In 2014, on the initiative of the then UEFA president, Michel Platini, Europe’s national football associations decided to set up an independent charitable organisation – the UEFA Foundation for Children.

Following that bold and innovative decision, the organisation’s board of trustees was established, bringing together a diverse group of people – both representatives of the football family and external parties – with a shared desire to participate in projects safeguarding and fostering children’s development.

Under the strategy drawn up by the board of trustees, the foundation’s administrative team is tasked with structuring and establishing programmes for young people, in cooperation with various associations and institutional partners.

This report seeks to provide an overview of all of the foundation’s activities and actions between April 2015 and July 2016. In just over a year, the foundation has contributed to projects on all five continents, working with more than 50 different associations and local actors, providing direct assistance to more than 500,000 children.

None of that would have been possible without the staunch support of UEFA and all the staff who have got involved in our initiatives.

All members of the football family – national associations, clubs and players – have shown a real desire to help our sport play its full role in society, as have our private sector partners.

The foundation is now embarking on a new year of activities – a year full of challenges to overcome, initiatives to develop and operational links to cement with its partners.

Football has an important social function within the local community, over and above the sporting aspect and the element of competition, and it is determined to play that role to the full.

JOSÉ MANUEL DURÃO BARROS
President

PASCAL TORRES
Secretary General
The idea of former UEFA president Michel Platini to create the UEFA Foundation for Children was discussed by UEFA’s Executive Committee and member associations at the 38th Ordinary UEFA Congress in Astana on 26 March 2014.

With the aim of promoting football’s role in society and the community, the purpose of the UEFA Foundation for Children is to help children and protect their rights, for example through sport in general and football in particular, by providing support primarily in the areas of health, education, access to sport, personal development, integration of minorities and defending the rights of the child.

The foundation is independent of UEFA, its founder. It has a board of trustees, whose members are not all from the world of football. A charitable organisation governed by Swiss law, the UEFA Foundation for Children was officially created and started operating on 24 April 2015.

The board of trustees is composed of between 5 and 15 natural persons or representatives of legal entities who, as a rule, serve on a voluntary basis.

The seven people listed below were appointed to the board of trustees when the foundation was created.

José Manuel Durão Barroso
Chairman of the UEFA Foundation for Children
Former president of the European Commission

Dr Sándor Csányi
President of the Hungarian Football Federation

Michel Platini
Former UEFA president

Viviane Reding
Member of the European Parliament

Norman Darmanin Demajo
President of the Malta Football Association

Margarita Louis-Dreyfus
President of the Louis Dreyfus Foundation

Peter Gilliéron
President of the Swiss Football Association

The foundation promotes sport for children, in particular its social and educational role.

The foundation works with partners involved in helping disabled children and promoting healthy lifestyles.

The foundation improves the living conditions of refugee children, as well as their dignity and respect for their fundamental rights.

The foundation helps children to express themselves and fulfil their potential through positive action.

The foundation supports children’s projects by supplying equipment for sport and support for education.

The foundation embodies UEFA’s social and humanitarian role by using some of the money generated by football to benefit those children who need it the most.
UEFA established a number of partnerships and projects before the foundation was set up in 2015. In accordance with the deed of gift, the foundation subsequently took over two existing projects, in Jordan and Oceania. UEFA transferred the relevant operational and financial responsibilities to the foundation, in accordance with the existing agreements.

The two legacy projects in question are:

**Football development project, in collaboration with the Asian Football Development Project.**
- Assistance for refugees at the Zaatari camp and special support for Syrian children.

**Just Play project in the Pacific Islands, in collaboration with the Oceania Football Confederation.**
- Access to sport for all

### ZAATARI REFUGEES CAMP

The **Asian Football Development Project** and the UEFA Foundation for Children are helping people who have been displaced by the conflict in Syria and who live at the Zaatari refugee camp. The UEFA Foundation for Children is helping the camp’s children and young adults in particular, with the following objectives:
- To entertain young Syrian refugees by organising football and other sports activities in an appropriate, safe environment where they can remain children and have some fun.
- To train Syrian football coaches living in the camp and Jordanian football coaches who come to work at the camp during the day, teaching them how to run football coaching sessions. But also how to best use the values of sport to encourage the children’s personal development and raise their awareness of certain social issues.
- To set up a football league inside the camp.

### JUST PLAY

When it created the Just Play project in 2009, the aim of the Oceania Football Confederation was to develop football at community and school level throughout the Pacific. Just Play is a unique grassroots programme that promotes physical activity for children of primary school age while encouraging community involvement and healthy living. UEFA was one of the project’s first partners.

Just Play is designed for children aged 6 to 12 and is based around structured activity programmes as well as the distribution of kits containing balls, cones, bibs, activity manuals and other resources that enable children to play football anytime and anywhere. Just Play is designed to promote the involvement of boys and girls in sport and encourage their social development, and to ensure a lasting impact by training teachers and community members to deliver sports activities for children by themselves.

Sport and playing assist children’s holistic development, social skills and, of course, their physical health, among other benefits.

### BUDGET

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount (€)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012-14</td>
<td>300,000</td>
</tr>
<tr>
<td>2015</td>
<td>150,000</td>
</tr>
<tr>
<td>2016</td>
<td>110,000</td>
</tr>
<tr>
<td>2017</td>
<td>100,000</td>
</tr>
</tbody>
</table>

### KEY FIGURES

- **5,000** children have taken part weekly including 600 girls
- **250** coaches, including 60 female coaches, have been trained
- **30,000** footballs have been distributed since 2013

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75% OF DEATHS IN THE PACIFIC ARE CAUSED BY NON-COMMUNICABLE DISEASES SUCH AS OBESITY AND DIABETES.  
WORLD HEALTH ORGANIZATION, 2011

---

ONE IN FIVE SYRIANS IS NOW A REFUGEE.  
JORDAN HOSTS 937,830 SYRIAN REFUGEES, 57,140 IRAQI REFUGEES AND TWO MILLION PALESTINIAN REFUGEES.  
UNHCR, 2015

- **240,000** children have taken part since October 2009
- **4,000** teachers and community members have been trained
- **73** jobs created in the Pacific
- **11** countries and territories have been involved
- **9** project leaders across the Pacific
Every year, the UEFA Foundation for Children issues a call for projects in the fields of health, education, access to sport, personal development, integration of minorities and protection of children's rights.

