



Laureus
SPORT FOR
GOOD



Annual Review 2020

Fighting Against The Odds

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EVERY TIME
SPORT DEFEATS
INEQUALITY,
EVERYONE WINS.

Marvelous Achievements, in Honour of Marvelous



If the last year has shown us anything, it is that no-one is immune to the pain of loss. Sometimes, when we see graphs showing hundreds of thousands of deaths, the numbers become too big to imagine – but each number represents a life lost, and with each loss a family, friends, teammates, and colleagues have been deeply touched.

For me, and for so many of my colleagues in the Laureus Academy, March 2021 provided a moment of sadness to rival any other, with the passing of our colleague Marvelous Marvin Hagler, who died unexpectedly at his home, aged 66. A champion in every sense of the word, Marvelous proved himself a great fighter in the ring and a greater hero outside it. His love for life, for his wife Kay and his family, and for the world of sport were unmatched.

Marvelous, like our colleagues in the Academy, shared a fundamental belief in the power of Sport for Good. He was energised by the time he spent with young people, seeing how sport could play a role in overcoming the toughest challenges they faced. In that he shares so much with all of us, and I know he would be proud of every one of the stories told in this Annual Review.

2020 once again proved the truth of Madiba's words. It proved there has never been a greater need to break down racial barriers, to laugh in the face of discrimination. It proved that there has never been a greater need to speak to youth. It proved that we can create hope, and overcome despair.

My thanks go to our Global Partners – IWC Schaffhausen, Mercedes-Benz and MUFG – and all those who supported Laureus Sport for Good in 2020, a most extraordinary year. All of us in the Laureus Academy have, over the years, formed lasting connections with the many programmes we have visited all over the world. As the pandemic tightened its grip, we knew that its terrible consequences would include a threat to the continuation of this work that makes such a difference to so many young lives. And so my special thanks go to the coaches and programme leaders serving young people on the ground, to the Laureus staff working to support them, and to the Academy Members and Ambassadors who continue to give their time to deliver against that call to action from President Mandela.

Together, we will continue to show that sport has the power to change the world. I know Marvelous will be cheering us on.

Edwin Moses,
Chair, Laureus Sport for Good

A Team Game

It might sound strange to say, given the focus of the Laureus World Sports Awards on recognising the pinnacle of excellence and inspiration in sport, but it is rare we stop work at Laureus and celebrate success.

That has been especially true during COVID-19. With the pandemic exacerbating the challenges faced by the young people we serve, the partners we support and the sector we are so proud to be part of, 2020 was a year of harder work than ever – often with more limited resources and in more difficult scenarios. There was very little time to look around and congratulate each other on a job well done.

Sometimes, though, we need to do so – not least because the efforts of our staff, our partners, our Academy Members and Ambassadors not only continued throughout the pandemic, but increased their impact. The numbers in this report bear that statement out: our work helped 97,960 children and young people feel less socially isolated despite lockdown. 58,641 had an increased sense of belonging in their communities despite being shut away. With schools around the world closed, we still helped 98,354 children and young people to attend, positively engage with, and/or complete education. With domestic violence rising, 10,337 children and young people took action against violence against girls and women. 53,945 young people were provided with the relevant soft and technical skills required to access employment opportunities. And despite the challenges the economy faced, our dedicated Employability programmes helped over 39,772 children and young people to access work experience and internships.

Credit goes again to our partners on the ground for delivering against all odds. I would like to express our gratitude to them, and to the Laureus team who found new ways of working together to support those in need, despite being physically separated from their colleagues and facing their own challenges from the pandemic. Credit and heartfelt thanks also go to our funding partners, especially our Global Partners – IWC Schaffhausen, Mercedes-Benz and MUFG – who despite the many priorities and demands on their time and budget, and alongside their own incredible efforts to tackle the worst effects of the pandemic, continued to support this vital work.

Sport for Development is a team game. Working together, we believe we can overcome any challenge. Even in a time of lockdowns and social isolation that remains the case.

Thank you for your support.

Adam Fraser,
Chief Executive, Laureus Sport for Good



2020: A Year of Unique Challenges

Inequality did not stay at home during lockdown. The secondary effects of the pandemic actually contributed to an increase in violence, discrimination and disadvantage in 2020. Mental health and wellbeing deteriorated due to the isolation of lockdown, youth unemployment exploded, domestic violence and child abuse increased, and rampant inequality led to increasing levels of discrimination and violence in our societies.

Laureus' partners on the ground, working to address all those challenges even at the best of times, found their role harder than ever. For long periods of 2020, public

health restrictions closed off their venues and prohibited the gatherings of people which are the normal setting for Sport for Development programmes. The tennis, netball and basketball courts were locked up, the football and rugby pitches were roped off. Athletic tracks, swimming pools, ski pistes and even schools were closed.

Our partners across the world faced new and daunting challenges in their mission to support young people. In these pages you will find out how some of them overcame those challenges, finding innovative ways to deliver the programmes that continued to change lives in these extraordinary times.



Sport dans la Ville, France

Sport dans la Ville is one of France's leading nonprofits, supporting underserved children and young people through sport since 1998. Laureus works with them to help girls aged 10-16 overcome gender stereotypes. When countrywide lockdown put a hold on all their activities, Sport dans la Ville quickly adapted, shifting all their projects to online delivery. They stayed in touch with all their participants via social media, delivered sports and employability sessions via Zoom and Microsoft Teams to keep them active, and provided emotional support with individual follow-ups and mentoring.

ChildFund Rugby, Vietnam

ChildFund Rugby uses an integrated rugby and life-skills curriculum in their 'Pass It Back' programme to equip young people from vulnerable communities across Asia to overcome challenges, inspire positive social change and take active leadership roles within their communities. Activities for the 'Pass it Back' programme in the Laureus-funded area of Hoa Binh, Vietnam had to be halted from the end of January until mid-May, which allowed the programme to reset its curriculum through a COVID lens. Two programmes were quickly developed in response to the restrictions: 'Reconnect Rapid' provided children aged 5-18 with tag-rugby and life-skills sessions to reconnect with their peers in a safe and positive environment. 'Reconnect Teams' supported players to develop social and emotional competencies.



Peres Center for Peace, Israel

The Peres Center for Peace and Innovation is one of Israel's leading nonprofit NGOs, developing and implementing peacebuilding programmes. In the 'Playing Fair, Leading Peace' programme, Youth Leaders are selected to receive training on the proven 'Peace Education through Sport' methodology and then implement activities with Jewish and Arab schoolchildren from different schools. In response to the strict lockdown, the Peres Center adapted this programme to online delivery throughout the year. Educational materials on diversity, culture, and inter-language learning were developed in Hebrew and Arabic. The Young Leaders also hosted live-streamed football sessions for the children to practise their football skills while at home. Unfortunately, in-person activities planned for the twinned communities could not take place, but virtual sessions allowed the children to engage together online.

“We place important value on participation in Laureus learning communities in terms of our programmatic growth and the exchange of new ideas and best practices with colleagues in sport and development around the world.”

Peres Center for Peace and Innovation

St Columb's Park House, Northern Ireland

St Columb's Park House opened as a peace and reconciliation centre in 1994, offering a shared space for peaceful activism. In 2019 and 2020, they took part in the Creating Pathways Programme, a partnership between Laureus and Fight for Peace. Working closely with the Personal Development Unit at Magilligan Prison, they offer personal development, sport and education programmes to young offenders in Northern Ireland. COVID-19 severely affected the delivery of the

programme, as in-person activities were suspended and remote delivery was not an option as access to the internet is strictly prohibited for prisoners. St Columb's Park House successfully negotiated with the Department of Justice, who authorised access to virtual learning and sport sessions using Zoom. As important as this was for the participants, this was also a recognition of the importance of the programme itself, one of only a handful that were able to continue in the prison throughout the pandemic.



Boxgirls, Kenya

Boxgirls Kenya uses boxing to empower girls in Nairobi, creating safe spaces to learn about their rights, promoting their leadership, ensuring access to education, strengthening self-esteem and confidence, and eventually leading to dignified lives in secure communities, in which they are valued as equal members of society. During lockdown, Boxgirls restructured their activities to find safe ways to support the girls by scaling down the numbers of participants in activities, running more sessions, and designing mini versions of tournaments and summits, enabling social distancing. They also engaged more with parents and ran fitness and education sessions for the girls at home.

Active Communities Network, UK

Active Communities Network, ACN, uses sport to build young people's skills, confidence and self-esteem to ensure they can succeed in employment, education and training. Laureus has been supporting their work in London, Manchester, Belfast and Portsmouth since 2008, adding the Republic of Ireland in 2019. In the summer of 2020, after months of lockdown, hundreds of frustrated youngsters gathered at Portsmouth harbour to practise 'tombstoning', which, linked to the use of alcohol and drugs, escalated an existing

conflict with residents and local businesses. ACN partnered with the Royal Navy to use their diving pool, gathered a group of 13- to 15-year-olds and engaged Jaimee Gump, a member of the South African National Team, to be their coach during the summer. They practised a new skill safely, learned the impact of their actions in the community, and stayed out of trouble. ACN is already planning adding a new coach to the team for summer 2021: Peter Waterfield, British diver and Olympic silver medallist.

