



Laureus
SPORT FOR
GOOD



Annual Review 2021

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Cover photo: Lost Boyz Inc, Laureus Sport for Good Award winners 2022

Foreword



22 years ago, I stood with President Nelson Mandela, the Founding Patron of Laureus, on stage at the inaugural Laureus World Sports Awards. His words that day – “sport has the power to change the world” – continue to inspire me as an individual and Laureus as an organisation. He went on to tell us that sport “laughs in the face of all types of discrimination.” We still believe that simple fact, and it is demonstrated by both statistics and stories in this latest Laureus Sport for Good Foundation Annual Review: the number of girls accessing sports from which they had previously been excluded; the bridges built between Muslim, Christian and Jewish youth in communities; the girl whose participation with a deaf rugby programme has seen her transformed into a community leader as a player and coach.

President Mandela said that day that those of us on stage with him, the first members of the Laureus World Sports Academy, were “examples of this power.” In 1984 I became the first African and Muslim woman to win an Olympic gold, the first Moroccan to do so. But I did not set out to become an example of social change. Nor did Yuki Ng Hoi Yee, the deaf rugby player I mentioned above. These opportunities were given to us by our commitment to, and participation in, the sports that we love. I was a girl who loved to run fast. There are so many girls, today, who want to run fast – and we remain determined to give them the opportunity to do so.

I do not know what Yuki Ng Hoi Yee will do with the rest of her life but, over the decades since that moment, sport has continued to provide a platform for me to help make a difference. From my time in the government of Morocco, to the Executive Board of the International Olympic Committee, and to my role as a Trustee of the Laureus Sport for Good Foundation, I have given much of my life to sport but sport has given me so much more. I know for a fact that many of the young people Laureus supports will give their own lives to making a difference through sport – and count themselves as having the better side of the bargain.

As you read the Laureus Sport for Good Annual Review, I hope you take time to reflect on what sport has given to you. It might be a little or a lot. But more than that, I hope you reflect on what it can give to someone else. In 2021, our grant funding directly impacted 257,374 children and young people. Through a range of wider initiatives, we are proud to have reached 857,883 across the calendar year. Any one of them could go on to change the world. We at Laureus are not asking for help in supporting them simply for their own sake, but for what they can go on to become, for the examples of power they themselves can be.

The world is becoming a more complex place and, for many people, a harder one. Doors are closing that once seemed like they had been opened forever. Barriers and conflicts between different groups and demographics have re-emerged. And yet my faith in President Mandela’s vision, and in the power of sport to overcome those challenges, remains unbroken. Sport has the power to change the world. Be part of that with us.

Nawal El Moutawakel,
IOC Executive Board Member
Trustee, Laureus Sport for Good Foundation

Welcome: The Best of Sport



Every year, the Laureus World Sports Awards celebrate the very best sport has to offer, highlighting remarkable achievements from the previous 12 months to inspire those watching. We believe passionately in the power of what has happened on the field to create and cultivate hopes, dreams and ambitions.

And yet, at Laureus Sport for Good, we rarely take the time to focus on the past. As an organisation committed to using the power of sport to end violence, discrimination and disadvantage, and deeply aware of how long a road lies ahead of us as we seek to fulfil that mission, our focus is on the future. What more can we do? What challenge is coming around the corner for the children and young people we ultimately exist to serve? Where is the next opportunity, and the greatest need?

Our Annual Review, then, is a rare chance to look back – not in self-satisfaction or complacency, but in gratitude to those who helped us accomplish this work over a year. The impact is tangible.

In 2021, through our partners on the ground, 72,878 children and young people became less socially isolated. 36,333 improved their attendance, engagement, and retention in education. 45,979 accessed opportunities for work experience or internships or accessed training and employment. Overall, 257,374 children and young people had access to a safe and inclusive space – perhaps the most critical metric of all.

Supporting those achievements are an incredible team of partners, supporters and champions. To our funders and donors – led by the likes of IWC Schaffhausen, Mercedes-Benz and MUFG but taking in multiple other businesses, charitable foundations and individuals – go our heartfelt thanks. Whether you are an individual setting off on your first 10k run to fundraise for our work, or a multi-national business committing to long-term support, we are deeply grateful. Likewise, our thanks go to the Laureus Academy and Ambassadors, who volunteer their time to champion this work. And, on a personal note, my own gratitude to our staff, our Board of Trustees and the leadership within our National Foundations cannot be overstated.

At its heart, though, this work happens on the frontline. It is our community partners and grantees, delivering services around the world, who deserve our greatest thanks. Their energy, passion and commitment make the Sport for Good movement what it is, and their ability to change lives and communities for the better can never be underestimated. When we talk of remarkable achievements, we only begin to scratch the surface of what they do, and when we talk of the very best sport has to offer, they are at the head of the field.

We are grateful to them for inspiring us every day, and to you for your belief in the power of their work.

Adam Fraser

Chief Executive, Laureus Sport for Good, Global



Global Footprint 2021

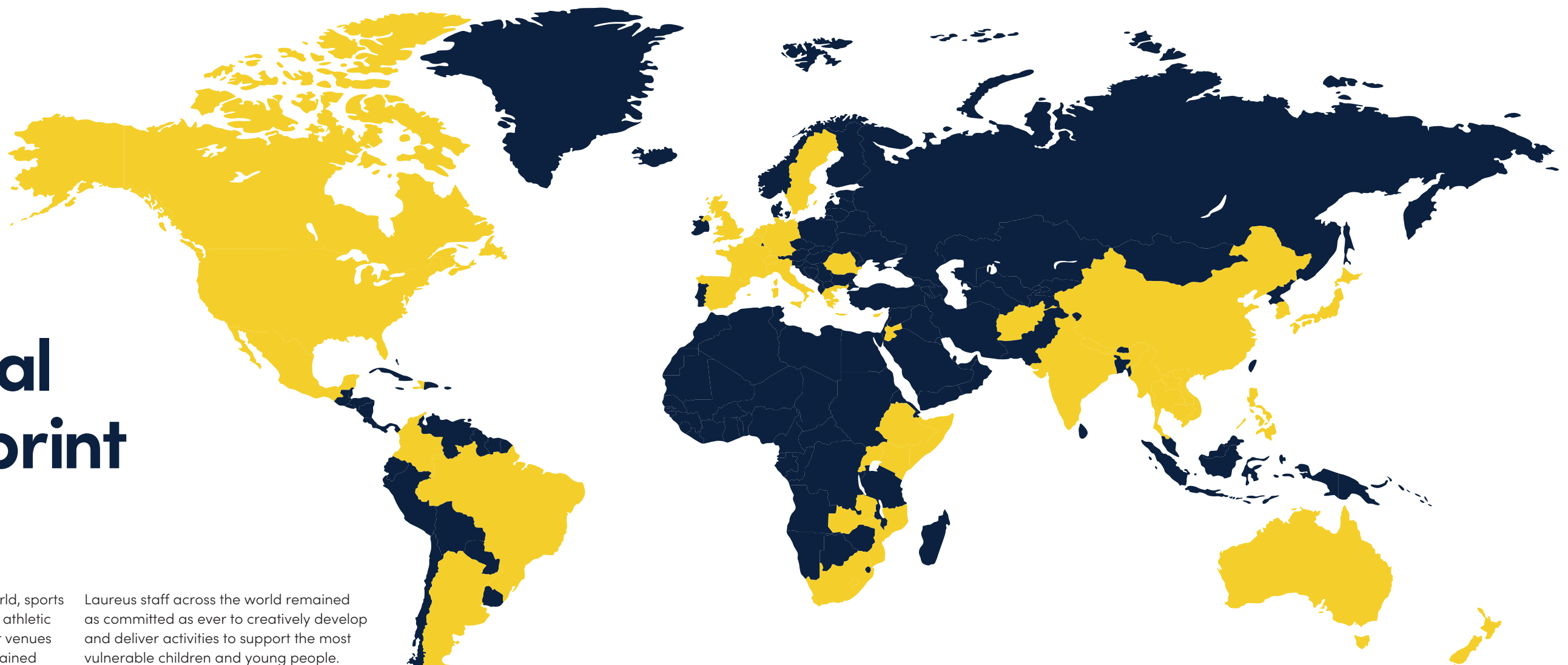
Going into 2021, in much of the world, sports fields, playgrounds, public spaces, athletic facilities, school facilities and other venues used for programme delivery remained closed. The Covid-19 pandemic continued to force us to live with restrictions that made it difficult to implement Sport for Development programmes in the usual way. The impact of the coronavirus itself, and of the secondary effects of public health restrictions on children and young people, remained strong and deep.