In order to achieve its objectives, the foundation establishes programmes involving football or sport in general, either running its own projects or working in partnership with other entities.

The foundation may advise, work with or support any organisation or project that has similar goals or seeks to provide development aid.

It may also provide humanitarian or emergency assistance, acting alone or in partnership with other organisations.

**Health and Social Integration through Sport**

The support for the John Giles Foundation aims to promote sports and a healthy lifestyle among children from disadvantaged communities in Ireland.

This project aims to:
- Promote sports activities within disadvantaged communities in Ireland;
- Prevent obesity and social exclusion;
- Help to strengthen club structures and local entities, in order to foster the social integration of vulnerable sectors of the population.

**Improving the Living Conditions of Street Children in Angola**

Samusocial International is helping to promote an inclusive society by strengthening partnerships in aid of children and increasing emergency accommodation.

This project aims to:
- Improve access to basic social services and the quality of care given to children and young people living on the streets of Luanda through football;
- Support community organisations and public institutions involved in helping street children;
- Develop recreational sports activities for street children.

**A Library for Children in Ziguinchor**

UEFA Foundation for Children finances Libraries without Borders and the setup of a multimedia library in a kit (Ideas Box) for organisations that work with street children.

This project aims to:
- Improve the integration and access to education of street children and child workers, girls in particular;
- Strengthen family ties and ties between the family and the school system.

**Fight Against Social Exclusion in Burkina Faso**

Samusocial Burkina Faso is contributing to the fight against social exclusion in Burkina Faso by improving the situation of vulnerable children and helping them to get off the streets.

This project aims to:
- Help children to get off the streets through reuniting them with their families and vocational training;
- Help to detect and prevent physical and psychological violence against street children and respond to it using football.

**Projects Established in 2015/16**

<table>
<thead>
<tr>
<th>Country</th>
<th>Total Project Funding</th>
<th>Total Cost</th>
<th>Foundation Funding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Senegal</td>
<td>€96,957</td>
<td>€122,996.13</td>
<td>€368,677</td>
</tr>
<tr>
<td>Angola</td>
<td>€502,533</td>
<td>€500,000</td>
<td>€37,174.40</td>
</tr>
<tr>
<td>Republic of Ireland</td>
<td>€500,000</td>
<td>€100,000</td>
<td>€137,174.40</td>
</tr>
</tbody>
</table>

**Direct Beneficiaries (special attention is given to girls):**
- 7,500 Children
- 500 Children
- 3,000 Children

**Projects Duration:**
- 2 years
- 3 years
- 5 years

**Direct Beneficiaries:**
- 750 Children a year
- 3 years

**According to UNICEF estimates, 3,500 children and young people live on the streets of Ouagadougou.**

**120 Million or One in Every Five Children Live on the Streets around the World, and 30 Million of Those Children Are African.**

UN, 2012
RAISING AWARENESS OF THE DANGERS OF UNEXPLODED MINES AND MUNITIONS

The UEFA Foundation for Children supports the Spirit of Soccer project in Iraq, whose objectives revolve around two topics:
- preventing children in at-risk communities having accidents linked to unexploded mines and munitions;
- developing sporting and recreational activities for displaced groups.

ONE GOAL FOR EDUCATION

Implemented by the European Football for Development Network (EFFDN Foundation), the ‘One Goal for Education’ project aims to:
- contribute to the personal development of children aged 8 to 15 through football and clubs in their communities;
- support vulnerable children within the educational system;
- strengthen mutual respect and promote messages of tolerance between people from different communities;
- develop an e-learning platform and guide with the project’s methodology and distribute them to European clubs.

INCLUSIVE EDUCATION FOR THE CHILDREN OF EAST JERUSALEM

Implemented by Terre des Hommes Italy, this project aims to provide access to inclusive education and sport for children of East Jerusalem, helping schools to:
- identify the challenges and support children with additional educational needs;
- make full use of the resources available within and in relation to the school environment;
- mobilise existing resources in schools and the wider community;
- establish inclusive spaces in schools where curricular and extracurricular activities are promoted;
- strengthen school staff, involving caregivers and university students in the educational process.

The aim is to enable schools to improve the quality of the learning/teaching process in order to address the individual needs of their students, ensuring participation and equal opportunities. An integral part of that process is the provision of access to extracurricular activities, especially sports-related activities. The project is expected to have long-term benefits in terms of the fight against child labour and poverty, while preserving and developing the children’s cultural identity.

PLAY FOR POSITIVE CHANGE

The UEFA Foundation for Children supports Play for Change in Nepal, the aims of which are to:
- provide access to sport for vulnerable children, particularly girls;
- set up sports activities and local leagues in the 14 schools in the district;
- develop training for coaches and teachers in local communities.

BELGIUM, ENGLAND, ISRAEL, THE NETHERLANDS, SCOTLAND

The ‘One Goal for Education’ project aims to:
- support vulnerable children within the educational system;
- strengthen mutual respect and promote messages of tolerance between people from different communities;
- develop an e-learning platform and guide with the project’s methodology and distribute them to European clubs.

Danske Bank

BELGIUM, ENGLAND, ISRAEL, THE NETHERLANDS, SCOTLAND

The ‘One Goal for Education’ project aims to:
- support vulnerable children within the educational system;
- strengthen mutual respect and promote messages of tolerance between people from different communities;
- develop an e-learning platform and guide with the project’s methodology and distribute them to European clubs.
The Council of Europe and members of the European Parliament want sport to be a tool to encourage the ‘settlement of populations’ in the camps from where people are migrating, and, at the same time, to take action to facilitate the integration of migrants in European communities.

