this end, Laureus has supported 27 programmes in 2019 under our Peaceful Society Social Focus Area. Close to 36,000 children and young people came through programmes that focus on increasing acceptance and respect of the diversity of opinions and values in local communities. More than 40,000 children and young people also reported feeling an increased sense of trust towards others in their communities.



**83,366**

Enjoy positive, non-violent and constructive relationships with others



**35,665**

Accept and respect diversity of opinions and values in their community



**40,448**

Report increased trust

● FEMALE ● MALE

## Katherine Valdez, USA

### Row New York

Row New York combines competitive rowing with rigorous academic college and career readiness, and social-emotional learning support to transform the lives of youth from some of New York City's most under-privileged communities. Working with 250 student-athletes with comprehensive programming six days per week, year-round, Row New York promotes the values of confidence, teamwork, tenacity, and focus.

26-year-old Katherine Valdez is from Guayaquil, Ecuador. A recent immigrant when she first came across Row New York, she describes her life before discovering the programme as a series of physical therapy and medical appointments.

Katherine joined the programme after participating in an adaptive sports event at Queens College. She immediately responded to the sport and has gone from strength to strength, joining Row New York's competitive adaptive team after two seasons and frequently placing in regattas. Katherine's work with the programme has also improved her wheelchair transferring skills, which in turn improved her ability to perform daily activities and navigate to races across New York, and even to different cities, without needing another person to support her.

Row New York has also given Katherine a platform to build confidence and return to education. She achieved her associate's degree in Applied Science in Health Information

Technology and is continuing her studies at York College now in pursuit of a bachelor's degree in Community Health Education.

In a country where a college degree can have significant impact on earnings and quality of life, low-income, minority students are far less likely to earn a degree than their more affluent peers. The same is true for students with disabilities. With the life lessons and support from Row New York, Katherine is confident she will achieve her goal of completing her undergraduate education.

Most importantly, Katherine also credits Row New York for helping her develop mental toughness, emotional strength, and for feeling empowered: "Living with a disability is not easy, especially when it's a society out there telling you what you can't do," says Katherine. "Thank God there are programmes like this, where you can meet wonderful people who do not care about what you can't do, they focus on what YOU CAN DO, what you can improve, and how you can develop."

Katherine is excited about what the future holds. She is working hard to be a part of the Para-Rowing National team, and hopes to be able to represent the USA in the Paralympic Games one day. Her experience at Row New York has inspired her to commit her career to helping others the same way Row New York helped her.

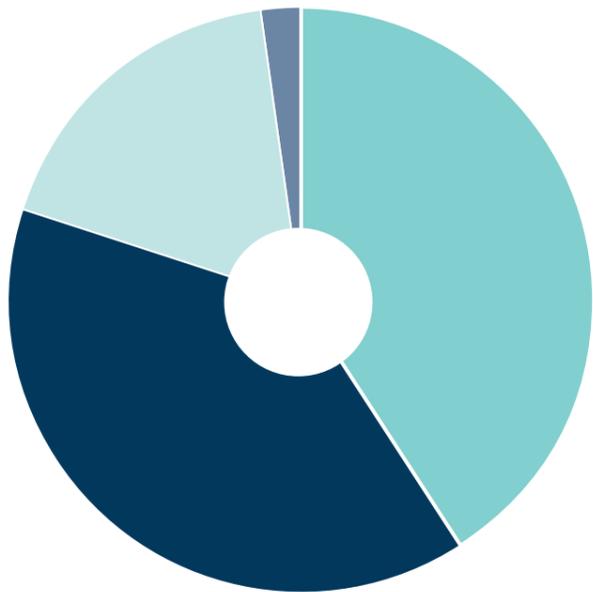


Katherine Valdez rowing with Laureus-supported programme Row New York



Warm-up session with the girls from Laureus-supported programme Kicking Girls, Germany

# WHERE DID OUR INCOME COME FROM?



● Global Partners 41%    ● Fundraising Events 18%  
 ● Institutional Funding 39%    ● Other 2%

Laureus Sport for Good has a diverse portfolio of funding sources, ranging from corporate partners to institutional grants, and from fundraising events to individual donors, and all profits from the Laureus World Sports Awards are also donated to Laureus Sport for Good. We believe that a balanced and diverse range of funding is important to our long-term sustainability and security. We are particularly grateful to our Global Partners, Mercedes-Benz, IWC Schaffhausen and MUFG, for their extremely valuable contribution, which underpins our platform and allows us to bring other partners on board and multiply the work which we can do.