Shorter-term projects funded by the Sport for Good Response Fund, launched in 2020, were still being implemented into 2021. These helped to provide adapted activities to children and young people, keeping Sport for Development organisations afloat. Meanwhile, our programme partners, funding partners, peers in the Sport for Development sector and – not least – our

Laureus staff across the world remained as committed as ever to creatively develop and deliver activities to support the most vulnerable children and young people.

As the global economy faced new challenges, the sector's resources were more restricted. Nevertheless, our partners on the ground succeeded in directly impacting 257,374 children and young people thanks to the support provided by our grant funding. Indeed, through a range of wider initiatives, we are proud to have directly or indirectly reached 857,883 people across the calendar year.

Laureus Sport for Good consists of the Global Foundation, based in the UK, alongside National Foundations in Argentina, Germany, Italy, the Netherlands, South Africa, Spain, Switzerland, and the USA.



Countries and Territories where we deliver or support programmes include:

- | | | | |
|---------------|------------------------|--------------------|----------------|
| ▶ Afghanistan | ▶ France | ▶ Laos | ▶ Somalia |
| ▶ Argentina | ▶ Germany | ▶ Lesotho | ▶ South Africa |
| ▶ Australia | ▶ Greece | ▶ Mexico | ▶ South Korea |
| ▶ Austria | ▶ Grenada | ▶ Mozambique | ▶ Spain |
| ▶ Belgium | ▶ Haiti | ▶ Myanmar | ▶ Sweden |
| ▶ Brazil | ▶ Hong Kong SAR, China | ▶ Nepal | ▶ Switzerland |
| ▶ Cambodia | ▶ India | ▶ Netherlands | ▶ Thailand |
| ▶ Canada | ▶ Israel | ▶ New Zealand | ▶ Uganda |
| ▶ China | ▶ Italy | ▶ Northern Ireland | ▶ USA |
| ▶ Colombia | ▶ Japan | ▶ Philippines | ▶ Vanuatu |
| ▶ Cyprus | ▶ Jordan | ▶ Romania | ▶ Vietnam |
| ▶ England | ▶ Kenya | ▶ Rwanda | ▶ Wales |
| ▶ Ethiopia | | ▶ Scotland | ▶ Zambia |

2021: A Year in Review

In 2021, Laureus Sport for Good supported more than 250 programmes in 50 countries and territories around the world – many of them working multiple times per week, if not every single day, to support young people from underserved communities through the power of sport.

To try to tell all their stories in one review would be impossible, but some of the work that goes into supporting them is highlighted below.



Leading sporting bodies look to Laureus

Though Laureus Sport for Good's impact is focused at a grassroots level in the communities where our partner programmes work day-in and day-out, the role that elite sport plays in its growth and sustainability cannot be forgotten. That principle applies not just to the inspirational power of elite sport, as showcased in the Laureus World Sports Awards and embodied by the Laureus World Sports Academy, but in the direct involvement of elite sporting bodies in our mission.

In 2021, the National Basketball Association (NBA) committed to a major new partnership with Laureus USA in which Jr.NBA coaches across the USA began their training in the power of healing-centred and trauma-informed coaching – a fundamental principle in the use of sport to improve youth mental health.

Meanwhile, the National Football League (NFL) named Laureus Sport for Good as a beneficiary of the proceeds of the team-branded Covid-19 facemasks it sold throughout the pandemic, with the funds raised used to introduce kids from underserved communities to the many lessons taught on the field in that most American of sports.

And as the British & Irish Lions set off for their visit to South Africa – always one of the most eagerly awaited events in world rugby – Laureus was named the tour's Global Charity Partner. That continued a rich legacy in the sport that stretches from the inspirational power of Nelson Mandela's Rugby World Cup final appearance in a Springboks jersey in 1995 through to our role as the Official Charity of the Hong Kong Sevens. Laureus continues to help partners deliver rugby-based programming in all corners of the world.

Recognition from the WHO for Laureus Sport for Good Cities

In October the World Health Organization (WHO) launched a new advocacy brief on global physical activity, titled: 'Fair Play: Building A Strong Physical Activity System For More Active People'.

This was positioned as 'a call for decision-makers to urgently implement transformative change to deliver programmes and services at scale and provide inclusive opportunities and equitable access to physical activity in all communities'. Laureus shares this ambition. Our Sport for Good Cities programme is cited in the advocacy brief as a leading example of 'innovative financing to scale physical activity and impact'.

The WHO stated that: 'The Laureus Sport for Good Foundation has developed a new place-based funding approach, known as the Sport for Good Cities Initiative,

which moves from traditional 'top down' grant-making to collective, coalition-based community funding and decision-making. Its funding models also support knowledge sharing, partnership building and measuring long-term impact.'

You can learn more about the Sport for Good Cities initiative on page 20.



Sport for Development continues to respond to Covid-19

Despite the introduction of vaccines and continued public health restrictions, the pandemic continued to blight society in 2021. In response, the Sport for Development sector continued to innovate, testing new ways to ensure the young people it serves went on receiving essential support.

That adaptation included the ongoing impact of the Sport for Good Response Fund, launched by Laureus in 2020 in partnership with Beyond Sport, Comic Relief, LA84 Foundation, Hong Kong Rugby Union Community Foundation and others.

With the likes of Degree, the Kevin Durant Charity Foundation and the Zurich Foundation lending support, the Sport for Good Response Fund went on to distribute €1,500,000 in grants to over 100 Sport for Development programmes in more than 20 countries, helping them deliver new or adaptive provision and carry on supporting children and young people through the pandemic.

The fund was available to any organisation, anywhere, that uses sport to deliver development outcomes. The pandemic is still affecting lives all around the world, and Laureus will go on helping the Sport for Development sector to overcome its effects.



The support from Laureus has played a pivotal role in keeping the charity afloat and ensuring we can continue to welcome young people."

The AHOY Centre

Naomi Osaka leads expansion of programming in Haiti and LA

Play Academy with Naomi Osaka is an initiative led by the four-time Grand Slam champion in partnership with Laureus and Nike, aimed at changing girls' lives through play and sport. In 2021, it expanded beyond Japan for the first time with a round of investments in Haiti and Los Angeles.

With a mission so close to her heart, Naomi is championing girls in communities she knows and is connected to. This journey began in Japan, where she was born, before continuing to Los Angeles, where she currently lives and trains, and Haiti, her father's home country.

"I want to level the playing field by increasing girls' access and participation in sport and play."

Naomi Osaka

Play Academy seeks to empower girls through experiences that encourage them to look beyond stereotypes by increasing their participation in sport. These fun, positive play activities invite young women to become role models, while training coaches in how to create more inclusive play and sport environments. Not only are active

girls healthier, they also do better in school, in their careers and in the community, and have an increased sense of self, positive coping skills and improved goal setting.

In Los Angeles, Play Academy is partnering with a range of community organisations – prioritising Black, Asian and Latinx communities, as well as girls with disabilities – to ensure girls have more opportunities to access and benefit from play and sport. In Haiti, Play Academy is working with GOALS Haiti in support of their mission to advance youth leadership through sport and education to create stronger, healthier communities in rural parts of the country. GOALS Haiti uses soccer to reach underrepresented youth – 90% of whom have never participated in sport before – and provide them with opportunities to become leaders in their communities.