The foundation is aiding displaced and migrant children in three ways:

- Help for refugees in countries bordering conflict zones;
- Emergency humanitarian aid in Europe;
- Support for the integration of migrant populations in Europe.

It is also supporting displaced persons in Ukraine.

In Lebanon, the foundation is giving financial aid to run projects that use football to strengthen social cohesion, encourage reconciliation and peaceful coexistence within communities and promote education. Our partners are:
- FC Barcelona’s foundation
- Cross Cultures Project Association
- Streetfootballworld
- Anera

The UEFA Foundation for Children is continuing to help refugees in the Middle East. In Jordan it is widening its scope to include giving financial support to the Asian Football Development Project’s programme to increase school capacity, making it possible for refugees to attend school.

The Foundation is supporting a project run by Terre des Hommes (Switzerland) for unaccompanied children and families with children under five in Croatia, FYR Macedonia, Greece and Serbia.

There are 65.3 million refugees in the world today. UNHCR

There is a quarter of the refugees who came to Europe in 2015 were children. UNHCR, 2016

A special fund has been created to facilitate the integration of migrant populations, and of child refugees in particular, in host communities in Europe. Activities are being run by NGOs, national football associations and the wider football family. To date, 23 organisations in 15 European countries are involved in this project, which is being coordinated by Streetfootballworld.

Achievements

- 3,311 refugees received emergency aid in northern Greece
- 9,632 refugee children participated in recreational and learning activities
- 313 children in difficulty (200 girls and 113 boys) benefited from consultation sessions with psychologists

The specifies details of organisations involved in the tool and the coordination of their projects.
UEFA Foundation for Children · Activity Report 2015/16

2015 FOUNDATION AWARD

International Foundation of Applied Disability Research

Autism is a severe child development disorder that appears before the age of three. It is characterised by isolation, problems with social interaction, problems with language and non-verbal communication, repetitive behaviour and restricted interests.

Autism is therefore characterised by three cumulative elements:
- problems with communication;
- problems with social interaction;
- problems with behaviour.

The foundation's board of trustees decided to give the 2015 award to the International Foundation of Applied Disability Research (FIRAH) for its four-year project to improve communication and education for autistic children in Europe, demonstrating the foundation’s desire to improve the lives of autistic children and their families, and to give them hope for the future.

FIRAH is working with a number of partners on this project: notably representatives of international and national associations for autistic children and their families; educational, social and medical services that come into contact with autistic children every day; and universities and research centres. These partners are:

- Autism-Europe – EU
- INSHEA (the higher national institute of training and research for the education of young disabled people and adapted teaching) – France
- Autism Foundation Luxembourg – Luxembourg
- University of Mons – Belgium
- National Autistic Society – UK
- National Centre for Scientific Research – France
- EESP (school of health and social work) – Switzerland

The project is being implemented chiefly in six European countries in order to keep it relatively local and focused on the real needs of families.

The main aims of the project are:
- to facilitate access to the latest educational material and equipment such as robots and tablets;
- to train families and professionals working with autistic children and raise their awareness so that they can help autistic children make use of new technology;
- to create and run applied research projects based on the needs and expectations of autistic children and their families.

2016 FOUNDATION AWARDS

The new selection system aims to acknowledge and raise the profile of community groups and recognise their contribution to the activities they support. To be eligible for an award, charities must be linked to football, or sport in general, and seek to promote peace, integration, social harmony, respect for differences and the fight against discrimination.

2016 RECIPIENTS

- streetfootballworld
  - Developing a high-quality network of local organisations that together use football to drive social change
  - €200,000

- Colombiansitos
  - Improving the quality of life of children in selected communities in Colombia by promoting access to education and sport, in particular football
  - €200,000

- Just Play
  - Improving the well-being of children aged 6 to 12 in the Pacific through development projects
  - €200,000

- Right To Play
  - Enabling children to link their knowledge to their experiences and to apply what they learn in their everyday lives through a programme of education and empowerment using football
  - €200,000

- Magic Bus
  - Improving the quality of life of children in India through sport and mentoring
  - €200,000

APPROXIMATELY 1 IN 150 CHILDREN IN EUROPE ARE DIAGNOSED WITH AUTISM, A ‘SPECTRUM DISORDER’ FROM WHICH AN ESTIMATED FIVE MILLION EUROPEANS SUFFER.

AUTISM EUROPE
GLOBAL REACH
The UEFA Foundation for Children is active on all five continents.

AREAS
- Health and disability
- Refugees
- Personal development
- Access to sport
- Material support

FIGURES
- Percentage of total projects
- Share of overall funding (excluding material support)

AMERICA
- Brazil
- Colombia
- 5%
- 10%

AFRICA
- Angola
- Burkina Faso
- Ethiopia
- 15%
- 2%

AFRICA
- Chad
- DR Congo
- Eritrea

EUROPE
- Albania
- Belgium
- Bosnia and Herzegovina
- France
- Germany
- 47%
- 64%

ASIA
- Laos
- Jordan
- Lebanon
- Nepal
- 9%
- 6%

AQUANIA
- American Samoa
- Cook Islands
- Fiji
- 24%
- 18%

OCEANIA
- Solomon Islands
- Tonga
- Vanuatu
- 2%
- 10%

GLOBAL REACH
10%
**ACTIVITIES FOR ALL**

Three projects, cooperation with EURO 2016 SAS gave young people across France and from around the world a taste of the action.

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**EURO FOOT JEUNES SCHOOLS’ TOURNAMENT**

From 29 May to 5 June 2016, in the run-up to UEFA EURO 2016, the cities of Lille and Lens hosted a European schools’ football tournament, organised jointly by France’s Union nationale du sport scolaire, the International School Sport Federation, EURO 2016 SAS and the French Football Federation.