TRASO, Mexico

TRASO is based at the heart of Tacubaya, an underserved neighbourhood in Mexico City. Founded in 2013, TRASO uses the power of boxing to prevent violence, narcotrafficking and delinquency, and to promote education, life skills and peace. TRASO joined the Laureus family in 2016 with their CAPAZ programme, which supports children aged 5-12 and their parents through boxing, education,

and therapy. During lockdown, TRASO quickly developed and adapted to online learning, offering both live and pre-recorded boxing and educational classes to their participants. TRASO also continued to offer socially distanced and much-needed 1:1 and group therapy classes to participants and families from their long-standing partnership with the Universidad Iberoamericana.



Soccer In The Streets, USA

Soccer In The Streets empowers Atlanta's youth through soccer training, character development and employability programmes. When lockdown struck, they faced the challenge of retaining their coaches. Their salaries are paid from income derived from charitable contributions, which were severely reduced during the pandemic. 38 of their 42 coaches were contractors, which meant they could not benefit from the government's Payroll Protection scheme. Soccer In The Streets reacted quickly and changed the focus of their programme delivery. They ran online homework programmes and food delivery to families and developed an eight-week learning curriculum including soccer training videos delivered online or via phone by a coach, tailored to the individual needs of each participant. This shift opened new funding opportunities, allowing them to retain most of their capacity and reach youth in new ways.

We attended the Sharing Communities, with all other organisations part of the Laureus portfolio in Brazil, and we consider it very important, as there were opportunities to share learning, which was crucial to support us in adapting and meeting our project objectives during the COVID-19 pandemic."

Eduardo Pacheco, HURRA

Responding to Crisis

At the onset of the COVID-19 crisis, the Sport for Good Response Fund was launched by Laureus Sport for Good, ensuring that Sport for Development programmes across the world could continue and providing vital new channels to support young people during the pandemic. Through the Response Fund we were able to support 90 Sport for Development organisations in 24 countries with small grants and strategic support.

As a collaborative initiative, the Response Fund proved the power of partnerships. The Fund was launched in partnership with Beyond Sport, Comic Relief, LA84

Foundation, Hong Kong Rugby Union Community Foundation, Kevin Durant Charity Foundation and Degree and Zurich Foundation. Together, we ensured that Sport for Development remained available to support children and young people. Together, we helped address the secondary effects of the pandemic in areas such as mental health and wellbeing, education, domestic and gender-based violence, and lack of employment opportunities.

A few examples of what Sport for Development organisations did with support from the Response Fund:



Disability Sports Coach, UK

With up to 75% of their usual participants lacking internet access, Disability Sports Coach in the UK sourced and distributed 200 packs of sports equipment, allowing members and their families to remain physically active from the safety of their own homes. They also created free activity cards of fun and engaging ways to use the sports equipment. For those with internet access, online initiatives with their coaches helped people stay connected and reduced isolation. Disability Sports Coach reached close to 3,000 participants with disabilities during lockdown, reducing feelings of isolation and improving mental and physical wellbeing.

“Laureus supported us to create a more robust Safeguarding Policy where we have adopted a COVID safeguarding policy too”

Wil Summers, Tamworth Boxing Club



Luta Pela Paz, Brazil

Through the Sport for Good Response Fund, Luta Pela Paz (Fight for Peace) supported young women across the 16 communities of Maré, a favela in Rio de Janeiro. Their programme aimed to mitigate the deepening of gender inequality and build networks of protection for girls and young women who found themselves left more vulnerable by the secondary impact of the

pandemic. Luta Pela Paz recognised and responded to domestic violence, creating safe online/phone spaces and offered psycho-social support for those most vulnerable, equipping young women and girls with accurate information and access to external protection services, and providing overall emergency support. The programme continues in 2021.



Indochina Starfish Foundation, Cambodia

How do you maintain a safe, supervised football programme for children in the midst of a pandemic? Indochina Starfish Foundation in Cambodia came up with 'Social Distancing Football'. The children have to wear face masks, and must maintain a minimum two-metres distance between players. Those who break the rules are penalised by being sent off to 'quarantine' areas. Each player also has their temperature taken and must wash their hands before taking to the pitch. "COVID-19 couldn't stop me from playing football," says Nha Nha, who was able to connect with friends, have fun and continue to play the game she loves.

CASE STUDY:

Rafa Nadal Foundation: New Partners in Spain

What happens when the Laureus mission is shared by a sporting legend? Proof that the power of sport can change lives, even when faced with the most demanding of circumstances.

In July 2020, Laureus joined forces with the Rafa Nadal Foundation for the benefit of vulnerable children and young people, specifically collaborating with the Rafa Nadal Foundation Centre in Palma that engages with children and young people from multi-ethnic, disadvantaged neighbourhoods. Created in 2014, the Rafa Nadal Foundation Centre in Palma cares for more than 250 vulnerable young people and their families each year. Programming delivered at the centre focuses on fostering educational values such as team spirit, respect, and effort, always using a range of different sports as the essential element. In 2020, during the COVID-19 crisis, the

Foundation went to great lengths to continue supporting the community with food support, school support, physical activities to help get people moving again, and by adapting the programme delivered in the centre.

Most of the other work that Laureus has supported in Spain has focused on social inclusion and education. One of the first partners in the country to be supported with Laureus funding was Special Olympics. The organisation works in 172 countries across the world and focuses on children and young people with intellectual disabilities.

Other programmes supported over the years include 'Pass the Net', implemented by the Madrid Tennis Federation to support 14- to 18-year-old children at risk of social exclusion, the 'I Have A Dream' scholarship programme run by AGM Sports, and 'To Our Heroes' by Alex Foundation, which works with children and young people with different abilities.

"Athletics have changed my outlook on life", Pablo, 18, says.

Pablo joined the Rafa Nadal Foundation Centre programme in Mallorca in 2014 when he was only 11 years old. Back then, he was struggling with school and friendships. Due to a difficult situation at home with his parents, and

with a biological mother whom he hardly saw, Pablo was not motivated to study, and his academic results showed it. He could not keep up with school, and this had further negative effects in how he related to other people.

After joining the programme, the coaches and mentors began working with Pablo to give him tools that would help him deal with the situation at home. They also started working with him to develop his attitude towards learning and to help him find out what motivates him in life.

Sport played a critical role in this process. It was here he began to discover hidden interests and talents. It was through participation in sport activities that he began to feel valued and to build self-confidence and develop the resilience that would help him in tough times.

Pablo is now training to become an athletics coach in a local club in Mallorca. He hopes to one day join the Rafa Nadal Foundation Centre as a coach to give back and support other children who find themselves in difficult situations.



Time Well Spent

The IWC Drawing Competition creates a unique link between IWC Schaffhausen, one of Laureus' Global Partners, and the young people served by the Laureus Sport for Good programmes.

The competition offers young people from Laureus-supported programmes around the world the opportunity to use their creative flair to produce a piece of artwork, which in 2020 was under the theme 'Time Well Shared'.

Participants from Laureus-supported programmes aged 4-16 are given the opportunity to design their own personal artwork, showing the value of sport to them. Following a shortlisting process, three finalists are presented in a public vote to choose the winner, with the winning design engraved on the back of the following year's IWC Schaffhausen 'Laureus Sport for Good' special edition timepiece. In addition, the winning participant receives a special meeting with a Laureus Academy Member or Ambassador, and the participant's programme will receive an additional €5,000 donation.

IWC has been a proud Global Partner of Laureus since 2005, supporting the

organisation in its mission to use the power of sport to transform the lives of disadvantaged youth around the world. The 2021 Laureus Sport for Good timepiece will be IWC's 15th special edition.

The dial of each limited-edition timepiece is produced in a distinctive 'Laureus' blue colour, with colours slightly varying in each edition. The blue is intended as a symbol of hope. Each timepiece is produced with the unique engraving, designed by a young person from a Laureus-supported programme. This engraving serves as a reminder that a portion of the proceeds from sales goes to help support Laureus Sport for Good programmes, who use the power of sport to help young people overcome violence, discrimination and disadvantage.

The winner of the 2020 IWC Drawing Competition was Melissa Mejía Castilla, age 12, from Colombia.

**Athletics have
changed my
outlook on life"**



CASE STUDY:

Laureus in Japan: Play Academy, MUFG and More

COVID-19 may have delayed the 2020 Tokyo Olympic and Paralympic Games, but Japan has still been central in the world of sport in recent years after a series of flagship events including the 2019 Rugby World Cup. The South Africa team that won that tournament were named Team of the Year at the 2020 Laureus World Sports Awards, but Japan also shone in the spotlight – with the swashbuckling style of their national team and the country's passion for sport and for bringing together different communities and cultures from around the globe.



However, a commitment to the power of sport in Japan must by necessity go far beyond the elite level – not least to positively impact the lives of girls suffering from significant gender inequality. The Global Gender Gap Index 2020 shows that Japan ranks 121st of 153 countries, demonstrating that this inequality is one of the fundamental social issues affecting women in Japan. Girls drop out of sport at a far higher rate than boys, especially during puberty, and the corresponding issues of mental health and wellbeing follow a similar timeline: 73% of Japanese boys age 14 say they like themselves, compared to only 46% of girls. Japanese girls' confidence peaks at 10 years old, and from then on it is in steady decline.