The expansion is a testament to Naomi, Laureus and Nike's commitment to Play Academy's goals. Since that tripartite partnership brought it to life, the initiative has earned support and donations from companies including Yonex, Levi Strauss & Co, Airbnb, Facebook, Mastercard, BodyArmor Sports Drink, MUFG and more. In early 2022, the announcement of FTX as a new partner took pledged investment in Play Academy past \$5,000,000 – with the city of Osaka, Naomi's birthplace, set to be added to the communities it serves before the end of the year.

Taking action for the environment

Climate change will impact everyone, but those hardest-hit will be in the underserved communities where Laureus' work is focused. On Earth Day – April 21st 2021 – Laureus launched the Environmental Action Toolkit for Sport for Development organisations, created as part of our overall commitment for a greater focus on environmental sustainability in our work.

Despite carrying the unique and distinctive branding of the United Nations Global Climate Action group on its front cover and having been designed in partnership with the Sports Ecology Group of academics, its focus is on practical delivery rather than policy. The Toolkit is intended to give our grantee partners a range of direct organisational and individual steps they can take to improve their environmental sustainability.



Download the Laureus Sport for Good Environmental Action Toolkit.

Natural and man-made crises lead to launch of new Fund

2021 was blighted by natural and man-made disasters in many parts of the world in which Laureus is active. New Orleans, place of the first Sport for Good City programme, was hit by Hurricane Ida. Laureus' local staff worked to be a funnel of quality information to our networks, sharing details on post-disaster relief, applying to FEMA and debris clean-up.

In Haiti, following another devastating earthquake, our local partner GOALS Haiti supported relief efforts in the southern towns of Les Cayes, Cavaillon and Flamands. In Afghanistan, 2021 brought turmoil as the Taliban retook Kabul. Refugees from Laureus-supported partners found themselves in the USA, Sweden, Belgium, Qatar, Italy and Australia, forced to adapt to a new life. Thanks to the support of Comic Relief US, Laureus was able to quickly launch adapted partnerships with Soccer Without Borders and Skateistan that delivered programmes for those

refugees. In many cases, these were led by those who had earlier pioneered Sport for Development in Afghanistan.

The learnings from each of these situations showed the real value of faster response from the world of sport and Sport for Development, and when conflict reached Europe in early 2022 and millions of people found themselves displaced from their homes in Ukraine, Laureus launched our new Sport for Peace and Humanitarian Action Fund.

Initially supporting Ukrainian refugees in Poland, Romania, Germany and elsewhere, the Fund can help those who believe in the power of sport to work with a range of sportsbased and other partners who offer assistance to refugees in a variety of ways, from immediate life-saving support to longer term psychosocial support to children and young people and improving social inclusion in host communities. The Sport for Peace and Humanitarian Action Fund allows us to respond faster and with determination to support the world's most vulnerable when faced with crises, disasters and shocks.





Elevating Black Leaders, in the USA and beyond

With Nelson Mandela as our Founding Patron, a commitment to tackling racism and discrimination has always been core to Laureus' beliefs. The intentional nature of that work has been embodied most recently in Laureus USA's Elevating Black Leaders in Sport (EBLS) initiative.

Born out of the pandemic – and our recognition of the fact that philanthropic funding often fails to reach Black-led community-based organisations – EBLS is designed to support grassroots, Black-led nonprofit sports organisations who provide programming for youth from underserved communities. It provides general operating funding alongside a responsive, needs-based capacity-building programme and ultimately increases access to sports-based youth development programming for Black youth from disinvested communities.

Funded by Gatorade and NBC Sports, its success will be measured both by youth outcomes and organisational leadership outcomes. Gatorade's funding comes as part of its Fuel Tomorrow commitment, which sees it collaborate with leading social impact organisations to co-develop

programs that advance equity in sports. Meanwhile, as well as supplying financial backing, NBC Sports will leverage its platforms to highlight the youth sports projects chosen for this project. NBC Sports' parent company NBCUniversal will also offer skills-based training in communications, human resources and marketing to help organisations scale their efforts.

Also in 2021, Laureus and the Foot Locker Foundation teamed up to launch a multi-country initiative aimed at supporting underserved communities and addressing the racial health, wealth and opportunity gap. Working with organisations in metropolitan areas across Europe and Canada – starting in London, Paris, Marseilles, Barcelona, Rotterdam, Toronto and Montreal – the programme will build towards Laureus and Foot Locker's shared goal to inspire and empower youth, focusing on organisations serving BIPOC youth and targeting organisations that are led by people of colour.

It will provide grants to a group of diverse organisations that offer a range of services for young people, including sports-based youth development, workforce development, health and wellness, education and life skills support, and mentoring.

Girls take centre stage in Mexico City

Laureus Sport for Good and Nike once again teamed up in Mexico City in 2021, coming together to launch the 'Jugamos Juntas' initiative and give girls in Mexico City access to safe, inclusive and fun experiences in play and sport.

The programme, which translates to 'We play together,' is an initial three-year

investment that provides grant funding and builds the capacity of community organisations so they can expand play and sport opportunities for girls. Laureus Academy Member Lorena Ochoa, one of Mexico's greatest athletes, outlined the possibilities when she said: "We hope girls can feel free and safe to play and do sport, and that it can lead to transformative experiences down the road."

"We're so thankful to continue working in Mexico City with Nike and sport-based community organizations to change the game for girls."

Lorena Ochoa, Laureus Academy Member



Global Impact

Laureus Sport for Good's work and aspirations are closely aligned with the 2030 Agenda for Sustainable Development, adopted in 2015 by the United Nations with comprehensive global support. At its heart sit the 17 interlinked Sustainable Development Goals (SDGs), which provide a blueprint for peace and prosperity for people and the planet, ensuring a better and more sustainable future for all.

We harness the power of sport to end violence, discrimination and inequality, specifically targeting and supporting interventions in a number of the SDGs via our six Social Focus Areas: Health & Wellbeing, Education, Women & Girls, Employability, Inclusive Society and Peaceful Society. Cutting across all of them, we promote and monitor Climate Action, Gender Justice, Safeguarding, Good Governance and Financial Transparency and Accountability, and all our work is deeply rooted in Partnerships. Between Social Focus Areas, cross-cutting concerns, and working in partnerships, Laureus contributes to more than half of the SDGs.