The tournament ambassadors, Laura Georges, Djibril Cissé and Rio Mavuba, watched on as the Turkish and Brazilian teams won the boys’ and girls’ competitions respectively. Quite apart from their on-field performances, the EURO FOOT Jeunes participants formed new friendships and had a great time together.

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**20,000 CHILDREN’S SMILES AT UEFA EURO 2016**

The UEFA Foundation for Children offered 20,000 UEFA EURO 2016 match tickets to institutions that work with vulnerable children in France, including those affected by family problems, social exclusion, health issues or abuse. The children concerned were aged between 12 and 18 and came from the ten host cities and the surrounding areas.

This project was run with the backing of the host cities, which selected the partner organisations, and gave the youngsters a once-in-a-lifetime opportunity to watch a UEFA EURO 2016 match. They all had an unforgettable time.

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**INTERNATIONAL SOLIDARITY TOURNAMENT**

The streetfootball-world Festival ’16 project brought together young people from some of the most deprived communities in all parts of the world, united by a shared passion for football. Held in Lyon from 28 June to 7 July 2016 under the auspices of the Sport dans la Ville association, this festival was the largest event ever organised by streetfootballworld, a global network of community organisations with a common objective: to change the world through football.

The festival kicked off with meetings for the heads of delegation, who were able to learn about and discuss programmes and new ideas that they could implement on returning to their respective communities.
Making Children’s Dreams Come True

More than 1,750 children attended some of the biggest events in European football.

The UEFA Foundation for Children works to make children’s dreams come true – children who are very seriously ill, children who are highly vulnerable, children who have been separated from their families or society as a whole, children who have simply been cast aside.

Their dream is to watch a major football match, attend a final or meet their favourite player, and the UEFA Foundation for Children makes those dreams a reality, with the help of Europe’s football family, organisations that work with such children on a daily basis and the foundation’s network of volunteers.

Numerous partners help with these initiatives, including charitable organisations, commercial partners, national football associations, clubs and players.

Football United for Peace, August 2015 – Tbilisi

On the occasion of the 2015 UEFA Super Cup, the Georgian Football Federation and the UEFA Foundation for Children gave 1,000 disadvantaged children from Georgia and eight European countries facing crises or conflict (plus chaperones) the opportunity to join the stars of FC Barcelona and Sevilla FC and the match officials in a giant human chain as part of a momentous call for peace. Four Georgian children also sang the John Lennon song Imagine, conveying a powerful message of peace through unity under the slogan Football United for Peace.

"Yusuf is not in an easy situation, but your efforts have helped to give him memorable moments of joy. He was really excited and happy after this experience and we are sure that this dream will help him in his daily battle against his disease."

Association Rêves

Ticket Numbers

2014/15 UEFA Europa League Final
27 May 2015 – Warsaw
200

2014/15 UEFA Champions League Final
6 June 2015 – Berlin
200

2013-15 UEFA European Under-21 Championship Final
30 June 2015 – Prague
100

2015 UEFA Super Cup
11 August 2015 – Tbilisi
1,000

2015/16 UEFA Champions League
23

2015/16 UEFA Europa League Semi-finals (Second Legs)
5 May 2016 – Liverpool and Seville
100

2015/16 UEFA Europa League Final
18 May 2016 – Basel
190

2015/16 UEFA Champions League Final
28 May 2016 – Milan
30
A FOOTBALL FIELD FOR DREAMS

Children and young people in Madrid’s Cañada Real district, one of the most economically deprived areas in Spain, now have a safe new place to play sport. The UEFA Foundation for Children and FedEx, the main sponsor of the UEFA Europa League, recently gave a new artificial football pitch to Red Deporte y Cooperación, a non-profit organisation belonging to the streetfootballworld network which seeks to use football to drive social change.

That brand new, fully functional pitch, which is equipped with changing facilities, is environmentally sustainable and was built in less than a week. Its innovative and modular design has many advantages, including low running costs.

LIVING THEIR DREAMS

FedEx also supplemented that initiative by giving disadvantaged children preferential access to its player escort programme for the semi-finals and the final of the 2015/16 UEFA Europa League.

A total of 44 children from disadvantaged communities were integrated into the FedEx player escorts programme at the semi-finals of the UEFA Europa League in Seville and Liverpool.

In addition, 100 disadvantaged children were invited to the player escorts programme.

IN-KIND SUPPORT FOR STREETFOOTBALLWORLD FESTIVAL 16

Turkish Airlines, an official partner of UEFA EURO 2016, gave the UEFA Foundation for Children a donation in kind worth €50,000 by giving away plane tickets to children taking part in the streetfootballworld Festival 16 in Lyon this summer.

SUPPORT FOR STREETFOOTBALLWORLD FESTIVAL 16

Hublot, makers of the official watch of UEFA EURO 2016, donated €20,000 to the UEFA Foundation for Children in order to allow children to enjoy the magic of football during the tournament.

That money was used to help finance the streetfootballworld Festival 16, an event in Lyon sponsored by local organisation Sport dans la Ville, which ran from 28 June to 7 July. Children from all four corners of the globe came together to celebrate UEFA EURO 2016, culminating in an international solidarity tournament from 4 to 6 July.
INTERNAL OPERATIONS

VOLUNTEERING, FUNDRAISING AND EVENTS

A number of imaginative activities have been organised by UEFA staff and other volunteers and fundraisers in support of the UEFA Foundation for Children.

Volunteers and activities

‘Dreams’ group
A group of 23 volunteers has been tasked with making seriously ill children’s dreams come true.

In cooperation with the organisations Rêves (France), Princesse Manon (France) and Étoile filante/Sternschnuppe (Switzerland) and the Swiss branch of Make-A-Wish, these volunteers help to coordinate activities with the clubs involved, put in place programmes tailored to each individual child and accompany the children.

Thanks to this initiative, children get to meet their favourite players, attend their teams’ training sessions, go behind the scenes at stadiums and experience the excitement of European competitions. Surrounded by their families, they are given the chance to live their dreams.