These issues lie at the core of a project launched by one of Japan's leading athletes and supported by Laureus Sport for Good. 'Play Academy with Naomi Osaka' was launched as a partnership between the tennis star, Laureus and Nike in 2020, and aspires to level the playing field for girls through the power of sport. It provides fun and positive play experiences through sport and aims to help girls become positive role models. Naomi's ability to leverage the support of her partners has been key, with Mastercard, Yonex, BodyArmor Sports Drink and Levi's also pledging their support. The initiative announced its first three Japanese grantee partners on International Women's Day 2021. Laureus' Global Partner, MUFG, has also been key to support of the initiative, investing significant funds in its support of girls across Japan. After this initial success, the programme is expanding into Los Angeles and Haiti.



“Sport has been a huge part of my life and it makes me proud to know that, through Play Academy, more girls will have the chance to have fun through sport, building confidence, self-esteem and leadership skills for life in the process”

Naomi Osaka

Naomi is not the only sporting legend determined to see Sport for Development make a difference in the lives of Japanese youth. Advocating for the work Laureus Sport for Good supports in Japan are Laureus Ambassadors and Olympic stars Dai Tamesue and Yuko Arimori, footballer Shinji Kagawa, gymnastic legend Kohei Uchimura and tennis champion Ai Sugiyama. Together with Laureus and our Partners, these sporting legends are collectively committed to an objective summed up in the stated partnership between Laureus and MUFG: 'to empower a brighter future through the power of sport'.

To that end, Laureus Sport for Good has been able to support a range of other programmes in the country, from those using sport to engage young people with intellectual disabilities and learning difficulties, to those using climbing to empower youth with physical disabilities, to those focused on girls' life skills, mental health and academic achievement, with an overall goal to create more equal opportunities for girls and women to participate and lead in sport and in their communities.

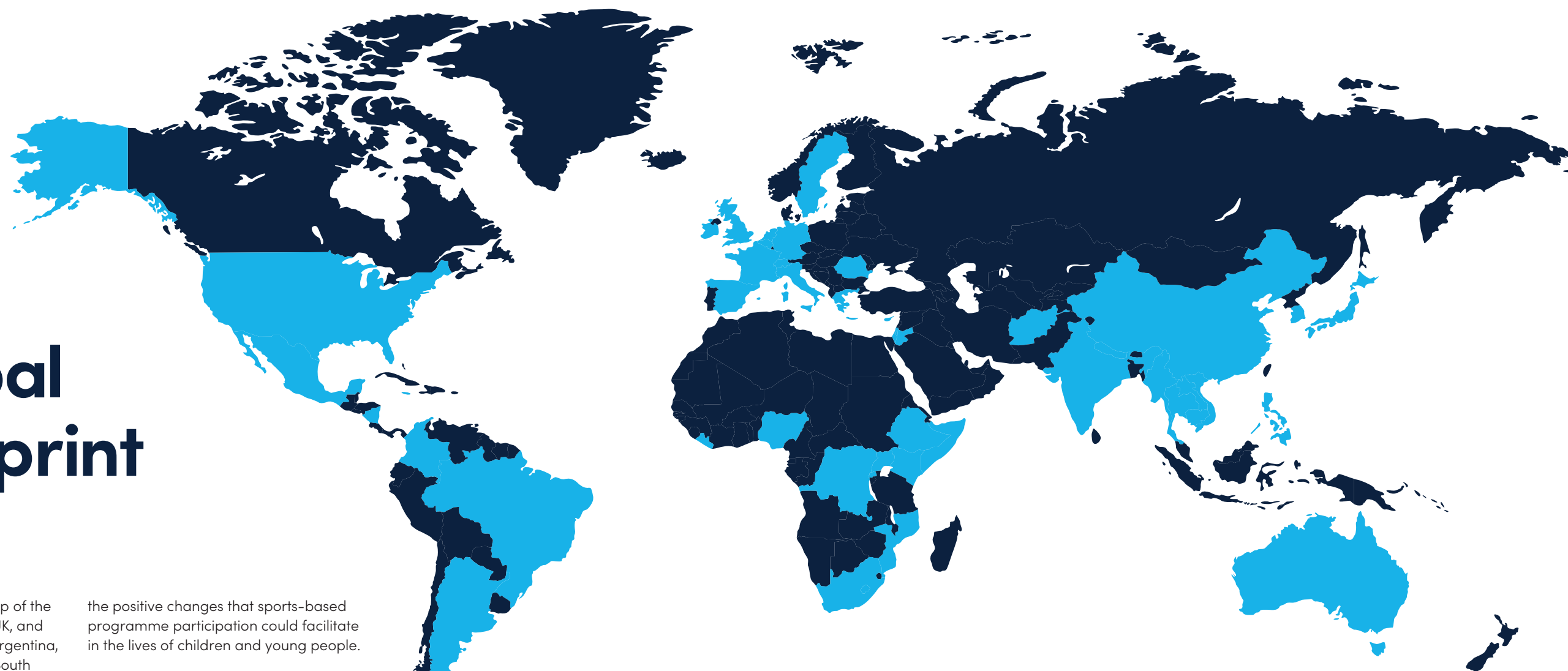
Global Footprint 2020

Laureus Sport for Good is made up of the Global Foundation, based in the UK, and National Foundations located in Argentina, Germany, Italy, the Netherlands, South Africa, Spain, Switzerland and the USA. For the first time ever, this annual review includes programmes and activities delivered and supported by all Laureus Global and National foundations.

We are delighted to continue to play a key role in creating the body of evidence for the impact that purposefully delivered, sports-based programmes can have on youth development across the world. 2020 was a difficult year for evidencing this impact, as much of the conventional Sport for Development programmes found their way into the virtual space or needed to be adapted in other ways to changing delivery conditions. Still, in collaboration and conversation with our more than 250 partners in 51 countries and territories, we did find ways to tell the story about

the positive changes that sports-based programme participation could facilitate in the lives of children and young people.

With pitches, tracks, pools and courts closed for most of the year, programme participation numbers were bound to drop in 2020. Still, through the commitment and creativity of our programme partners and staff, supported by our funding partners, we managed to directly support more than 270,000 children and young people (52% who identify as male, 47.8% who identify as female, and 0.2% who identify outside of male/female gender categories) via comprehensive, ongoing programme activities. Including our additional investments in trauma-sensitive coach training, train-the-trainer programmes, the Sport for Good Response Fund, Innovation Fund, and other scalable initiatives and wider outreach, we reached a total of more than 810,000 children and young people in communities around the world.



We support and implement programmes in these countries and territories:

- | | | | |
|------------------------------------|------------------------|-----------------------|----------------|
| ▶ Afghanistan | ▶ France | ▶ Liberia | ▶ South Africa |
| ▶ Argentina | ▶ Germany | ▶ Mexico | ▶ South Korea |
| ▶ Australia | ▶ Greece | ▶ Mozambique | ▶ Spain |
| ▶ Austria | ▶ Grenada | ▶ Myanmar | ▶ Sweden |
| ▶ Belgium | ▶ Hong Kong SAR, China | ▶ Nepal | ▶ Switzerland |
| ▶ Brazil | ▶ India | ▶ Netherlands | ▶ Thailand |
| ▶ Cambodia | ▶ Israel | ▶ Nicaragua | ▶ Uganda |
| ▶ China | ▶ Italy | ▶ Nigeria | ▶ UK |
| ▶ Colombia | ▶ Jamaica | ▶ Palestine | ▶ USA |
| ▶ Cyprus | ▶ Jordan | ▶ Philippines | ▶ Vanuatu |
| ▶ Democratic Republic of the Congo | ▶ Kenya | ▶ Republic of Ireland | ▶ Vietnam |
| ▶ Ethiopia | ▶ Laos | ▶ Romania | |
| | ▶ Lesotho | ▶ Rwanda | |
| | | ▶ Somalia | |

Global Impact

When the United Nations launched the Sustainable Development Goals (SDGs) in 2016, Laureus joined the governments of the world in their aim to achieve these targets by 2030.