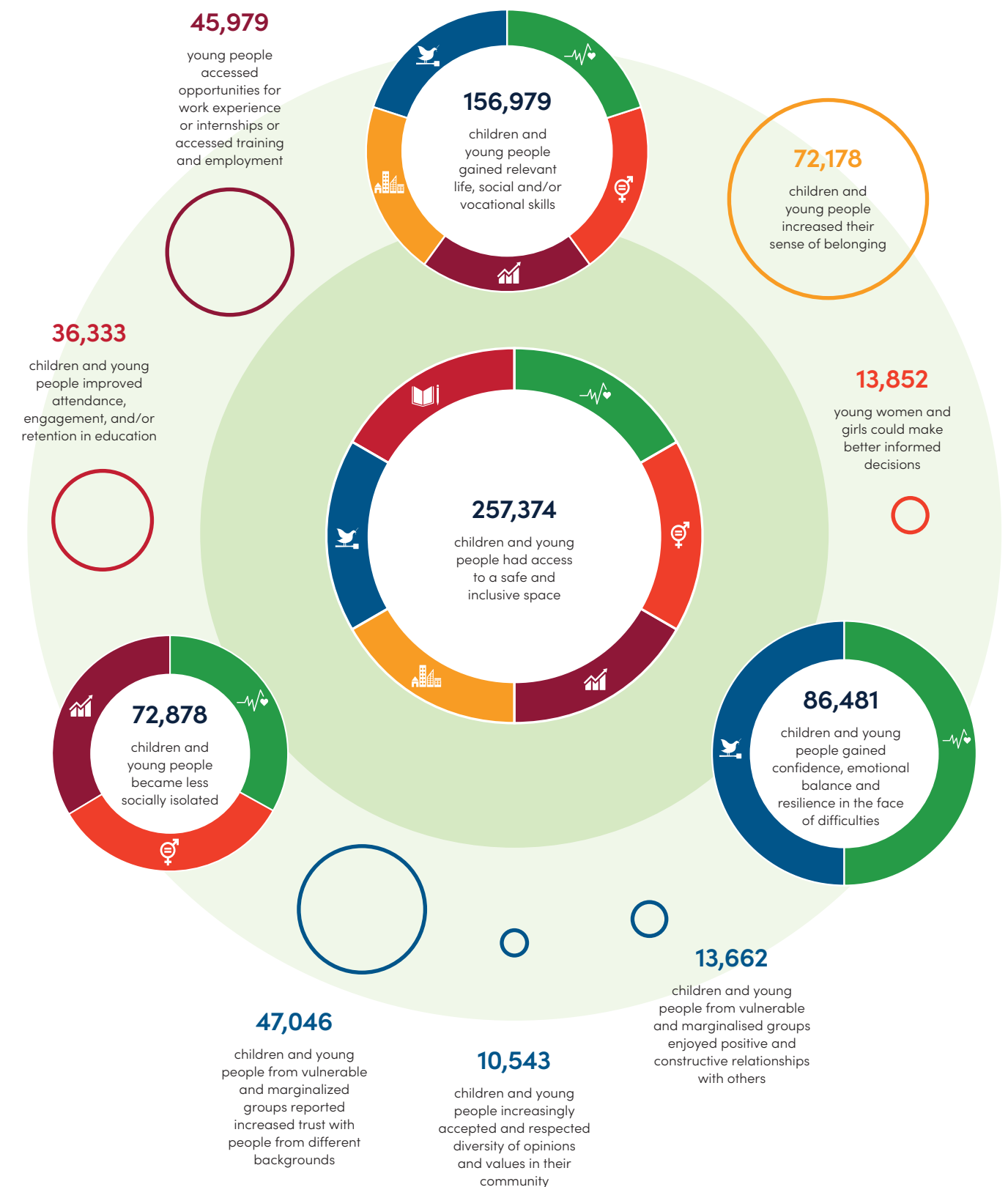
In 2021, we supported 275 programmes in 50 countries and territories. Via our own programmes and activities and through grants and technical support to our partners, we made a direct and positive impact on the lives of 257,374 girls and boys, young women and young men, and non-binary children and young people. All of them have been engaging with one of our supported programmes over a longer period and experienced not only sports-based activities but also the life changes that result from participating in purposefully delivered Sport for Development programmes.

We capture the impact of these programmes in our framework of more than 70 Key Performance Indicators (KPIs). These look at short, mid and long-term outcomes of the programmes we deliver and support, and reported participants are registered against these KPIs. In the following pages, we show some of the impact we saw in 2021.

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

At Laureus, we use the power of sport to end violence, discrimination and disadvantage for children and young people across the world. We do this by:

► 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

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

► 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

In our support of Sport for Development programmes across the world, we provide both funding and technical support as well as offering learning opportunities from experts and peers. Funding helps organisations deliver programmes to support children and young people, and the technical support and learning opportunities help the organisations to strengthen their structures, to further deepen their interventions and make their programmes and impact sustainable.

By convening organisations and raising voices from the sector and the youth participating in it, we help create platforms for promoting and endorsing sport as an impactful tool in delivering the Sustainable Development Goals.

Safeguarding

Laureus is a signatory to the International Safeguards for Children in Sport and works to promote safeguarding, creating safe and inclusive spaces for children to participate in Sport for Development.

In 2021, a year after the updates reported in last year's Annual Review, we completed another revision to our Safeguarding Policy for Children, Young People and Vulnerable Adults. This time, we simplified our procedures for getting consent to use photos and case stories, still ensuring that appropriate authorisations are given not only by parents and guardians, but also by the children and young people themselves. We also added a safeguarding poster to use at events hosted by Laureus to communicate our commitment to



INTERNATIONAL SAFEGUARDS
FOR CHILDREN IN SPORT

safeguarding, and to inform people of expected behaviour around children and young people at the events.

You can view the policy here:
www.laureus.com/safeguarding

You can also report any incidents or concerns to safeguarding@laureus.com

In spring 2021 we delivered training sessions for all Laureus staff, including the Safeguarding lead on our Board of Trustees, to ensure we remain well equipped to fulfil our responsibilities in this space. This training was delivered in partnership with ChildFund.

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.

2021 was the year when Health & Wellbeing SFA took ownership of its own Sport for Good City Programme.

In the landscape of rising mental health and wellbeing challenges for children and young people in Hong Kong, we brought together a dozen city-wide Sport for Development and mental health organisations and experts to do something about it – collectively and collaboratively – launching three multi-partner programmes.

Sport can play a strong role in building young people's mental fortitude. The Sport for Good City Hong Kong programme will challenge attitudes and stigma towards mental health and aims to improve the overall mental

health and wellbeing of children and young people in the city.

At a global level, 129,884 children and young people participated in programmes that were designed to improve mental health and wellbeing, directly or indirectly. In specialised programmes, 72,878 participants felt socially less isolated according to partner reporting, and 86,481 experienced improved confidence.

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

In 2021, 42,763 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. Another 13,852 said they felt better equipped to make more informed decisions about their lives



129,884

children and young people participated in programmes that were designed to improve mental health



72,878

participants felt socially less isolated according to partner reporting

Education



36,333

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



17,201

girls were helped to improve their attendance, engagement and/or retention.

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

Research has repeatedly shown us that participation in sport and physical activity can improve children's learning, educational attainment and skills development. For many children and young people disenfranchised from mainstream education institutions, sport can help engage and inspire. If delivered well, it can help improve self-esteem and empower children, and fosters the development of leadership skills. This helps them to create new prospects and pathways in their lives.

In 2021, an estimated 36,333 children and young people were specifically

helped to attend, positively engage with, and/or complete education by programmes supported by Laureus and our funding partners.

Eliminating gender disparities in education and vocational training, and supporting girls and young women to have equal access to all levels of education

At Laureus we believe that everyone – girls, boys, and non-binary young people – should have equal and equitable access to opportunities and resources in education and beyond. We are committed to eliminating gender disparities in education and have helped 17,201 girls to improve their attendance, engagement and/or retention.

Women & Girls

Gender Justice is a crosscutting priority for Laureus, and we promote it through all our programme partnerships. In 2021, this led to 49% participation of women and girls across all 275 programmes supported. In comparison – to take the UK as a market example – it is estimated that twice as many men participate in sports as women (63% vs 41%).

We aspire to reduce violence against women and girls and to empower women and girls to be protagonists in their own lives and leaders in their communities, organisations, companies and countries.

Ending Violence against Women and Girls

Through involvement in Laureus-funded programmes addressing gender-based violence, 29,911 children and young people recognised the right to a life free from violence. 17,746 children young people went a step

further, acting against violence against girls and women.

Girls and women's equal participation and leadership

Access to leadership and equal participation is about much more than just equal numbers. It is about having equal and equitable access to resources and opportunities.

It is not just about knowledge and skills, but also having the same opportunities to make decisions and have an equal standing in the community and society. In 2021, 12,032 girls and young women who participated in focused, Laureus-supported programmes felt better equipped to recognise their rights and to feel that equal economic, political and/or social roles exist for them. 34,769 girls and young women actively engaged in programmes that aimed to prepare them for leadership roles in their communities.



29,911

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



17,746

children young people went a step further, acting against violence against girls and women

Inclusive Societies

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

Prejudice, fear, and ignorance is at the root of discrimination – and discrimination often breeds division, hatred, and dehumanisation.

When used well, sport has the power to overcome discrimination, to build bridges and bring people together who do not usually engage with each other. When purposefully planned and delivered, Sport for Development programmes can help

level the playing field and contribute to more cohesive and inclusive communities and societies

Laureus' inclusion-focused programmes engaged more than 109,000 children and young people in 2021. Their purpose goes beyond being open to all and aims to ensure the inclusion of those usually left behind. This helps them to amplify their voices, and actively participate in and influence decisions affecting their lives. In 2021, 72,178 children and young people increased their sense of belonging in their communities.