A total of 23 children have had their dreams come true as a result of this initiative: 7 at UEFA EURO 2016 in France, 4 at the 2015/16 UEFA Champions League final in Milan and 12 at other UEFA Champions League matches.

None of this would be possible without the cooperation of major European clubs and their players, who have helped to bring joy to these children.

During UEFA EURO 2016, there were also volunteers stationed in all ten stadiums to welcome children who were attending matches as part of the 20,000 Children’s Smiles project.

Funding

UEFA gift shop
All profits made by the UEFA gift shop, which opened on 18 May 2015, go to the UEFA Foundation for Children, which donates that money to local organisations helping children. In 2016, all profits are going to the Theodora Children’s Charity, which works to improve the lives of children undergoing hospital treatment.

Christmas collection, December 2015
Last winter, UEFA staff donated items to be sent to the Zaatarï refugee camp in support of projects aimed at children. Thanks to their generosity, we were able to send two containers of goods to the camp, including sports equipment, office materials for the camp’s House of Sports and schools, and second-hand toys, which brought smiles to the faces of young Syrian refugees.

Semi-finals and final of the UEFA Youth League, 15 and 18 April 2016 – Nyon
All ticketing revenue from last season’s finals weekend in Nyon was donated to the UEFA Foundation for Children. In addition, all clubs taking part in the competition were invited to submit videos demonstrating their ball skills. A total of 36 clubs rose to the challenge, and the videos were published on all UEFA platforms, with UEFA’s jury choosing FC Barcelona as the winners. These two activities will help to finance projects making children’s dreams come true during the 2016/17 season.

Sports

Charity runs, June 2015
Two charity runs were held last summer in support of the UEFA Foundation for Children, and 263 UEFA staff took part. As part of Terre des Hommes Lauzanne’s Journey Towards Life project, money was donated for every kilometre covered in order to finance surgery and post-operative care for children with heart problems.

1000km challenge, May to December 2016
More than 40 UEFA staff set themselves a sporting challenge this summer to complete at least 1,000km between May and December by cycling (1km = 1 point), running (1km = 4 points) or swimming (1km = 10 points). For each point, UEFA has agreed to pay CHF 1 to the UEFA Foundation for Children.

Dizzy Goals challenge, 3 September 2015
The UEFA Foundation for Children supports The Global Goals, an organisation which is working to achieve three main objectives worldwide:

► Ending extreme poverty
► Fighting inequality and injustice
► Tackling climate change

To this end, UEFA staff took the Dizzy Goals challenge during UEFA’s interdivisional football tournament last autumn, and a video was published on social networks.

Information

Debate evening on the subject of refugees, 25 June 2015
Last summer, the UEFA Foundation for Children organised a debate evening on the subject of refugees. The evening was run by a representative of the Office of the United Nations High Commissioner for Refugees and staff who have been working at the Zaatarï refugee camp since 2013, in partnership with the Asian Football Development Project.

Internal operations

Football Development Project
Since 2013, in partnership with the Asian Football Confederation, the UEFA Foundation for Children has supported the Football Development Project, working at the Zaatari refugee camp and helping children. The evening was focused on the subject of refugees. The evening was an opportunity for UEFA staff to discuss in depth the challenges faced by these young Syrian refugees.

Charity runs, June 2015
Two charity runs were held last summer in support of the UEFA Foundation for Children, and 263 UEFA staff took part. As part of Terre des Hommes Lauzanne’s Journey Towards Life project, money was donated for every kilometre covered in order to finance surgery and post-operative care for children with heart problems.

Outline

Football Development Project
Since 2013, in partnership with the Asian Football Confederation, the UEFA Foundation for Children has supported the Football Development Project, working at the Zaatari refugee camp and helping children. The evening was focused on the subject of refugees. The evening was an opportunity for UEFA staff to discuss in depth the challenges faced by these young Syrian refugees.
The Peace and Sport Awards reward the expertise of organisations that work to achieve peace through sport by means of initiatives that employ the very best practices in this area. The award was presented to the foundation by the president of Peace and Sport, Joël Bouzou.

Commenting on the award, the chairman of the UEFA Foundation for Children, José Manuel Durão Barroso, said: ‘I am delighted that the work of our foundation, which is only taking its first steps, has been recognised at such a prestigious awards ceremony. We are very proud of the work we do around the world and look forward to embracing new projects which can improve the lives of children’.

**AWARDS**

**RECOGNISING ACHIEVEMENTS TO DATE**

The UEFA Foundation for Children – at the time not even a year old – was selected as foundation of the year at the 2015 Peace and Sport Awards.

**AWARD-WINNING PROJECTS**

**ZAATARI REFUGEE CAMP**

**FOOTBALL UNITED FOR PEACE - TBILISI**

**THE FOUNDATION IN NUMBERS**

- **2015**
  - The UEFA Foundation for Children is launched

- **51**
  - Projects supported by the foundation to date

- **44**
  - Countries in which the foundation is supporting projects

- **500,000**
  - Children and young adults who have benefited from the foundation’s support

- **21,680**
  - Children who have attended UEFA matches, including finals, thanks to the foundation

- **20**
  - Tonnes of material sent by the foundation to support projects in aid of children

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"WE LOOK FORWARD TO EMBRACING NEW PROJECTS WHICH CAN IMPROVE THE LIVES OF CHILDREN."

José Manuel Durão Barroso
COMMUNICATION AND PROMOTION

GETTING THE WORD OUT

A vast array of communication tools were used to promote the UEFA Foundation for Children’s first year of activities.

Visual identity
Since the start of its operations in April 2015, the foundation has had a visual identity composed of a logo and a set of graphic elements that aid communication and promote positive values, notably diversity, by using a full colour palette.

Online presence
On 24 April 2015, the UEFA Foundation for Children launched its official bilingual website to promote its role, its projects and the decisions taken by its board of trustees.