We believe in building partnerships that see different cross-sector funders come together to support programmes both with their short-term needs and their long-term ambitions in mind, allowing us to not only generate life-changing experiences and lasting impact in the lives of hundreds of thousands of children and young people across the world, but to enable them to take control of their own futures and shape their local communities.

Copies of our annual accounts can be found on the Laureus Sport for Good website.

## Maung Maung, Thailand Right To Play

Disabled youth migrants in Mae Sot, Thailand, are vulnerable to abuse and rejection from their communities. Because of a lack of services available for children with disabilities, many miss out on basic education and other physical and therapeutic interventions to help them learn, develop and grow.

Right To Play delivers regular inclusive activities, training, and sport and play sessions for children and youth living with disabilities. The programme works to help children develop life skills and encourage positive attitudes and values in the community towards those with disabilities.

16-year-old Maung Maung [name changed] was diagnosed with cerebral palsy when he was a baby. It affected his motor skills and he was unable to walk unaided until he was 10. He was raised solely by his deaf mother in a slum in Mae Sot. Maung Maung was an extremely shy child. "When we first met, I saw him hiding behind the trees while other children were playing. He

refused to join the games although I cajoled him to," said Iris, a Right To Play Thailand staff member.

After joining Right To Play's programming, Maung Maung's mental wellbeing and social skills have improved tremendously. He shows self-confidence and empathy for others when playing games. "At the Friendship Games, I saw him enthusiastically participating in sports and games – and he was still very happy and satisfied even though he lost," said Iris.

Right To Play and their partner Star Flower School have taught him to set and follow his short-term goals. In his free time, Maung Maung tends to the vegetables he grows in his back garden. And when the vegetables are ready, his teachers at Star Flower School help sell the vegetables for him. Through Right To Play and the power of sport, Maung Maung has gained confidence, changed his perspective and is looking forward to a brighter future.

Maung Maung attending Laureus-supported programme Right to Play, Thailand



# BY THE COMMUNITY, FOR THE COMMUNITY

## Laureus Model City

Laureus Sport for Good has been leading the charge in creating place-based, collective impact through sport in major cities. Already working in New Orleans, Atlanta, London, New York and Chicago, and with work underway in Paris, New Delhi and Hong Kong in 2020, we call this approach 'Model City'.

At the heart of this is the idea that when you bring organisations together and work towards common goals, the results are greater than the sum of their parts. Organisations learn from each other, build scale and reach, whilst identifying long-term solutions. Impacts are heightened and more communities are benefiting from the power of sport to create change. The key to change, though, is that the local stakeholders themselves, collectively, identify the changes they want to see, and they define the process towards achieving them.

In all of the above communities, Laureus Sport for Good has liaised with local stakeholders such as community organisations, youth groups and faith groups to identify local challenges and opportunities. Facilitated by us, they have been developing their own strategies, vision and outcomes identifying the key issues that need addressing in the different communities. And subsequently they are being invited to apply for grants that they believe can use the power of sport to help address the challenges their communities are facing. In the case of Model City London in 2019, as an example, well over 20 local organisations ended up receiving grants to implement the strategies they had set for their community.



Participants in Model City London work together to develop shared and agreed objectives for sports-based social development in their community

Sihle Sikhakhane and programme participants at the Laureus-supported programme Children of Dawn, South Africa



## Sihle Sikhakhane, South Africa

### Children of the Dawn

Children of the Dawn cares for orphaned and vulnerable children in rural South Africa. Through a continuous care programme, Children of the Dawn aims to support young people to become self-reliant, healthy and active citizens. The role of sport at the programme is to engage, motivate, teach and create fun for the young people.