109,000

children and young people participated in inclusion focused programmes



72,178

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

Employability



20,487

young people were provided with the relevant soft and technical skills



136,522

people who gained broader life and social skills

Children and Young People being provided with the relevant soft and technical skills required to access employment opportunities, having access to work experience and internships/mentorships, and being in training and employment

During the first year of the global pandemic, more than 255 million full-time jobs around the world were lost, according to the International Labour Organisation. Youth unemployment increased by more than twice the rate of adult unemployment, with young women being even more likely to become unemployed than young men.

The pandemic produced the deepest hit on the global economy in many

years, and young people have felt the brunt of the crisis from the first row. Dreams have been shattered for youth across the world, and at Laureus we emphatically insist on addressing these issues.

Through Laureus-supported programmes in 2021, 20,487 young people were provided with the relevant soft and technical skills required to access employment opportunities, in addition to the 136,522 who gained broader life and social skills. Dedicated programmes in Employability helped 45,979 young people access opportunities for work experience or internships, or access training and employment.



55,901

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



47,046

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

Peaceful Societies

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

Over the past few years, two pieces of research into violence and crime prevention programmes supported and delivered by Laureus have shown that the social return on investment of this type of programme can be anything from €5 to more than €40 per euro invested. These programmes build life skills and teach young people how to cope with the challenges of life, away from violence, crime, or drug use.

In 2021, through participation in these programmes, 55,901 children and young people built positive, non-violent, and constructive relationships with others, contributing to a reduced risk of committing violent crime.

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

"Peace is not just the absence of conflict: peace is the creation of an environment where all can flourish regardless of race, colour, creed, religion, gender, class, caste or any other social markers of difference," said Laureus' founding patron, President Nelson Mandela.

Sport-based programmes with a focus on peacebuilding search for the common ground to share experiences and engage in constructive dialogue across historic divides. In 2021, 59,120 children and young people have participated in programmes promoting a culture of peace and non-violence. 47,046 children and young people have been reported to feel an increased sense of trust towards others in their communities.



Sport For Good Cities

WHO putting Laureus' Sport for Good Cities program into public health advocacy a huge opportunity

When it comes to explaining the role sport plays in strengthening our communities, at its core we often start by talking about the opportunity it gives us to connect people. The joy and good health associated with sporting activity, and its power to build bridges, is well established. As our founding patron, Nelson Mandela, said: "It unites us in a way that little else does."

As we emerge from the COVID-19 pandemic, and look to build our societies back stronger, there is verifiable evidence to show that sport is crucial to the mental and physical well-being of humanity.

It doesn't just connect people. Sport connects government and industry; public and private bodies. The voice of our athletes has grown stronger and reaches further with the backing of purpose-driven sponsors and media. If we are going to be bold,

we could claim that sporting activity is the number one common interest shared by us all, yet the shame of it is — amid the racial, gender, and financial inequality highlighted by the pandemic — there are many living in poverty who don't get to fully experience the opportunities sport has to offer.

In terms of its role in community, sport gives people the ability to shape a better quality of life, but also creates fiscal health within our own corners of the world — presenting a hidden gem that links the well-being of our society with the strength of our local economy. By introducing greater opportunity for the youth of the day to discover sport, we are seeding the foundations for a healthier, happier, and richer society for the future, and that requires investment in the right places, to ensure the people who need sport the most don't go without it.

"I love Laureus because it creates community. It makes us realise you aren't alone. Laureus (...) bring like-minded people together; we can work together on policies, learn about best practices...learn from them..."

RUN Hong Kong

That's why, in order to reach the world's underserved communities, Laureus is innovating the way it connects local governments and its global partners and other funders with local communities in cities around the world, so that they are able to allocate ample funding and the correct resources on a much more granular level.

Whereas in the past, the social-impact model has seen outside forces, including in sport, predetermine how aid should be invested, our work in a growing number of Sport for Good Cities — also known as Model Cities in some locations; a name coined when we first launched in New Orleans in 2014 — takes a wholly different, bottom-up approach, tailored toward listening to community and youth leaders on the ground to help those with access to capital better understand the needs of the neighbourhoods they serve before deploying support.

With the Sport for Good Cities initiative now also active in London, Paris, New Delhi, Hong Kong, Atlanta, Chicago, and New York,



our approach is geared toward creating a coalition of private and public-sector partnerships unique to each and every major city. 2021 marked a major milestone for the initiative, which was recognised by the World Health Organization (WHO) in a newly published policy brief, which highlights Laureus' Sport for Good Cities initiative as a model for sport-for-social-impact best practice in public health.

This is important on several levels. Not only does it mean that our bottom-up approach is endorsed by a body with the influence of the WHO to the world's governments and major companies, it also demonstrates the determination of WHO and the United Nations to put sport front and centre in the fight for greater equality among the world's growing population. It further accentuates their desire to guide the private and government sectors in how they can best support their local communities through sport and bridge the divide between policymakers, employers, and the general public.

And the buck doesn't stop with public health. Improving and maintaining the health of the population is paramount to building a prosperous and equal society. However, by championing sport's role at a hyperlocal level, WHO's recognition opens the door to opportunity in other sectors too, including





the role it plays in the education sector, and how inclusive learning can lead to greater diversity and employment opportunities.

As a result, WHO's recognition offers a forum for sport to facilitate these conversations between government, business, and community, and helps address the numerous and wide-ranging issues faced by people today.

In Chicago, to give one example, our partner programs reach more than 20% of the city's youth, demonstrating the opportunity of reaching scale with our model. Considering that, by 2050, an estimated 2.5 billion more people and more than two-thirds of the world's population will be living in cities, by aligning the goals of city councils and local coalitions, our model offers a chance to make a difference where it really matters. This means — with greater use of public health and economic data — they can establish more meaningful relationships with the communities that their organizations are built on.

We believe this model also holds the capacity to change the meaning of "legacy" in the cities of major sporting events

and how the revenue they generate is distributed. As the sun sets on Tokyo 2020 and an unprecedented year in the history of the Olympic and Paralympic movements, it's important that we look to newer, groundbreaking ways in which host cities go about their work and establish legacy programs that aspire for social equity and stand the test of time.

Looking ahead to Paris 2024, LA 2028, and the other major events in the next decade, we are certain Laureus and the Sport for Good Cities initiative, endorsed by the WHO and many more, will play a vital role in ensuring the subsequent Games and other mega-events can effectively contribute to supporting some of the world's most underserved communities and populations.

It is our hope that Paris, LA and more will serve as an example for how other sporting bodies and national governments can optimize the relationship between the private sector and community projects — and, as a result, help put the needs of their people top of the socio-political agenda.*

*This section was adapted from an article first published in SportsBusiness Journal in October 2021

CASE STUDY:

Basketball Helps Fight Discrimination

15-year-old Orsi is living proof that with determination and perseverance — and ignited by the power of sport — you can overcome many challenges in life. Sport has helped Orsi to face poverty, discrimination due to her ethnicity and gender, and domestic violence



I do a lot of things that I really enjoy, but the most important thing is to pass on what I have learned from the coaches and Sandy"

Orsi

Orsi lives in Bögöz in Central Romania, approximately 150km south of the Ukrainian border. Her mother belongs to the Roma minority, and her father to the Szekler community, a Hungarian minority in the middle of Romania. She has seven sisters and brother and until 2021, she lived with four of them and their mother in a small house in the middle of Bögöz. For many years, only one room in this house was habitable, and the whole family was confined to this small space.

Orsi's father, who died in 2021, worked as a shepherd in a nearby village and was only at home in autumn and winter. When home, he was drunk most of the time and terrorised the family verbally and physically. The little money he earned, he mostly spent on alcohol and cigarettes. That meant Orsi's mother had to work as a day labourer to

sustain the large family. When Orsi's father died, he left the family with huge debts.