French: https://fondationuefa.org/
English: https://uefafoundation.org/

The UEFA Foundation for Children is also on social networks, notably Facebook, Twitter, YouTube and, more recently, Instagram. All of these are updated regularly and are used to promote specific activities.

The Twitter account has around 3,000 followers and the Facebook page has around 4,300 likes.

Publications
The foundation has published advertorials in UEFA Direct, UEFA’s monthly magazine, in the programmes for matches at which it is running activities and in the January 2016 edition of the Sport and Citizenship journal. Between April 2015 and June 2016, 21 articles were published.

Exhibitions
The foundation has run two photo exhibitions, the first on the lives of children in the Zaatari refugee camp in Jordan, and the second on Just Play, the grassroots football programme in the Pacific Islands. These exhibitions were shown on the occasions and dates below.

Audiovisual
Clips and short films (14 videos/testimonies in total) have been produced about the foundation’s role and some of its projects and activities. These communication tools have enabled us to increase the number of visits to our social network sites.

Events
At the 2015 UEFA Super Cup, which pitted FC Barcelona against Sevilla FC in Tbilisi on 11 August, the UEFA Foundation for Children used the decor of the stadium and for the ceremony to promote a message of peace in Europe. Around 1,000 children from conflict zones joined the two teams and the referee team to form a human chain. This symbolic act aimed to send a strong message: Football United for Peace.

The ceremony received a lot of media coverage, and was watched live by a TV audience of 90 million.

EXHIBITIONS

UN open day – Geneva
Zaatari – Jordan
Peace and Sport Awards – Monaco
Zaatari – Jordan
UEFA Futsal EURO – Belgrade
Zaatari – Jordan
Play for Peace – Brussel
Zaatari – Jordan
UEFA Youth League final phase – Nyon
Zaatari – Jordan
Visions du Réel – Nyon
Zaatari – Jordan
UEFA Congress – Budapest
Just Play
Champions League Festival – Milan
Zaatari – Jordan
Senate garden – Paris
Just Play
Lille town hall
Just Play
Australian embassy – Paris
Just Play
Sport dans la Ville – Lyon
Zaatari – Jordan
Zaatari refugee camp – Jordan
Zaatari – Jordan

COMMUNICATION AND PROMOTION

ADVERTISING

Advertising boards at stadiums
In April 2015 the foundation’s logo featured on the advertising boards around the pitch at the semi-finals and finals of the UEFA Champions League and the UEFA Europa League.

Clips on the giant screens in the fan zones during UEFA EURO 2016 in France
At half-time, those who had come to the fan zones to watch UEFA EURO 2016 matches – a potential audience of nearly four million – were able to watch a video explaining the foundation’s activities.

Adverts in publications
An A4 advert with links to the foundation’s communications platforms and a QR code has been included in most of UEFA’s publications. The foundation also features in the UEFA Champions League and UEFA EURO 2016 sticker albums.

The ceremony

There was also a giant UEFA EURO 2016 ball on the train. The ball was signed by local dignitaries at each of the different stops as a sign of their support for children throughout the world and especially their right to play.

Merchandising
The UEFA Foundation for Children has developed a range of stationery and souvenirs featuring its logo. The products are sold in the gift shop at UEFA’s headquarters, and profits from these sales are used to finance charitable activities in aid of children in the local area.

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Accounting principles applied in the preparation of the financial statements

**Foreign currency**
The UEFA Foundation for Children’s financial records are maintained in euros as the majority 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 the period.

**Unrealised exchange losses** are booked in the statement of activities, and unrealised exchange gains are provided for in the balance sheet.

**Exchange rates**

<table>
<thead>
<tr>
<th>Foreign/SSISS FRANC</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Closing rate:</strong> 1.088</td>
</tr>
<tr>
<td><strong>Historical rate:</strong> 1.038</td>
</tr>
<tr>
<td><strong>Average rate:</strong> 1.078</td>
</tr>
</tbody>
</table>

**Balance Sheet as at 30 June 2016**

<table>
<thead>
<tr>
<th>Assets</th>
<th>30 June 2016 (in EUR)</th>
<th>30 June 2016 (in CHF)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash and cash equivalents</td>
<td>441,398</td>
<td>480,329</td>
</tr>
<tr>
<td>Receivables from UEFA</td>
<td>3,143,733</td>
<td>3,421,010</td>
</tr>
<tr>
<td>Other receivables</td>
<td>4,200</td>
<td>4,570</td>
</tr>
<tr>
<td><strong>Total current assets</strong></td>
<td>3,589,330</td>
<td>3,905,909</td>
</tr>
<tr>
<td><strong>Total assets</strong></td>
<td>3,589,330</td>
<td>3,905,909</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Liabilities</th>
<th>30 June 2016 (in EUR)</th>
<th>30 June 2016 (in CHF)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current liabilities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other payables</td>
<td>18,644</td>
<td>20,288</td>
</tr>
<tr>
<td>Provision for unrealised exchange gains</td>
<td>4,200</td>
<td>4,570</td>
</tr>
<tr>
<td>Allocated contributions</td>
<td>2,567,658</td>
<td>2,794,125</td>
</tr>
<tr>
<td><strong>Total current liabilities</strong></td>
<td>2,586,302</td>
<td>2,864,293</td>
</tr>
<tr>
<td><strong>Foundation capital</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Foundation capital</td>
<td>1,000,000</td>
<td>1,038,350</td>
</tr>
<tr>
<td>Net result for the period</td>
<td>3,029</td>
<td>3,266</td>
</tr>
<tr>
<td><strong>Total foundation capital</strong></td>
<td>1,003,029</td>
<td>1,041,616</td>
</tr>
<tr>
<td><strong>Total liabilities</strong></td>
<td>3,589,330</td>
<td>3,905,909</td>
</tr>
</tbody>
</table>