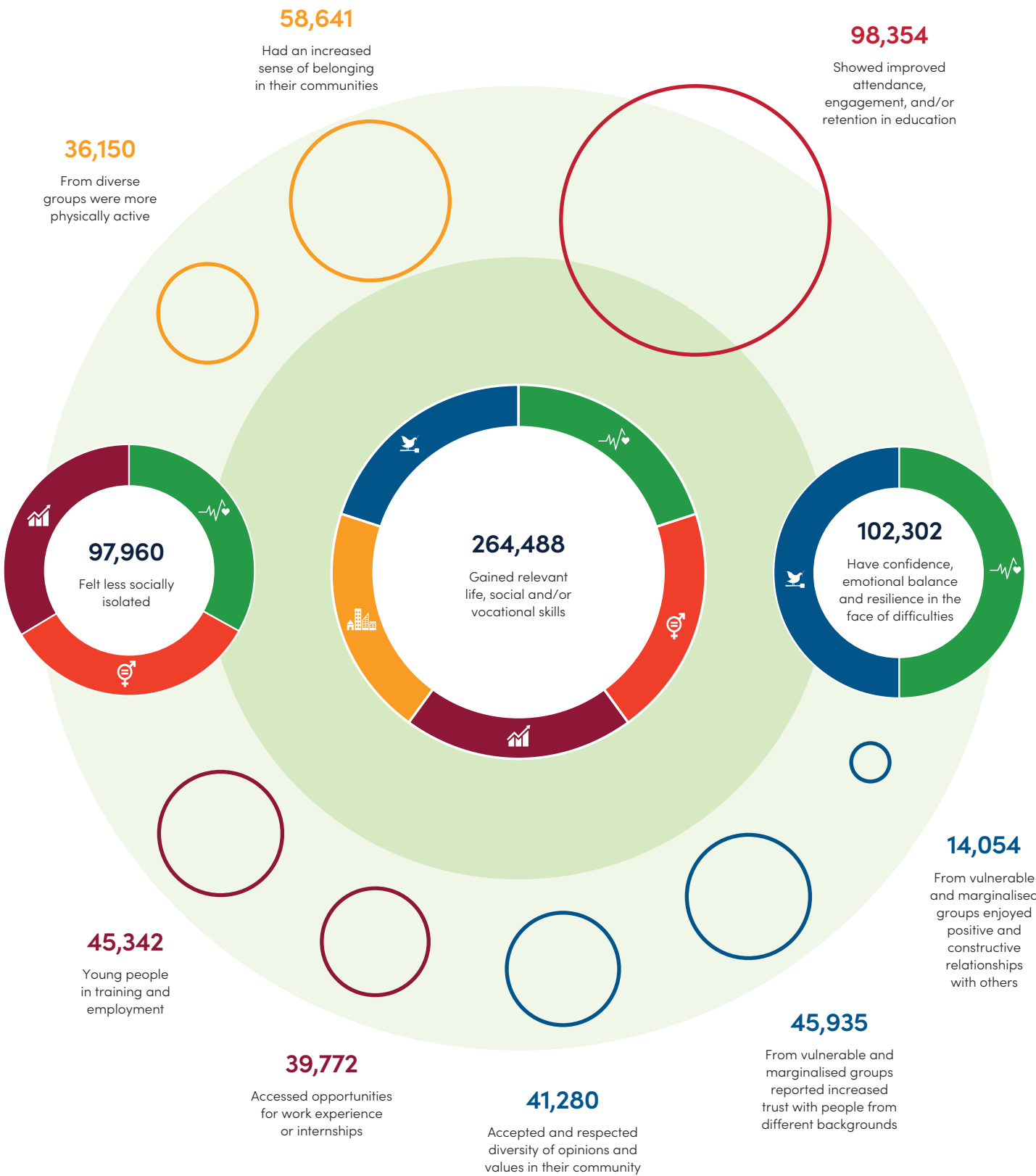
Using the power of sport, we have found our efforts and support particularly efficient in six Social Focus Areas (SFAs). These are Health & Wellbeing, Education, Women & Girls, Employability, Inclusive Societies and Peaceful Societies. And cutting across all of them, we promote and monitor Environmental Sustainability, Gender Equality, Safeguarding, Good Governance and Financial Transparency and Accountability. In total, Laureus contributes to more than half of the SDGs.

In 2020, we supported more than 250 programmes across 51 countries and territories. We directly impacted a total

of 270,369 boys and girls, young women and young men, and children and young people who define their gender in non-binary terms. In each case, they engaged with one of the supported programmes over a sustained period, experiencing not only the activities themselves but also the changes happening in their lives as a result of participating in purposefully delivered Sport for Development programmes.

We endeavour to capture this direct impact in our framework of Key Performance Indicators (KPIs). These are developed to look at short-, mid- and long-term outcomes of the programmes we support. In the following pages, we show some of the achievements from programme delivery in 2020. In some instances, the indicators are specific to one SFA, and in some cases they are cross-cutting.

Outside of this impact reporting, we also launched the Sport for Good Response Fund, in partnership with others in the sector, to support organisations during lockdown. This special fund allowed us to provide strategic and financial support to 90 organisations in 17 countries across the world. On page 10 you can learn more about this initiative, which enabled additional support to children and young people in times of crisis.



Our Social Focus Areas:

- Health & Wellbeing**
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 Societies**
Creating communities which embrace ethnic, cultural and physical differences
- Peaceful Societies**
Resolving conflict, promoting community peace-building and creating safe spaces

How We Work

Our vision is to use the power of sport to end violence, discrimination, and disadvantage; proving that sport can change the world.

► **Supporting**

Sport for Development programmes that 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.

► **Strengthening**

Strengthening the Sport for Development sector through impact measurement, research, knowledge-sharing, and network creation.

► **Highlighting**

Highlighting serious social issues faced by children and young people, we promote the use of sport as a vehicle to achieve the UN's Sustainable Development Goals, and

we unlock greater resources for the Sport for Development sector through effective advocacy and communications.

Recognising that change can only happen with multiple levels of interventions, we work both from the bottom up, by strengthening organisations and collaboration, and from the top down, by influencing and collaborating with governments, international development organisations and other key decision-makers in shaping our societies. And we aim to manage and facilitate knowledge-brokering, networking and sector-building in between these levels.

We continue to prove that sport is a powerful and cost-effective tool to help children and young people face challenges in their lives. And from our 20 years of history at the forefront of the Sport for Development community, we have developed a depth of understanding and corresponding credibility in our field.

Safeguarding

In 2020, Laureus became a signatory to the International Safeguards for Children in Sport, committing to working towards safer sport and Sport for Development for children. To support this, we promote and advocate for the Safeguards through our networks, and we commit to embed them in our work.

Throughout June–August, we reviewed our safeguarding policy, and it now explicitly states this commitment. In this review, we expanded the scope of the policy from children to include young people and vulnerable adults, thus better reflecting the range of programmes and activities we support and carry out. And in the review, to better support our partners adapting their work during the COVID-19



INTERNATIONAL SAFEGUARDS
FOR CHILDREN IN SPORT

crisis, we included a section on online safeguarding, developed together with UNICEF. Find our policy at laureus.com/safeguarding

We received four safeguarding incident reports from three partners in 2020. All of these were reported to our Board of Trustees, who expressed their gratitude to our partners for putting the interests and safety of the alleged victims at the heart of their responses and for managing the complicated situations well.

Health & Wellbeing

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.

Strong social networks, self-confidence and resilience are key elements for a physically and emotionally healthy life. They allow us to bounce back from challenges and crisis. In 2020, of the 97,960 children and young people in total who reportedly felt less socially isolated, 46,084 of them experienced these feelings in the context of improving mental health and wellbeing, which contributes to positive, independent lives. Furthermore, 56,183 reported feeling more confident, emotionally balanced and resilient in the face of difficulties. And 22,053 children and young people in programmes dedicated to mental health

and wellbeing reported being better equipped to employ coping mechanisms and make good life choices.

Increase in knowledge around sexual and reproductive health, leading to positive behaviour change

In 2020, 44,645 children and young people participating in programmes explicitly dedicated to raising sexual health awareness felt they had increased their knowledge about their bodies and sexual and reproductive health rights. A further 45,487 reported that they felt better equipped to make more informed decisions about their lives.



97,960

children and young people in total who reportedly felt less socially isolated



56,183

reported feeling more confident, emotionally balanced and resilient in the face of difficulties

Education

Disenfranchised and vulnerable girls, boys, young women and young men attend, positively engage with and complete education.



98,354

children and young people were specifically helped to attend, positively engage with, and/or complete education



56,619

estimated number of girls our support in 2020 has helped

For many children and young people disenfranchised from mainstream education institutions, sport can help engage and inspire. Sport-based learning programmes provide an alternative approach to engage individuals that cannot or are unwilling to continue formal education, opening other opportunities, in more flexible or informal settings, to learn, and even re-engage with formal education. In 2020, an estimated 98,354 children and young people were specifically helped to attend, positively engage with, and/or complete education.

Eliminating gender disparities in education and vocational training; 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. Our support in 2020 has helped an estimated 56,619 girls to improve their attendance, engagement and/or retention in education. This corresponds to 48% of all children and young people who reported on improved attendance and engagement.

Women & Girls

Gender equality and women's empowerment is a cross-cutting priority for all Laureus-funded programmes, leading to **47.8% participation of girls and young women in 2020, which is approximately 25% higher than, as a point of comparison, the general participation rate in sport among 3rd-12th grade students in the USA.**

Ending violence against women and girls

In 2020, a number of programmes continued to measure specifically against contributing towards a life free from violence. Through involvement in Laureus-funded programmes addressing gender-based violence, 24,422 children and young people recognised the right to a life free from violence. And 10,337 children and young people took it a step further, reportedly taking action against violence against girls and women. A further 10,624 girls and young women reported being able to make more informed decisions about their lives.

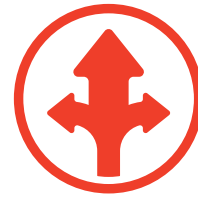
Girls and women's equal participation and leadership

Laureus Sport for Good understands that access to leadership and equal participation of women and girls in society means more than having equal numbers of boys and girls in programmes, or acquiring knowledge and skills. It is also about having the same opportunities to make decisions and to have an equal standing in their communities. In 2020, 14,792 girls and young women felt better equipped to recognise their rights and to feel that equal economic, political and/or social roles exist for them in society. 13,472 girls and young women actively engaged in programmes that aimed at building them as leaders in their communities.



24,422

children and young people recognised the right to a life free from violence



10,624

girls and young women reported being able to make more informed decisions about their lives

Inclusive Societies

Social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion, economic or other status.

When sport programmes are designed to unite, they can become unique platforms to build bridges and bring together people and communities that do not usually engage with each other. When purposely planned, they are an opportunity to level the playing field, become accessible to all and truly give a chance to everyone to play and engage in a safe space.