While her mother was out trying to find odd jobs to make ends meet, Orsi had to look after her younger siblings. Her mother earned only a small amount, and often there was not enough food for even one warm meal a day.

In 2015, the Germany-based charity Basketball Leben started delivering basketball activities in Bögöz, and two years later, after having seen her brother attending sessions, Orsi joined their 2017 summer school. From that moment on, she was hooked. After the summer camp, Basketball Leben started to deliver regular sessions throughout the year. And Orsi joined them. She was happy and loved every moment. She was still shy, but hardly ever missed a session.

Both Orsi and her siblings often deal with discrimination, prejudice and verbal attacks just because of their ethnic background — and she furthermore for being a girl. This takes a heavy toll on their confidence and belief in themselves.

In the basketball sessions, however, their background and gender become less important. The coaches are trained to address these types of conflict constructively and with the aim of eliminating discrimination while building confidence, perseverance and team spirit.

Orsi is now herself a coach, and supports other children coming from similar backgrounds and facing similar challenges. She is widely respected by the parents for her constructive and positive contribution to their children's lives. And, thankfully, she is paid to coach — which means she can contribute to her family and help make life just a little bit easier for her mother.



National Foundations

Laureus Sport for Good consists of the Global Foundation, based in the UK, alongside National Foundations in Argentina, Germany, Italy, the Netherlands, South Africa, Spain, Switzerland and the USA.

Both global and local innovation and impact is possible when the reach of the Global Foundation – active in more than 40 countries and territories – is complemented by the single-market focus of the National Foundations. It would be impossible to capture all the activities of the National Foundations in this report, but some of the highlights are below.

Laureus Argentina onboarded a new CSI partner in Vista Energy to deliver activities in Catriel, a community in Rio Negro in the south of Argentina, alongside two larger-scale programmes, Nike Girls Fund and MovilizAR.



The first of these involved the selection of partners who committed themselves to incorporating and improving gender-based activities to make girls more active. Training and financial support were provided to the three organisations.

MovilizAR, meanwhile, is a programme linked to inclusive societies, and was designed by Laureus Argentina for Mercedes-Benz and its dealerships. Laureus Argentina partnered with Special Olympics Argentina as a training partner to improve activities related to physical and mental disability for three supported organisations. This allowed Laureus Argentina to expand to different provinces in the country – Entre Rios, Tucuman and Buenos Aires – supported by local Mercedes-Benz dealerships.

Inclusion was also high on the agenda for **Laureus USA**, not least in the Elevating Black Leaders in Sport (EBLS) initiative.

EBLS provides general operating funding alongside a responsive, needs-based capacity-building programme. It ultimately increases access to sports-based youth development programming for young people from disinvested communities. Through the fund, Laureus USA is currently providing grants to eight organisations across four cities (New York, Chicago, Atlanta and Minneapolis) and has created a cohort of the leaders of those organisations. Collectively, this group is impacting the lives of over 2,000 young people, of which 84% are Black and 90% are from low-income households.



Meanwhile, the Chicago's Comeback campaign was launched in the summer of 2021. It was created by the 85 member organisations of Sport for Good Chicago – an initiative of Laureus USA – who are reaching more than 80,000 young people throughout the city, using sport as a tool for youth development and social change. It called for sustained, year-over-year budget for sports-based youth (SBYD) development programmes in Chicago/Illinois – and proved successful, with a \$5,000,000 budget line approved in the State of Illinois' annual budget.



Laureus Spain partnered with the iconic newspaper MARCA to establish the first ever 'Laureus España MARCA Sport for Good Honour', which recognised leading Spanish athletes for their role in society. NBA legends Pau and Marc Gasol and their Gasol Foundation were the inaugural recipients of the Honour, presented in Seville.

In a global online vote by readers of MARCA, the Gasols finished ahead of Carolina Marín and Bádminon Sin Barreras (Badminton without Borders), and Susana Rodríguez with Discamino. Each of the programmes received a financial contribution supporting their ongoing activities.

Laureus Italy stepped into the technology realm in 2021. It secured funding from a collaborative of ACRI (an organisation representing foundations of banking origin), the Italian Government and The National Forum of Organisations in the Third Sector with the aim of promoting children's physical and psychological wellbeing through sport activities and robotics as a tool to fight educational poverty.



The initiative is the first Italian programme to merge motor activities with digital education, a new and innovative blended education methodology. It is implemented together with schools, through robotics and coding activities for children alongside sports and psychomotricity activities.

The children involved in the project have the opportunity to strengthen their soft skills and their social relations, while learning methodologies that are difficult to access in areas with high levels of education poverty, school dropout, bullying and social exclusion. Robotics and coding activities associated with sports have a meaningful impact on children: improving their learning skills, self-confidence, social skills and academic performance.

Impact measurement will be conducted by the National Center of Research (CNR), the leading Italian institution for research and development in innovative areas.

Laureus Netherlands – which partners with the Dutch government to operate the AJB programme, an intervention to prevent juvenile delinquency in at-risk youth – was amongst many working to adapt to the challenges of lockdowns.

It organised a challenge in 2021 to encourage young people to keep moving despite the Covid-19 restrictions. Youth within the Netherlands – as well as Aruba,

Curaçao, Sint-Maarten, Bonaire, Sint-Eustatius and Saba – were tasked by the ambassadors of 'Only You Determine Who You Are' with distinguishing themselves in the sporting and social fields, and sharing a video of their efforts in action. Dutch football legend and Laureus Academy member Ruud Gullit was also involved in this unique programme, the 'Mi Moves Challenge', which further inspired the children.

In addition to that initiative, many of the teams took on additional social work, ranging from community clean-ups to shopping for the elderly.



Laureus South Africa, which continues to pioneer local sustainable programming, celebrates its 20th anniversary in 2022.

This landmark moment was preceded by significant activity in 2021, including the addition of highly esteemed Ambassadors such as Rugby World Cup winner Cheslin Kolbe and World and Olympic champion Wayde van Niekerk. Most crucially, though, despite the challenges of the pandemic, Laureus South Africa continued supporting 28 programmes in the country. This had a positive impact on the lives of more than 34,000 young people, creating more than 800 jobs through its funding, and breaking through the barrier of 50-50 gender involvement in programming to reach 52% girls and young women.

While **Laureus Switzerland** continued to impact the lives of young people across the country, a return to some normalcy there was heralded by the successful staging of the first post-pandemic 'Laureus Charity Night'. One of the most famous events on the Swiss sporting calendar was held under the concept of 'For A Brighter Future', raising more than €1,000,000 to support the Swiss Sport for Development sector.



And while the return of a traditional and important fundraising event was crucial in Switzerland, Laureus Germany continued to show how innovation in fundraising can drive success, launching an Online Charity Marathon that unlocked over €140,000 to support work in Germany and Austria.

Laureus Germany also had reason to celebrate at the Laureus World Sports Awards ceremony itself, with the German programme KickForMore, which uses a street football league to promote tolerance, recognised on the global stage.





Research

Sport for Good City research

Laureus launched its first Sport for Good City programme in New Orleans in 2014. Since then, the model has been replicated in Atlanta, London, Paris, New York, Chicago, Delhi and, most recently, in Hong Kong. These programmes are developed for and led by the communities themselves.

In 2021, we published the first longer-term research into what this type of programme does. As an example of our impact, independent researchers from NDTi said the following about the London programme:

- ▶ More children and young people are feeling more connected, less isolated and have a sense of belonging
- ▶ Educational and employment prospects have improved
- ▶ The Sport for Development sector has diversified and built capacity, including both grassroots organisations and more traditional sports-based providers
- ▶ These experiences have provided opportunities for developing broader life skills and leadership potential

- ▶ Sport for Good London is having a significant impact on people, organisations and communities – in exceptionally challenging times
- ▶ The programme is acting as a catalyst for local 'sport for good' developments – supporting new initiatives, raising the bar for local organisations, and boosting the aspirations and confidence of emerging community leaders
- ▶ These achievements would not be possible without the solid foundations created by positive partnerships and relationships
- ▶ The Sport for Good City approach, style and funding model has enabled change, development and growth to happen for local people



Transgender inclusion

Trans youth are at greater risk of stigma, social isolation, homelessness, poor mental health, and discrimination. In many places around the world, this is compounded by a lack of legal protections.