**Statement of Activities for the Period from 13 April 2015 to 30 June 2016**

<table>
<thead>
<tr>
<th>DONATIONS</th>
<th>13 April 2015 to 30 June 2016 (in EUR)</th>
<th>13 April 2015 to 30 June 2016 (in CHF)</th>
</tr>
</thead>
<tbody>
<tr>
<td>From UEFA allocated to projects</td>
<td>5,967,103</td>
<td>6,424,633</td>
</tr>
<tr>
<td>From UEFA allocated to administration costs</td>
<td>1,034,487</td>
<td>1,104,892</td>
</tr>
<tr>
<td>From other parties</td>
<td>38,857</td>
<td>41,907</td>
</tr>
<tr>
<td><strong>Total donations</strong></td>
<td>7,020,446</td>
<td>7,571,431</td>
</tr>
<tr>
<td>Contributions to projects</td>
<td>5,992,788</td>
<td>6,463,119</td>
</tr>
<tr>
<td>Administrative expenses</td>
<td>1,034,487</td>
<td>1,104,892</td>
</tr>
<tr>
<td>— Salaries and social charges</td>
<td>620,377</td>
<td>669,066</td>
</tr>
<tr>
<td>— Building and IT costs</td>
<td>175,000</td>
<td>190,997</td>
</tr>
<tr>
<td>— Other administrative expenses</td>
<td>227,000</td>
<td>244,829</td>
</tr>
<tr>
<td>Financial expenses</td>
<td>3,029</td>
<td>3,266</td>
</tr>
<tr>
<td><strong>Total expenses</strong></td>
<td>7,017,418</td>
<td>7,568,164</td>
</tr>
<tr>
<td><strong>Net result for the period</strong></td>
<td>3,029</td>
<td>3,266</td>
</tr>
</tbody>
</table>

**Value in Kind**

The following UEFA EURO 2016 materials were collected after the tournament and will be distributed to projects benefiting children around the world.

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Unit price (EUR)</th>
<th>Total (EUR)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lanyards</td>
<td>25,000</td>
<td>1.0</td>
</tr>
<tr>
<td>Computers</td>
<td>250</td>
<td>900.0</td>
</tr>
<tr>
<td>Printers</td>
<td>40</td>
<td>1,000.0</td>
</tr>
<tr>
<td>TVs</td>
<td>5</td>
<td>1,500.0</td>
</tr>
<tr>
<td>Bats</td>
<td>49</td>
<td>70.0</td>
</tr>
<tr>
<td>Equipment</td>
<td>26,000</td>
<td>1.2</td>
</tr>
<tr>
<td>Balls</td>
<td>6,800</td>
<td>12.0</td>
</tr>
<tr>
<td>Telephones</td>
<td>150</td>
<td>60.0</td>
</tr>
<tr>
<td>Belts</td>
<td>4,000</td>
<td>4.0</td>
</tr>
<tr>
<td>T-shirts</td>
<td>35,000</td>
<td>3.5</td>
</tr>
<tr>
<td>Jackets</td>
<td>300</td>
<td>10.0</td>
</tr>
<tr>
<td>Uniforms</td>
<td>600</td>
<td>10.0</td>
</tr>
<tr>
<td>Leather belts</td>
<td>40</td>
<td>25.0</td>
</tr>
<tr>
<td>Media packs</td>
<td>1,000</td>
<td>20.0</td>
</tr>
<tr>
<td>Caps</td>
<td>3,500</td>
<td>3.0</td>
</tr>
<tr>
<td>Shoes</td>
<td>1,300</td>
<td>15.0</td>
</tr>
<tr>
<td>Socks</td>
<td>3,000</td>
<td>1.8</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Contributions to Projects

Contributions to projects are accounted for based on the contractual obligations of the UEFA Foundation for Children. Allocated contributions not yet granted to specific projects are disclosed in the ‘Allocated contributions’ section of the balance sheet (liabilities).

<table>
<thead>
<tr>
<th>Contribution Description</th>
<th>Effective contributions (in EUR)</th>
<th>Allocated contributions (in EUR)</th>
<th>Contributions over the period (in EUR)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Football at the Za'atari refugee camp,</td>
<td>248,092</td>
<td>11,908</td>
<td>260,000</td>
</tr>
<tr>
<td>Asian Football Development Project</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Just Play, Oceania Football Confederation</td>
<td>700,000</td>
<td>700,000</td>
<td></td>
</tr>
<tr>
<td>UEFA legacy</td>
<td>948,092</td>
<td>11,908</td>
<td>960,000</td>
</tr>
<tr>
<td>Union nationale du sport scolaire</td>
<td>160,000</td>
<td>240,000</td>
<td>400,000</td>
</tr>
<tr>
<td>Sport dans la Ville</td>
<td>225,000</td>
<td>275,000</td>
<td>500,000</td>
</tr>
<tr>
<td>UEFA EURO 2016 legacy</td>
<td>385,000</td>
<td>515,000</td>
<td>900,000</td>
</tr>
<tr>
<td>International Foundation of Applied Disability Research</td>
<td>400,000</td>
<td>600,000</td>
<td>1,000,000</td>
</tr>
<tr>
<td>UEFA Foundation for Children Award 2015</td>
<td>400,000</td>
<td>600,000</td>
<td>1,000,000</td>
</tr>
<tr>
<td>Libraries without Borders</td>
<td>77,566</td>
<td>19,391</td>
<td>96,957</td>
</tr>
<tr>
<td>John Giles Foundation, Ireland</td>
<td>80,000</td>
<td>20,000</td>
<td>100,000</td>
</tr>
<tr>
<td>Terre des Hommes, Italy</td>
<td>40,000</td>
<td>60,000</td>
<td>100,000</td>
</tr>
<tr>
<td>Samusocial International, Burkina Faso</td>
<td>54,870</td>
<td>82,304</td>
<td>137,174</td>
</tr>
<tr>
<td>Samusocial International, Angola</td>
<td>49,198</td>
<td>73,798</td>
<td>122,996</td>
</tr>
<tr>
<td>Spirit of Soccer, Iraq</td>
<td>69,300</td>
<td>161,700</td>
<td>231,000</td>
</tr>
<tr>
<td>European Football for Development Network, One Goal for Education</td>
<td>130,500</td>
<td>139,500</td>
<td>279,000</td>
</tr>
<tr>
<td>Play for Change</td>
<td>15,068</td>
<td>22,601</td>
<td>37,669</td>
</tr>
<tr>
<td>Call for projects 2015</td>
<td>525,502</td>
<td>579,295</td>
<td>1,104,796</td>
</tr>
<tr>
<td>Football Federation of Ukraine</td>
<td>100,000</td>
<td>150,000</td>
<td>250,000</td>
</tr>
<tr>
<td>Terre des Hommes International</td>
<td>200,000</td>
<td>500,000</td>
<td>750,000</td>
</tr>
<tr>
<td>Asian Football Development Project</td>
<td>500,000</td>
<td>500,000</td>
<td>1,000,000</td>
</tr>
<tr>
<td>streetfootballworld</td>
<td>838,545</td>
<td>161,455</td>
<td>1,000,000</td>
</tr>
<tr>
<td>Exceptional donation by founder for migrants</td>
<td>1,138,545</td>
<td>861,455</td>
<td>2,000,000</td>
</tr>
<tr>
<td>Other donations</td>
<td>27,992</td>
<td></td>
<td>27,992</td>
</tr>
<tr>
<td>Total</td>
<td>3,425,130</td>
<td>2,567,658</td>
<td>5,992,788</td>
</tr>
<tr>
<td>Total in CHF</td>
<td></td>
<td></td>
<td>6,463,119</td>
</tr>
</tbody>
</table>
Without the support and enthusiasm of countless partners and volunteers, the UEFA Foundation for Children would not have been able to get involved in so many projects during its first year. We would like to record our appreciation to all these ‘friends’ of the foundation and look forward to continuing to pursue our cause alongside them.