82,231 children and young people. Their purpose goes beyond being open to all and aims to ensure the inclusion of those usually left behind, helping them to amplify their voices and actively participate and influence decisions affecting their lives. This year, 58,641 children and young people increased their sense of belonging in their communities.

In 2020, Laureus programmes with a focus on ensuring inclusion engaged



82,231

children and young people engaged



58,641

children and young people increased their sense of belonging in their communities

Employability

Children and Young People being provided with the relevant soft and technical skills required to access employment opportunities.

Many of our programmes use sport as a tool to provide young people with soft and technical skills required by the job market. This year, restrictions and lockdowns have truncated the dreams of millions of young people across the world to find their first job or gain work experience through internships and apprenticeships. Through Laureus-supported programmes, 53,945 young people were provided with the relevant soft and technical skills required to access employment opportunities, many of which are also part of the 250,289 who gained broader life and social skills.

Children and Young People who have access to work experience and internships/mentorships

Despite the adversity around the pandemic, dedicated programmes in Employability helped 39,772 children and young people to access work experience and internships.

Children and Young People in training and employment

45,342 children and young people have moved towards being in training or employment, having participated in an employability-focused Sport for Development programme.



53,945

young people were provided with the relevant soft and technical skills



39,772

children and young people to access work experience and internships

Peaceful Societies

Reduced the risk of vulnerable and marginalised children and young people committing violent crime.

Sport and mentoring programmes can be a valuable tool to build life skills and learn how to cope with the challenges of life, away from violence, crime or drug use. In 2020, through participation in these programmes, 49,916 children and young people built positive, non-violent and constructive relationships with others, and 47,936 reduced their risks of committing violent crime.

Culture of peace and non-violence in communities which are, or have been, subject to conflict or violence

Living in an area of conflict or post-conflict implants in children and

young people a picture of human relationships based on antagonism and opposition. They learn how to separate 'them' from 'us' based on different ethnicities, languages and religions. Sport programmes with a focus on peacebuilding aim to find the common ground, to share experiences and engage in constructive dialogue. In 2020, 49,183 children and young people have participated in programmes promoting a culture of peace and non-violence. 45,935 children and young people have reported feeling an increased sense of trust towards others in their communities.



49,916

children and young people built positive, non-violent and constructive relationships with others



45,935

have reported feeling an increased sense of trust towards others in their communities



CASE STUDY:

Laureus Netherlands: Ending Crime Through Sport

In the Netherlands, Laureus Sport for Good is proud to be part of one of the largest interventions using sport to reduce crime anywhere in the world – ‘Alleen jij bepaalt wie je bent’ (AJB).

AJB is an intervention to prevent juvenile delinquency in at-risk youth. Delivered in partnership with the Dutch Ministry of Justice, the programme targets adolescents between the ages of 12 and 18 from disadvantaged neighbourhoods with high crime rates, as well as those in special education or the lowest level of regular education.

The participants spend 6–8 hours per week in the programme for a duration of two years. We engaged with independent auditors to understand the social return on investment into this programme, and the numbers were remarkable. The Netherlands’ Youth Institute now recognises that every €1 invested in the programme provides €19–33 in social return on investment.

Young people are stimulated to take part in structured leisure activities at selected sports clubs. At the sports clubs, supported by professional coaches, the young people

participate in soccer, baseball, or basketball training in special AJB-teams. The coaches are selected based on their ability to act as role models and to support adolescents towards healthy behaviour change. During the training, specific attention is given to behavioural difficulties of the participants.

The programme aims to create a safe, educational environment, with positive relationships between the coach and the participants. The coaches communicate desirable and undesirable behaviour and set a good example for the young people. The participants of AJB are treated in a positive, respectful way and are motivated to join prosocial activities at the sports club. If necessary, the coach provides individual guidance to the participants and discusses concerns about their behaviour with the school.

AJB’s dedicated staff ensure good coordination between the schools and sports clubs. AJB is now being implemented in several municipalities in the Netherlands as well as in Aruba, Curaçao, Bonaire and Sint Maarten, with more than 1,100 young people engaged.

Everyone Wins

I have travelled all over the world in two very different sporting roles: first, as captain of the All Blacks and more recently as chairman of the Laureus World Sports Academy. As part of the New Zealand rugby team, winning was not only our mission, it was our reason for being. With Laureus, I am part of an organisation that finds a different purpose in sport.

As Chairman of the Laureus Academy, I am privileged to lead a new team of extraordinary individuals. Extraordinary not just because of what they’ve achieved in their unrivalled sporting careers, but for what they have done since ‘retiring’. During our travels together with Laureus, we have visited many of the programmes supported by Laureus Sport for Good internationally and have seen the way children and young people in underserved communities use sport to develop skills, resist negative influence – and find hope. The words of our first patron are never far from my mind in these moments: ‘Sport has the power to change the world.’

We at Laureus are reimagining that change with the launch of a new campaign: Everyone Wins. The premise is simple and at the heart of the work we do: In every competition there are winners and there are losers. But every time young people use the power of sport to overcome violence, discrimination and disadvantage, the world becomes a better place. Every time children defeat these opponents, everyone wins.

It’s a fantastic, crisp and clear message which resonates with me and my fellow Academy Members as we’ve all experienced winning and losing but more importantly have seen what happens when that is applied to lives, not games and competitions. We also all share a very powerful understanding of Laureus’ role in helping create opportunities for more children around the world to ‘win’ at life. It’s why we volunteer and lend our support.



CASE STUDY:

Laureus USA: Young Heroes Taking the L.E.A.D.

Laureus USA aims to improve the health, education and social and emotional well-being of youth, providing children and young people with the tools they need to succeed in life.

The USA programme comprises an entire range of different interventions, including grants to individual organisations, targeted coach training, professional development and support to deep-rooted community projects. Of the youth reached in the USA, 50% identify as female, 80% as minorities and 90% are living in low-income households. In addition, the communities we serve are often areas with high educational drop-out and poverty rates. These communities have been hit hardest by COVID-19 and continue to be disproportionately impacted by ongoing racial injustice.

Despite a year of uncertainty, over 85% of youth from supported programmes in the USA demonstrated improvement across educational engagement indicators, 86% showed improvements in social-emotional health outcomes and 88% reported increased feelings of cohesion and inclusion in their communities.

Devon is 19 years old and a recent graduate of Booker T. Washington High School on the west side of Atlanta. He is enrolled in L.E.A.D., a nonprofit that uses baseball to empower at-risk youths to overcome crime, poverty and racism. Devon has been a member of the team for three years and in 2020 was in his senior and final year in high school baseball. He was excited about going out strong and being scouted for college, until the pandemic hit and his hopes felt like they were over. Just a few weeks before the news of baseball being cancelled, he and his family were evicted from their apartment.

L.E.A.D. used their emergency funds and reserves to support Devon's family and others in a similar situation and help them



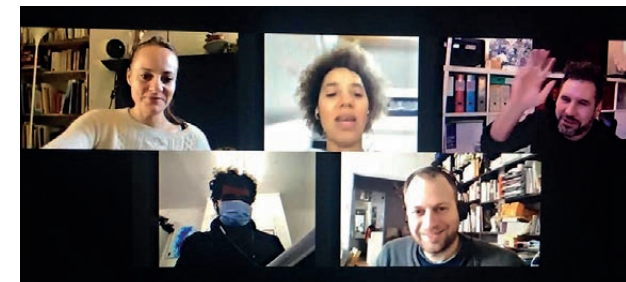
“Although I’m in a really hard situation, I have the right people to help me. I have a platform where I can advocate for other teens who don’t have what I have. A lot of people in my situation don’t have anyone at all.”

survive the global health crisis, which hit the black community in Atlanta hardest.

Devon is now working hard on extra-curricular activities and filling out scholarship applications in order to ensure a better future for himself and his family. His aspiration is to generate wealth for his family now and for generations to come. Devon would like to be able to help both his parents and older siblings start their own businesses and teach all of them what he’s learned about entrepreneurship, networking and investing.

Changing the World, City by City

Laureus Sport for Good has been leading the charge in creating place-based collective social impact through sport in major cities. The Sport for Good Cities programme (also known as Model City) was launched in New Orleans, USA, in 2014, followed by Atlanta, London, New York and Chicago. In 2020, we expanded it further into Paris, New Delhi and Hong Kong SAR, China. At its heart is the idea that when organisations are brought together to 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 deepened and more communities benefit from the power of sport to create change. However, the key to change is for local stakeholders themselves to collectively identify the changes they want to see, and define the process towards achieving them.

When COVID-19 restrictions hit, Laureus USA was able to release \$200,000 funding to help existing partners across the four

Sport for Good Cities, many of whom faced major financial challenges. Interventions included everything from delivering sports equipment to kids stuck at home in the west side of Atlanta to starting Communities of Practice in Chicago for Executive Directors on how to manage their responses to the crisis. Laureus’ commitment to equity also continued in 2020 through the provision of resources to each of the Sport for Good Cities to learn and build capacity to understand and address racial inequities.

In Model City London, many projects had to re-adapt their delivery multiple times due to COVID-19 restrictions. With Laureus’ technical and financial support, these organisations were able to leverage each other and help build resilience and recovery, positively impacting thousands of young people. An evaluation of Model City London highlighted key achievements in 2020. These included people being more active and feeling better about themselves and their community, feeling that they have a stronger voice to influence change and create more opportunities for education and employment, and feeling happier, healthier and more resilient.