Studies have shown that trans youth face additional barriers to participation in sport and physical activity, often due to negative experiences surrounding their gender identity. Sport for Development initiatives can be inclusive and welcoming to trans youth, giving them positive experiences in sport.

In 2021, we commissioned research to try to better understand the barriers for transgender inclusion in Sport for Development, and to identify the steps we can take to become more inclusive and welcoming to children and young people who self-identify outside of the gender-binary. At the end of November 2021, we launched the guidance document: Gender Equality Beyond the Binary: Transgender and Non-Binary Inclusion in Sport for Development.



In this material, developed in partnership with nine Sport for Development programmes from across the world, we hope to inspire organisations and programmes to become more inclusive towards the trans youth in their community.

You can find the exec summary and the full report on our website: www.laureus.com/sport-for-good

PhD Scholarship

Over recent years, Laureus has invested in research into the participation of girls and young women in sport and Sport for Development programmes, and into the role Sport for Development organisations and institutions have in creating more enabling environments for gender justice and girls and women's rights.

As a result, we now know better how to engage girls and young women in sport and Sport for Development, and we know

what role the sector can play. But the knowledge about the deeper impact these programmes have on the lives of individual girls and young women is still limited.

In 2021 we partnered with Durham University to launch a three-year PhD Scholarship, employing a longitudinal approach to generate a better understanding of the effect of participation in SfD programmes on the lives of young women. We hope to contribute to a sociology of Sport for Girls and Young Women's Empowerment.

Online Learning and Training

One of our core mission workstreams is focused on strengthening the Sport for Development sector through impact measurement, research, knowledge sharing and network-creation.

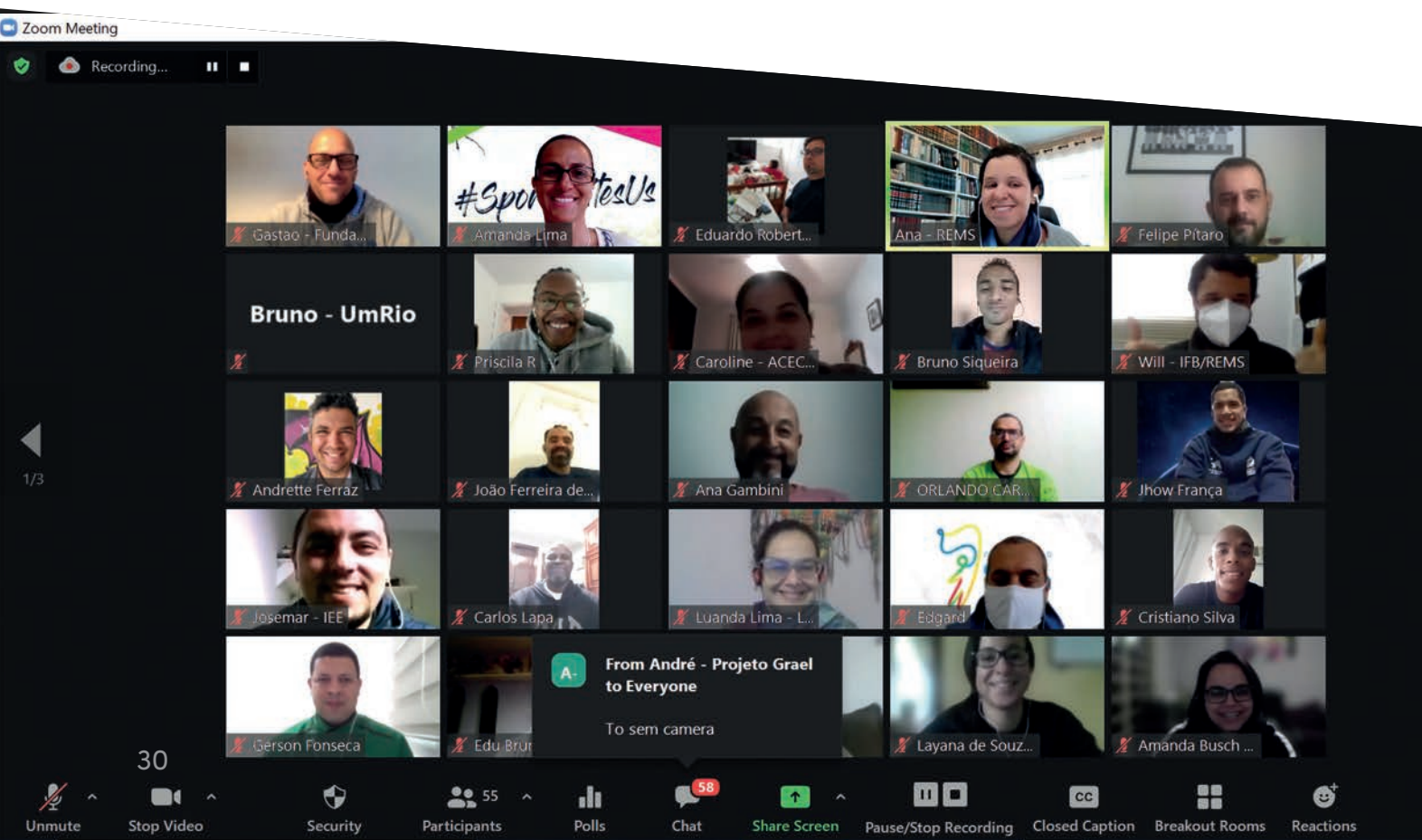
This is testament to the importance Laureus places on bringing programmes together to form invaluable relationships which allow knowledge-sharing, the discovery of common solutions and a bigger collaborative voice. Our mission is to be more than just a funder to our affiliated programmes, and

we believe that sustainable support also includes capacity-building and facilitating partnerships to deliver against short-term needs and long-term goals.

In 2021, the Laureus Sport for Good Foundation and our programmes around the world facilitated and took part in a range of learning and sharing communities, trainings, workshops and webinars. Due to the ongoing restrictions caused by the pandemic in force in many places, more than 100 sessions took place virtually in 2021.

“It was great to hear a different organisation present each week [...] They have really helped my overall understanding of the wider sector as a whole and our position within it.”

School of Hard Knocks



Learning Communities

The Learning Communities, facilitated by Laureus, were aligned with our six Social Focus Areas (Gender, Education, Employability, Health and Wellbeing, Inclusive Societies and Peaceful Societies) and open for programme staff to join based on the theme/s relevant to their programme delivery.

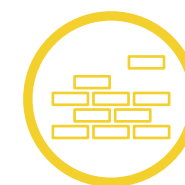
The objective of these sessions was for the programmes to work together to share knowledge and information, foster best practice, produce shared resources and solve common problems. In 2021, we hosted 56 online Learning Community sessions across the six Social Focus Areas.



Sharing Communities

The Sharing Communities brought together programmes in a specific community or location. This created a forum for programmes to share best practice, use their combined voice to raise the profile of the work they do, and work collaboratively to strengthen and advocate for the Sport for Development sector in their region.

That was particularly beneficial to programmes in relation to the Covid-19 pandemic and the challenges that arose from this, as those working in the same geographical locations were dealing with the same restrictions and challenges. Across a selection of geographies including Asia-Pacific, Brazil, East Africa, Japan and the UK, we ran 27 Sharing Community sessions.



Capacity Building

Capacity-building opportunities – often delivered in partnership with or via partners and experts who specialise in the topic or experts in their field – gave larger groups of programmes the chance to build their knowledge and expertise in key areas such as Safeguarding, Communications, Fundraising, and Monitoring and Evaluation. In 2021, we delivered 18 such collective sessions.



Targeted Training

Targeted training provided programme staff, coaches and leaders with important skills to maintain and enhance their work. The trainings that Laureus programmes took part in in 2021 included First Aid skills, Coaching courses and Mental Health training.