For the last 11 years, Children of the Dawn has been using a variety of sports to create experiential learning opportunities for participants. Laureus supports the rope-skipping element of the programme, which aims to positively impact the physical and mental wellbeing of young people, while also building confidence and teaching life skills.

Sihle Sikhakhane was born and raised in Mpumaze, a small and underdeveloped village of Eshowe, in the province of Kwa-Zulu Natal. He joined Children

of the Dawn as a single, orphaned eight-year-old boy in 2008.

Growing up under grave financial constraints in a disadvantaged community, Sihle had no access to sporting or extra-curricular activities. As a teenager, he was influenced by peer pressure, often resulting in negative behaviour.

In 2013, Children of the Dawn introduced rope skipping as an activity, and Sihle was drafted into the programme. He quickly developed a passion for rope skipping, building confidence, gaining focus and becoming a better citizen through the sport.

In 2019, Sihle enrolled in Durban University of Technology for a Diploma in Information Sciences. He passed his first year and is now progressing in his second year. Sihle credits rope skipping for his turnaround, and is now fulfilling a role as a part-time coach at the programme.



Sihle Sikhakhane from Laureus-supported programme Children of the Dawn, South Africa

## Jessica Schnellbach, Germany

### KICKFAIR

KICKFAIR is a non-profit organisation that uses football to transform the lives of young people in Germany. At KICKFAIR, young people can learn how to shape and influence their own surroundings with and from each other. In this way, they can also forge new and positive perspectives about life, both for themselves and for others.

Depending on individual problems of the participants, various topics are discussed at KICKFAIR programmes. The main priority of the programme is to promote participation and engagement, increase integration, strengthen communication skills, produce suggestions for violence prevention, and much more. KICKFAIR also creates learning spaces, in which young people from different countries and cultures can learn from one another and with each other.



KICKFAIR's KICKFORMORE programme offers disadvantaged young people between 10 and 20 years of age a supervised field of activity in which they can develop and work creatively. Through their social engagement, they make a positive contribution to social interaction in the community. As mentors, they take personal responsibility for various project areas and support the younger participants in their learning processes.

Assuming responsibility is the basic principle of KICKFORMORE and part of the diverse skills learning in the KICKFAIR education concept. Gaining confidence in one's own abilities and strengthening self-esteem also leads to the important key qualifications that will later advance the young people in their training and in their careers.

23-year-old Jessica Schnellbach grew up in Offenburg in southern Germany. During a recent internship with SWR Television, her boss noticed she was not afraid of making mistakes, and encouraged her to maintain this confidence as much as possible. This comment took her by surprise, because it wasn't a trait she has carried throughout life.

Jessica's participation in KICKFAIR's KICKFORMORE programme has led her to gain confidence and overcome her fear of failure. "When planning a street soccer tournament, you are faced with many challenges," said Jessica. "At that time I wasn't able to tackle them all flawlessly. Of course, you feel bad about it at first, because at that moment you 'failed' and frankly, our society does not react very well to failure."

"KICKFORMORE and KICKFAIR have created a safe environment in which the participants can sometimes fail, because there is always someone there to support you and show you how you can do better."

For Jessica, the main benefit of the programme is that it uses sport to teach invaluable life lessons.

"The important point is that each participant can have a go at dealing with the challenge by thinking about it and trying to tackle the matter in his or her own way. This often creates new paths that are creative and innovative and advance the project. Or you notice that your own approach is not the best course of action. But that's just as important for a young adult. Going through this process yourself and not being told how to do it. In my opinion, that's a good learning process."

"By participating in the project, I have become much worldlier. During my time at KICKFORMORE I got to know so many new people and their stories. In addition, participating in KICKFORMORE was particularly enriching for the development of team work and self-empowerment."

"Above all, I always want to keep my eyes open for new things and challenges. At some point I would like to look back on my life and be able to tell myself that I have not missed a chance to develop further. A friend once told me 'Do it for the story' – and that's how I want to shape my future."

Great Britain Netball  
Player Kadeen Corbin  
taking part in an activity  
at Model City funded  
programme in London





  
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