New Cities

As many others in international development went into programmatic hibernation, Laureus decided to grow and expand its successful Sport for Good Cities programme into Paris, Hong Kong SAR, China and New Delhi. With a greater need than ever, one of the ways we responded was by accelerating our most impactful and sustainable programme model ever. We mobilised dozens of local organisations and sports clubs, all sharing our commitment to use the power of sport for social development. By the end of 2020, we had extended our support to social inclusion and gender equality in Paris, mental health and wellbeing in Hong Kong SAR, China and gender equality in New Delhi.

CASE STUDY:

Laureus Argentina: Driving Change in Latin America

Laureus was established in Argentina in 2003. And the six programmes we support are located in Buenos Aires, Mar del Plata, Coronel Suárez and Moreno.

Historically, Mercedes-Benz has been the main contributor to the programmes in Argentina and this continued throughout 2020. This year, we also saw our partnership with Nike strengthen through the jointly developed 'Entrenadores del Cambio' programme. This provides capacity building for physical education teachers and coaches. In 2020, the focus was on gender equality, planning activities during the COVID-19 crisis, and inclusion.



Throughout the year, Laureus Argentina delivered a series of Instagram live sessions, hosted by Laureus Argentina Chairman and Academy Member Hugo Porta, to discuss how we are using the power of sport to change the world. These sessions counted on the active participation of several Ambassadors such as Alejandra García Flood, Matías Martín, Iván de Pineda and Tomás Cubelli.

Although the impact of COVID-19 on society was deep and the restrictions on the delivery of sport and sports-based programmes widely felt, it did present Laureus with the opportunity to work with organisations on issues such as organisational procedures, communication strategies and sport for development methodology.

In Argentina, similar to the proactive approach Laureus takes to challenges worldwide, we are looking to expand our work to new cities and regions in the country, while at the same time focusing on fewer Social Focus Areas: Women and Girls, Inclusive Societies and Peaceful Societies.

"I know I have talent and that I could have a go at a professional boxing career. However, at BBC my coach Santiago taught me the passion for coaching. He ignited in me the willingness to give others whatever good I can offer."

Elisa Ortega, 20, was born in Paraguay and has participated in Barracas Box Club (BBC) since mid-2016. During the COVID-19 pandemic, she was forced to leave her home due to domestic violence. She had no income but was met with only empathy and solidarity from the other participants of BBC. Most notably, Miguel Chilaver, 24, active in BBC since 2010, offered some of his savings to Elisa, as part of a business proposal for them to jointly provide boxing classes in

Parque Pereyra Iraola, a public park close to the community in Buenos Aires.

Miguel and Elisa's friendship started at BBC. They agreed that trust, empathy, solidarity and passion for sport can lead to remarkable results. With the guidance of their BBC coach, Diego, they created a plan for communicating their new boxing initiative and the activities that would be offered – three sessions per week. With their first monthly income they decided to invest in t-shirts for all the participants of the classes, to enhance the sense of belonging to this new initiative. Given the great demand, they had to divide groups into children and adults and increase the total number of sessions.

Miguel was able to recover his initial investment, and Elisa is now able to sustain herself. The values and skills taught and the friendship created at BBC proved to be life changing.

Participants Per Sport

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

It is important to us that we do not make assumptions about social impact when we deliver and support sports-based programmes. Over the years, our research has shown us that the deepest and most sustainable impact is achieved when programmes are adapted and delivered to serve social purposes, and even more so when they are delivered in collaboration with other key stakeholders in the life of a child or young person, such as family and school, and complemented with other interventions, such as mentoring and training.

Girls' participation in sport and sport for development illustrates this. Statistics show that there is a substantial drop in their engagement when girls hit adolescence. One of the crucial factors to counter this

trend is to adapt the way sport is delivered. It is not about choosing 'sports that girls like', but delivering sport in a way that makes it exciting, relevant and responsive to girls and young women.

Therefore, when looking at our partners and programmes, you will often find more complex, sports-based social programmes. Putting skates on your feet or throwing the ball onto the pit is only the beginning. The power of sport is derived from how we harness and use it.

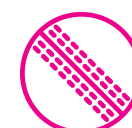
Individual sports, such as yoga and surfing, are typically used to address mental health and wellbeing, and team sports are used more in programmes developing life and social skills. But otherwise, there is no evidence to support that one sport is better than another, or that the use of one sport only is better than using several sports to deliver impact. In the end, it comes down to what we want to achieve, and how we develop curriculum and delivery accordingly.



97,088
Football



31,086
Basketball



9,943
Cricket

Sport	2019 Participants	2020 Participants
Multi sports	157,135	143,632
Football	117,605	97,088
Boxing & Martial Arts	17,526	51,624
Dance	21,208	45,060
Basketball	33,296	31,086
Athletics	18,334	25,943
Rugby	31,005	25,380
Netball	13,705	23,733
Swimming	3,665	10,859
Cricket	11,428	9,943
Skateboarding	5,801	6,661
Volleyball	4,433	4,924
Surfing	2,061	4,741

great insights learning active
overcoming challenges team work
new learning and exchange rewarding engaging
enlightening collaborative learn by doing
committed models informative positive energy
one world interactive structured and organised development
diverse learning new info involvement
exchange of experience mutual support supportive
lots of new insights in-depth closeness

Research and Learning Communities

Facilitated by experienced Sport for Development and International Development practitioners and thematic experts, our six Learning Communities, one per Social Focus Area, provide a virtual platform for Laureus' global programme partners working in similar thematic areas, but across different geographies and in different contexts. Their aim is to bring these partners together to learn, share and build capacity in Monitoring, Evaluation and Learning (MEL). They offer a supportive space where partner programme staff can engage with likeminded professionals to collaboratively interrogate how evaluations are planned, how data is collected, analysed and shared, and to work towards a common purpose: to share knowledge and cultivate best practices in creating and evidencing the impact of Sport for Development.

Innovation in Research

'Empowering Abilities Through Sport', an ongoing research study funded by Allianz, contributed to the growing body of evidence of the impact Sport for Development programmes can have on the lives of young people with disabilities.

This research trialled an innovative dual-participatory evaluation methodology, combining Most Significant Change and Participatory Videos, and involving young people with disabilities from three

Laureus-supported programmes delivering disability-focused Sport for Development: Deafkidz International and the Jamaica Association for the Deaf in Jamaica; Right to Play in Thailand; and Cheshire Foundation Action for Inclusion in Ethiopia.

Throughout the research, the young people had the opportunity to tell their real-life experiences by sharing their most significant stories of change. These stories highlighted achievements such as overcoming bullying and gender-based violence in Jamaica, bringing together young people living with and without disabilities in Ethiopia through sport, and empowering young Burmese migrants living with intellectual and physical disabilities in Thailand. Find the report on our website.

Impact from Surf Therapy

In 2020, thanks to our partnership with Comic Relief US, and in collaboration with Waves for Change and The New School, we also completed research examining the physical and mental benefits (bio-psycho-social) of participating in targeted Sport for Development activities, specifically surf therapy – whether this approach can help children deal with chronic adversity/trauma, and whether children that have been through surf therapy are better able to identify and regulate their emotions. The full report is available via Waves for Change.

CASE STUDY:

16 Years of Working Together in Italy

Laureus Sport for Good launched its National Foundation in Italy in 2005, initially working in poor and disenfranchised suburbs of Milan, Rome and Naples. Since then, we have expanded into Turin, Genoa and Catania. The aim of the Foundation is to help children from struggling neighbourhoods to develop life skills, confidence and resilience, and to build social cohesion.

Laureus Italy works with and employs various professionals who are involved in the projects and who over the years have developed an approach to engage children from the most risk-prone areas of the target cities. Our work in Italy is endorsed by several Academy members, including legendary motorcyclist Giacomo Agostini and skier Alberto Tomba, plus Ambassadors such as Beatrice Vio and Arianna Fontana.

Changing the path of a child at risk takes not only a supporting family but also the active involvement of a series of different organisations and institutions from the third

sector, such as schools, social services, non-profit organisations and churches, as well as sports clubs and associations from a range of different sports.

Laureus acts as a powerful conduit between these stakeholders, convening and coordinating them through specialised sport-related interventions that address social inclusion, gender equality, education, mental and physical wellbeing, safe spaces and active citizenship. Mobilising many stakeholders helps ensure that Sport for Development does not evolve in its own sports-silo but becomes a tool that serves broader educational purposes.

Since 2005, we have worked with approximately 100 organisations and trained and involved 700 coaches, educators and teachers across 20 different sports.

International development learned from communities in Africa that it takes a village to raise a child. Our programmes in Italy are good examples of how this is true.



Maria Francesca and Naomi, 12 years old, Sport for Good – Naples

Maria Francesca and Naomi are two young athletes from Naples who Laureus has been supporting for many years. Thanks to their participation in the No Limits programme, they are among the few who could continue their training when the COVID-19 pandemic started. Like many other children across the world, they faced increased challenges during lockdown. However, having been through the Laureus-supported activities in partnership with the local school, they developed resilience and confidence that helped them face the challenging times with greater and clearer expectations for the future.

Green Challenge

At the Laureus World Sports Awards in Berlin in February 2020, Laureus Sport for Good Chair Edwin Moses signed our commitment to implement and promote the United Nations' Sport for Climate Action Framework.