In 2015, UEFA, the founder of the foundation, was appointed as a permanent friend. According to the foundation’s statutes, a friend of the foundation is an individual or institution who or which shows a particular attachment to the cause of the foundation, be it by their actions, connections or contributions.

A list of organisations and companies that were partners of the foundation, be it by their actions, connections or contributions:

**International organisations**
- Office of the United Nations High Commissioner for Refugees
- International School Sports Federation
- European Football for Development Network
- Theodora Children’s Charity
- Libraries Without Borders
- Movement on the Ground
- Make-A-Wish
- Magic Bus
- Libraries Without Borders
- KICKFAIR
- Solomon Islands, Tahiti, Tonga and Vanuatu
- New Caledonia, New Zealand, Papua New Guinea, Samoa, Just Play – Oceania: American Samoa, Cook Islands, Fiji, John Giles Foundation – Ireland
- Johan Cruyff Foundation – Netherlands
- Just Play – Oceania: American Samoa, Cook Islands, Fiji, New Caledonia, New Zealand, Papua New Guinea, Samoa, Solomon Islands, Tahiti, Tonga and Vanuatu
- KickFAR! – Germany
- Libraries Without Borders – France
- Magic Bus – India
- Make-A-Wish – Switzerland
- Movement on the Ground – Greece
- Oltalom Sport Association – Hungary
- Organization Earth – Greece
- Peace and Sport – Monaco

**Private entities**
- Air pur et soleil – France
- AMANDLA EduFootball – Germany
- Asian Football Development Project
- Balon Mundial – Italy
- Champions ohne Grenzen – Germany
- Colombiantos – Colombia
- Cross Cultures Project Association – Denmark
- Diogenes – Greece
- ELISA-ASILE – Switzerland
- Étoile Niante/Sternschuppe – Switzerland
- European Football for Development Network – Netherlands
- Hapoel Tel-Aviv FC, Montrose FC, Greenock Morton FC, Manchester United Foundation, Tottenham Hotspur Foundation, Feyenoord Foundation and NEC Doelbewust
- FC Internationale Berlin 1980 e.V.
- Feyenoord Foundation and NEC Doelbewust
- Manchester United Foundation, Tottenham Hotspur Foundation, Liverpool FC

**Events**
- UEFA EURO 2016
- Private entities for this project: schools, sports clubs, rehabilitation and medical centres, and child protection organisations.

**20,000 Children’s Smiles**

The UEFA EURO 2016 host cities chose more than 400 state or private entities to make our projects a reality:

Bordeaux, Lens, Lille, Lyon, Marseille, Nice, Paris, Saint-Denis, Saint-Brieuc and Toulouse

**State entities**
- Basel city council
- Sevilla city council
- Tbilisi city council
- The French Senate
- The UEFA EURO 2016 host cities: Bordeaux, Lens, Lille, Lyon, Marseille, Nice, Paris, Saint-Denis, Saint-Brieuc and Toulouse

**Private companies**
- CBE
- FedEx Express
- Future Learning
- Hublot
- Konami
- Orange
- Panini
- Printways
- Pro Advertising
- Turkish Airlines
- TV Media Sport
- Vario Display

We would also like to thank all the players and team staff who have taken part in our projects.

**Clubs**
- Chievo Verona
- Club Atlético de Madrid
- FC Barcelona
- FC Bayern München
- Galatasaray AS
- Juventus
- Liverpool FC

**Volunteers, staff and partners**

The UEFA Foundation for Children wishes to thank everyone who has supported us financially and enabled us to make our projects a reality.

Thanks to you, solidarity and football have become the cornerstone of the foundation’s cause, using the magic of football to make a difference to the lives of children who need it most.

**Many thanks...**

to everyone who has supported us financially and enabled us to make our projects a reality:

**State entities**
- Basel city council
- Sevilla city council
- Tbilisi city council
- The French Senate
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**THANK YOU**
UEFA Foundation for Children
Route de Genève 46
CH-1260 Nyon 2