We recognise that sport and Sport for Development, despite great advances in recent years, still have some way to go before we can call ourselves an environmentally sustainable sector. And by becoming a signatory to the Sport for Climate Action Framework, we recognise the critical need for sport and Sport for Development organisations, associations and institutions around the globe to help implement the Paris Agreement on climate change. As a sector, we must play our part to accelerate the transformative change needed to reach greenhouse gas emission neutrality in the second half of this century.

At Laureus, we commit to supporting and implementing the principles enshrined in the Sport for Climate Action Framework, and we commit to working collaboratively with our partners across the world to enhance the climate-change agenda in our sector.

The Green Challenge, powered by Mercedes-Benz

Children and young people in our programmes see the world changing every day. Therefore, protection of the environment and climate is important for the Sport for Development programmes they participate in. Together with our global

partner, Mercedes-Benz, for the first time we invited the young participants of Laureus' partner programmes worldwide to describe in a short video message how to make their communities more environmentally sustainable. In their contributions to the 'Laureus Green Challenge', they described the challenges they face in their everyday life. Then we asked the youth to take responsibility and suggest to us what they would do in their programmes and communities. The winner received €10,000 to implement their proposal.

And the winner is: Fundación Colombianitos in Colombia

Young Reforesters and Recyclers of Peace was a project presented by a group of five young community leaders from Fundación Colombianitos in Colombia. A field trip to identify the environmental challenges faced by their community of Laguna Azul in Ubalá, Colombia, inspired them to submit the proposal. The two key issues are land erosion and lack of recycling facilities.

Throughout 2020, despite the challenges brought by the COVID-19 pandemic, they succeeded in delivering their project, facemasked, and mobilising the entire community to support or participate in making the community better. The project included reforestation, developing waste management strategies and building local awareness about environmental sustainability practices.

CASE STUDY:

Laureus South Africa: Changing Lives

Laureus established its national foundation in South Africa in 2002. It was the first foundation formed outside of the global office, which was fitting given the identity of our Founding Patron, former South African president and civil rights icon Nelson Mandela.

Since its inception, Laureus South Africa has supported more than 50 partners delivering Sport for Development programmes, impacting more than 80,000 children and young people. In 2020, we supported 30 programmes across the country, giving more than 35,000 participants – 52% of whom were girls and young women – access to programmes in a safe and inclusive space.

The COVID-19 crisis hit South Africa hard and threatened both programmes and access to distance learning and appropriate learning resources. In response, Laureus partnered with The Learning Trust, After School Programme Office (DCAS), and ASSITEJ SA to create a central 'Treasure Box' of resources. Contributions from Laureus and its network focused predominantly on sport and recreation activities. This 'one-stop shop' of learning resources empowered parents and learners to maintain their personal and emotional development throughout the lockdown phases of the pandemic.

I was a bit of a troubled youth who did some lawless acts just to fit in with everyone around. At that stage in my life, I was misguided and had no sense of direction"

CoolPlay's vision is to create positive and lasting change in the lives of children, their schools and the communities in which they live. They believe if you develop a child's social and emotional capabilities, you will immeasurably improve their chances to succeed in life.

Hlumelo joined CoolPlay four years ago. Before he joined he had poor self-esteem and low self-confidence.

"I was a bit of a troubled youth who did some lawless acts just to fit in with everyone around. At that stage in my life, I was misguided and had no sense of direction," he says. "I got introduced to the programme by my coach and through it I've learnt some valuable skills that I still use today. In the programme, they taught us how to work in teams and how listening and communicating with one another are very crucial in team-building exercises."

At CoolPlay he learned that hard work, discipline, and perseverance can help you



Hlumelo attributes his success to the lessons learned at CoolPlay through the mentorship provided by his coaches. We look forward to witnessing Hlumelo's continued success.

accomplish your goals. With the mentorship from his CoolPlay champions he committed himself to new goals and moved away from the negative influences in his life. His behaviour in the classroom changed and his grades began to improve. The positive influence provided by CoolPlay and his teammates inspired him to achieve more. Hlumelo graduated from high school last year and was offered full scholarships from two top universities in South Africa. He is currently studying accounting at the University of Cape Town on a full scholarship.

Advocacy and Influencing

Laureus works with key stakeholders from local mayors to the United Nations through to our corporate, private, and non-governmental partners to leverage more resources to the Sport for Development community, and to mobilise more interest in and commitment to harnessing and using the power of sport to help achieve the Sustainable Development Goals by 2030.

Based on our financial and technical support to more than 250 Sport for Development programmes in 51 countries and territories and the programmes that we implement directly, and based on our monitoring, evaluation, and research, we have engaged with different opportunities throughout 2020. In doing so, we have influenced decision-making and facilitated and amplified the voices from local communities to promote sport in support of children and young people at risk in disenfranchised communities. Just a few examples from 2020 include:



UN Secretary General

Due to extensive exploration with partners into how COVID-19 restrictions affected the Sport for Development sector, the UN Department of Economic and Social Affairs invited Laureus Sport for Good to contribute to a report presented by the UN Secretary General to the UN General Assembly on

what role sport could play in healing society in the aftermath of the global pandemic. Laureus Sport for Good's Global Director of Programmes and Grants, Dr Morten Schmidt, collated and condensed data from a wide selection of partners across the world, channelling the voices and recommendations from the sector into the report and thereby to the UN General Assembly. The report was presented in July and published in October.

New York City Council

Laureus Sport for Good Chief Executive Adam Fraser testified at a New York City Council Committee on Parks and Recreation. He spoke about the strength and opportunities of the Sports Based Youth Development sector, including Laureus' role in funding and building its capacity, the importance of public-private and team/athlete partnerships to raise the sector's profile and resources, and the unique power of sport to help young people and communities most affected by the pandemic. As a result of the Committee discussions, the City has now created an Office of Sport and Recreation to help increase equity and access to sport for youth in New York City.

Mental Health and Wellbeing Through Sport Regional Forum

In December, in partnership with the Hong Kong SAR, China Jockey Club, Laureus Sport for Good hosted a three-day online forum with the aim to build better understanding of the role sport can have in strengthening mental health and wellbeing for children and young people. 737 people in total were registered to participate, with 507 from Hong Kong SAR, China and 230 joining from other countries and territories. The forum combined moderated discussions involving topical experts and Laureus Ambassadors and Academy members to discuss how these dealt with challenges in their own lives. The forum set the stage for taking Model City Hong Kong to the third phase when we start investing in initiatives that aim to improve mental health and wellbeing for Hong Kong youth through sports.

Laureus World Sports Awards

Laureus is committed to delivering against its stated objective – to change the world through the power of sport. Providing a global communications platform through which to inspire this change is central to our strategic approach and we are fortunate to include two of the most influential vehicles in the world through which we can distribute our message.

The Awards

Every year Laureus delivers a roster of owned events and experiences that bring people together through their advocacy for our purpose – to change the world through the power of sport. The jewel in the crown is the Laureus World Sports Awards – the premier global sporting awards. The most high-profile event of its kind, it provides the key annual platform for the Laureus family to unite behind our shared purpose in front of a global broadcast audience of millions.

First held in 2000, the annual event honours the greatest and most inspirational sporting triumphs of the year. It also shines a light on the equally inspirational moments that exemplify the role of sport in society, as first articulated by our Patron Nelson Mandela at the inaugural Laureus event in a speech that ignited the Laureus movement and showed the inspirational power of sport as a force for peace and reconciliation.

Today, the Laureus World Sports Awards is a unique gathering of sportsmen and women from across sport and geography, who come together to celebrate sporting achievement and inspire the world of sport to adopt values and behaviours which can overcome social challenges facing society. The Laureus World Sports Academy – a unique group of sporting legends – vote for the winners in each shortlisted category and The Academy also has the ability to grant discretionary awards, such as the Laureus Lifetime Achievement Award. A global public vote determines the winner of the Laureus Sporting Moment of the Year award, which honours one inspiring story that encapsulates the power of sport to inspire and bring people together.



2020's winners included Lionel Messi and Lewis Hamilton, becoming the first-ever joint winners of the Laureus World Sportsman of the Year Award, Simone Biles retaining the Laureus World Sportswoman of the Year Award, the South Africa Men's Rugby Union team being named Laureus World Team of the Year, Egan Bernal winning the Laureus World Breakthrough of the Year, Oksana Masters being named Laureus World Sportsperson of the Year with a Disability, Chloe Kim winning the Laureus World Action Sportsperson of the Year, and Sachin Tendulkar leading India to the 2011 ICC World Cup as the Laureus Sporting Moment 2000-2020.

In addition, the Awards Ceremony showcases the incredible work done to transform young lives around the world, with one programme recognised for its outstanding work through the Laureus Sport for Good Award. In 2020, this was South Bronx United, whose work has a positive impact on the lives of New York youth across a range of outcome areas.



Laureus Purpose Network

Laureus has one of the world's most influential networks of supporters and advocates who help us to tell our story to the world and inspire transformational change through sport. Over 200 athletes, some of the world's biggest brands and the most watched media channels are united in their support of Laureus. We call it our 'Purpose Network'. They are our voice and ensure that our message is heard by millions.

At the heart of the Purpose Network is the Laureus World Sports Academy – a unique group of sporting legends, each of whom reached the very highest level of achievement and collectively created many of sport's most iconic moments.

Each year, under the chairmanship of former All Blacks captain Sean Fitzpatrick, the Academy members come together in their shared belief in the power of sport to transform the lives of young people around the world, volunteering their time to support our work. 2020 was no different. Throughout the year, many Academy

members engaged with Sport for Good programmes, helping to inspire the young people taking part.

Laureus' Purpose Network is also privileged to include the Laureus Ambassadors, a group of current or recently retired sports people who have achieved sporting greatness and/or made significant contributions to the sporting community. Ambassadors support the work of the Academy and Laureus Sport for Good around the world by giving their time to support programmes on the ground, and in many other ways besides.



CASE STUDY:

Laureus Switzerland: Empowering Girls

The aim of the Laureus Foundation Switzerland, founded in 2006, is to use sport to enable children and adolescents to lead a positive and self-determined life. The foundation actively promotes the integration and personal development of children and adolescents with sport and the values it embodies. And it does

so regardless of gender, origin, religion, social background or health restrictions. Laureus supports more than 10,000 children in Switzerland every year, and we are focused primarily on social inclusion, gender equality and girls' empowerment, prioritising the delivery of programmes in safe, inclusive spaces.

"Thanks to Cavallo, I discovered my dream for the future," says Sena, 14.

One of the programmes supported by Laureus Switzerland is 'Cavallo', which allows underprivileged children to handle animals and realise their dream of riding. It also provides a safe environment for learning. Managing the horses adds layers of responsibility that they benefit from. A scientific study has revealed that an involvement with horses boosts the life skills of young people. The study found that horses act as both teachers and friends for young people. The study, using a simple linear regression analysis, managed to quantify the improvement in life skills. It indicated that about 25% of youths' life skills development in programmes with horses are attributable to their development of horsemanship skills.

Sena always wanted to ride horses while she was a little girl. However, her family's financial situation did not allow her to practise this hobby. Sena has been attending the programme on a regular basis for five years now, where she met her favourite horse, Delia. Going to the stable after school on Wednesdays, Sena can switch off from everyday life and relax in Delia's company. She appreciates being able to develop a relationship with the horses and learning how they need to be treated. In her years at the riding stable, Sena has learned a lot about dealing with horses and become much more independent due to taking on that responsibility. As such, she has repeatedly benefited in other areas of her life.

After riding, she helps in the riding lesson for beginners. She assists the less experienced girls in cleaning and saddling the horses and leads their horses during the lesson.



“ Thanks to Cavallo, I discovered my dream for the future”

Sena is proud that she has learned to identify her strengths and interests through riding and her work with the horses. Her dream is to complete an apprenticeship as a veterinary assistant.

"If I never had the chance to ride at Reitstall Isliker, I probably would never have found that out," Sena says. Thanks to Cavallo, Sena not only discovered her passion for horses but also her dream for the future.

"No matter how long you have been riding at the stable, you always learn something new and it never gets boring. That's one of the best things about it," Sena says.

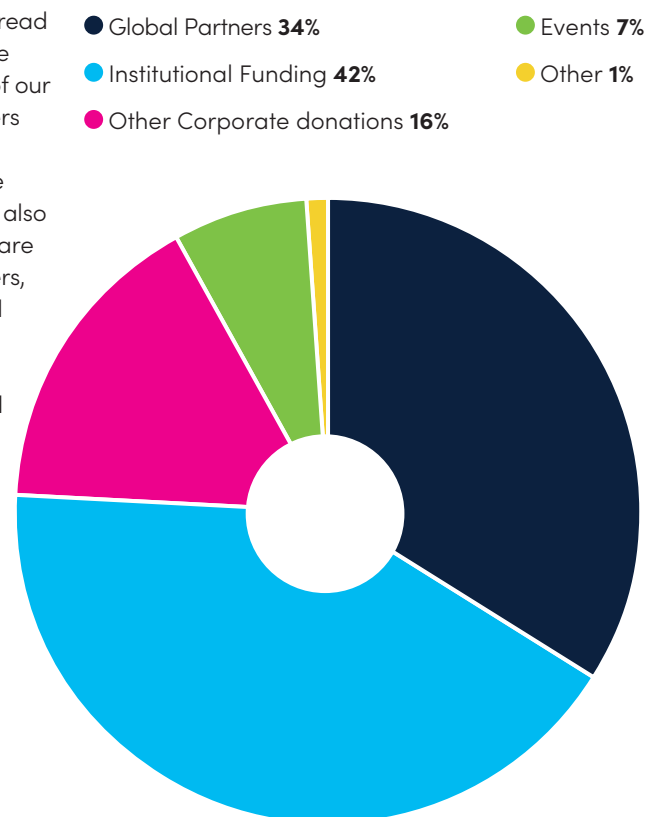


Where Did Our Money Come From?

In these challenging times brought about by the COVID-19 pandemic, Laureus Sport for Good and the whole of the Sport for Development sector has worked to ensure that the people and communities who we support do not get left behind. Almost all of us have faced challenges as a result of the pandemic, but for the world's most vulnerable those challenges have been exacerbated. The impact that you have read about in our Annual Review would not be possible without the continued support of our funding partners, from corporate partners to institutional grants, fundraising events to individual donors, and profits from the Laureus World Sports Awards which are also donated to Laureus Sport for Good. We are particularly grateful to our global partners, IWC Schaffhausen, Mercedes-Benz, and MUFG, for their extremely valuable contribution, especially during a year when every business has been impacted by the pandemic. Their support helps Laureus Sport for Good bring other funding partners on board, whilst also

enabling us to respond to the needs of our programme partners and ensure they can be resilient in such challenging times for charities and fundraising.

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



CASE STUDY:

Laureus Germany & Austria: Champions for Change

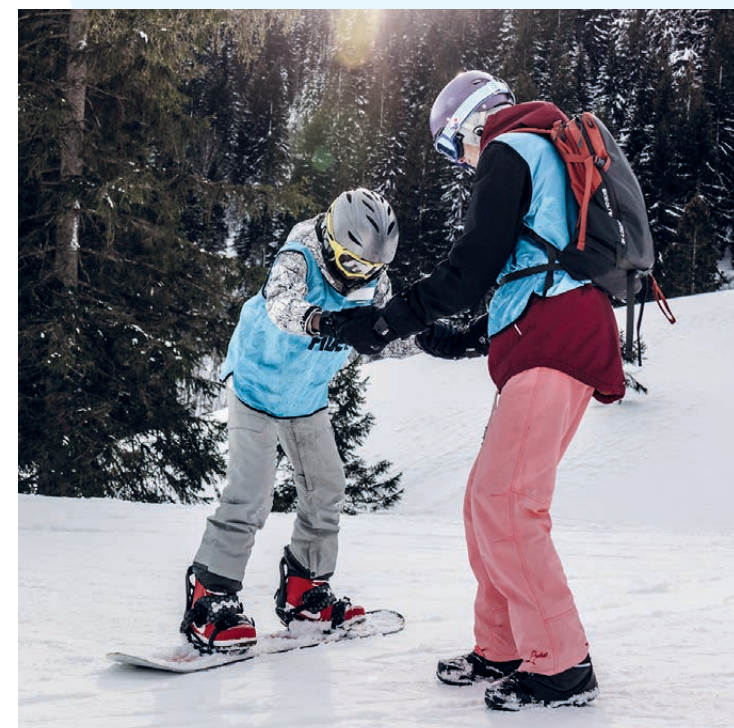
In Germany and Austria, the focus of Laureus Sport for Good falls on social integration and access to society for young people with migration backgrounds, and for those from economically disenfranchised families. Furthermore, Laureus in Germany and Austria works towards a more inclusive and gender-equal society.

From its foundation in Germany in 2003, the German Academy Members, such as Katarina Witt, Boris Becker and Maria Höfl-Riesch, and Ambassadors, such as Anna Schaffelhuber, have been deeply committed and supportive of the work we and our partners are doing. 2020 was no different. To give just one example, longtime Ambassador Jan Frodeno created the 'tri@home' event in April 2020. Completing an Ironman at home (in his pool, on the stationary bike and on the treadmill), he was able to raise €250,000 to support our work and public health measures. New partners continue to join these efforts, with two new Ambassadors

presented in 2020: the NHL ice hockey star Leon Draisaitl and Matthias Dolderer, the racing pilot.

2020 has been a rollercoaster year for many of our programme partners. During lockdown, children and young people's need for social interaction, physical activity and educational support, especially for those with limited support at home, was broadly ignored as a political priority in the COVID-19 pandemic. Only slowly was public attention drawn towards the effects of home schooling, lockdown and lack of sports on a generation of children and young people, in terms of education, health and future economic prosperity.

Throughout the year, we remained committed in support to our partners, realising that they will play a vital role in addressing the effects of the pandemic on children and young people once restrictions are lifted. Most partners struggled to deliver their programmes as designed, but they all tried to adapt and to use opportunities for sports and interaction with their participants whenever possible – when restrictions eased during summer, online and with new activities that met the COVID-19 hygiene rules.



Navid is 18 years old and joined the skateboard programme HIGH FIVE in Munich in 2016. Originally from Afghanistan, he came to Germany without his family as an unaccompanied minor. At HIGH FIVE, he started to learn snowboarding, a sport he had never experienced before. The activities made it easier for him to connect with people and find new friends. Navid also became more confident as he improved in snowboarding. He now helps newcomers in the programme and supports as assistant coach. He is aiming to do his A-Levels and wants to become a snowboard instructor.