Conferences and Symposiums

From presenting at the 2nd GloKnoCo Conference focusing on the future of Sport for Development after the Covid-19 Pandemic, to the National Children's Day Stakeholder Dialogue Webinar in Japan, Laureus staff, delivered, attended and taken part in more than a dozen different Conferences and Symposiums in the sector in 2021.

CASE STUDY:

When Rugby Fosters Inclusion

Yuki Ng Hoi Yee grew up within a hearing family and attended a mainstream formal education system that did not provide her with many opportunities to communicate in sign language.

When a chance encounter led to her volunteering as a photographer at Hong Kong Rugby Union’s annual Deaf Rugby tournament in 2016, she was able to embrace a new community. Yuki joined the Deaf Rugby team and remains a key member of it today – as well as going on to play alongside hearing teammates.

Yuki was drawn to the challenge of pushing herself to her limits, while also building connections with friends in a supportive environment. The team dynamic of rugby brought additional benefits that she had not previously experienced. Yuki believes that many of these learnings have come from the emphasis that rugby places on teamwork as an essential value both on and off the pitch.

These lessons have remained a driving factor behind her continued involvement in the sport, and the process of rugby development has gone hand in hand with Yuki’s personal development. Her

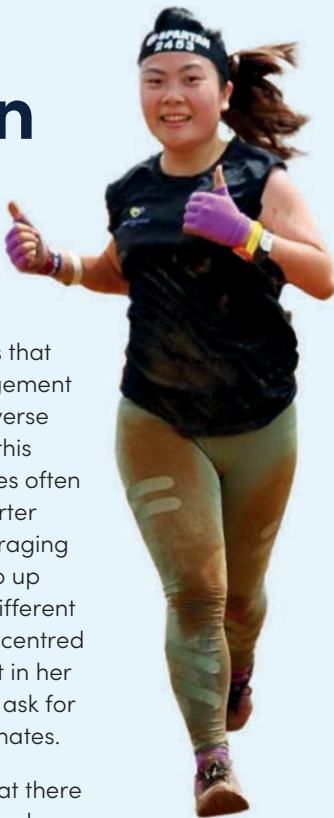
communication and leadership skills have been on a continuous upward trend.

Yuki identifies her observation and social-awareness skills as key areas that have developed through her engagement in the sport. She emphasises her diverse playing environment as facilitating this process, with her hearing teammates often able to receive information in a shorter period of time and therefore encouraging her to find creative solutions to keep up with frequent game changes and different tactics. For Yuki, these solutions are centred around her observational skills, trust in her own abilities, and her willingness to ask for and rely on the assistance of teammates.

Yuki is now eager to show others that there are few differences between deaf and hearing people, believing that we need only to develop our communication to support each other. She highlights the importance of lip-reading, body language, and utilising messaging platforms away from the pitch.

And Yuki’s determination to further her learning and take on new challenges has carried her to coaching, where she can support others in a more formal capacity. Yuki believes that her experience of playing and learning alongside both deaf and hearing peers means that she understands many of the barriers faced by children in the Deaf Rugby project. She wants children, particularly girls, to realise that rugby is an inclusive sport and that anyone can play regardless of their gender, age or disability.

Yuki’s journey as a player, and more recently as a coach, demonstrates the value of inclusive and supportive team environments in facilitating personal development. She has seized these opportunities with both hands, and is actively becoming a leader and a role model for young people who hope to follow in her footsteps.



Participants Per Sport

We aim to harness the immense power of sport to end violence, discrimination, and inequality, and we welcome all sports in our family. If a sport can hold the attention of a child or young person over a sustained period, it can be used to create social impact.

We throw the rule book in the air, supporting the adaptation of sports to different social purposes. And our research over the years clearly shows us one thing: if we want to change the game for girls and boys, young women and young men, non-binary children and young people, we should change the way we structure and deliver sports. There is no future in thinking that ‘boys don’t dance’ or ‘girls don’t play rugby’.

Throughout the past two years, in the shadow of the global pandemic, the need to adapt has been further exacerbated by public health restrictions, which have often prevented the conventional delivery of sport.

In our experience, any sport that we have engaged in can deliver positive social impact when there is sufficient local understanding of the need and of the method in how to address it.

In 2021, children and young people participated in programmes delivering the following sports.

(If you cannot find your sport, it might be included in the ‘Other’ category.)



92,261
Football



45,630
Boxing & Martial Arts



36,530
Dance

Sport	2021 Participants
Other/Multi Sports	106,618
Football/Soccer	92,261
Boxing & Martial Arts	45,630
Dance	36,530
Basketball	25,498
Athletics	23,117
Rugby	13,487
Netball	11,523
Tennis	10,260
Volleyball	9,073
Cricket	6,451
Skateboarding	6,379
Surfing	4,967
Swimming	3,121

IWC: Time for Change

The IWC Drawing Competition creates a unique link between IWC Schaffhausen and the young people served by Laureus Sport for Good programmes.

IWC has been a proud partner of Laureus since 2005, supporting the organisation in its mission to use the power of sport to transform the lives of youth around the world. The annual IWC Drawing Competition offers young people from Laureus-backed programmes around the world the opportunity to use their creative flair to produce a piece of artwork, which is then engraved on the back of the annual IWC Schaffhausen 'Laureus Sport for Good' special edition timepiece.

Following a shortlisting process, three finalists are presented in a public vote to choose the winner. The winner of the 2021 competition, under the theme of 'Time for Change', was 15-year-old Jatin Malhan from the Jalandhar district of Punjab, India.

Jatin, who plays goalkeeper for Youth Football Club in Rurka Kalan, received a personal message of congratulations from Laureus Ambassador and Manchester United star Juan Mata, who told him: "Congratulations on winning the 2021 IWC Drawing Competition. I'm looking forward to seeing your brilliant design on the back of the new 'Laureus Sport for Good' special edition timepiece. Good luck for the future, and keep using Sport for Good!"

The dial of each limited-edition timepiece is produced in a distinctive 'Laureus' blue colour. 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 IWC continuously helps support Laureus Sport for Good programmes, who use the power of sport to help young people overcome violence, discrimination and disadvantage.

Youth Football Club Rurka Kalan, YFC, received support from the Sport for Good Response Fund, which Laureus established in the early stages of the Covid 19 pandemic. YFC used this support to develop a new online curriculum to be delivered to their participants during the long periods of lockdown in India.

Laureus World Sports Awards

The jewel in the crown is the Laureus World Sports Awards – the premier global sporting awards. The highest-profile event of its kind, it provides the key annual platform for the Laureus family to unite behind our shared mission in front of a global broadcast audience of millions.

Today, the event is a unique global gathering of sportsmen and women, who come together to celebrate achievement and inspire the world of sport to adopt values and behaviours which can overcome social challenges.

The Laureus World Sports Academy – a unique group of sporting legends – vote for the winners in each shortlisted category, while The Academy can also 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 transcendent story that encapsulates the power of sport to inspire and bring people together.

2021's winners included a tennis hat-trick, with Rafael Nadal winning the Laureus Sportsman of the Year Award, Naomi Osaka winning the Laureus World Sportswoman of the Year Award and Billie Jean King named as the recipient of the Laureus Lifetime Achievement Award. Patrick Mahomes won the Laureus World Breakthrough of the Year Award, FC Bayern Munich were named Team of the Year, Mohamed Salah received a discretionary Award for Sporting Inspiration, and Lewis Hamilton was named the Athlete Advocate of the Year. Chris Nikic, the first person with Down syndrome to complete an Ironman, won the Laureus Sporting Moment of the Year Award.

The Awards Ceremony also showcases the incredible work done to transform young lives around the world, with one outstanding programme recognised through the Laureus Sport for Good Award. In 2021, this was KickForMore – a Germany-based soccer programme that uses a street football league to promote tolerance.



First held in 2000, the annual Laureus World Sports Awards 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 our movement and showed the inspirational power of sport as a force for peace and reconciliation.



Where Our Money Comes From

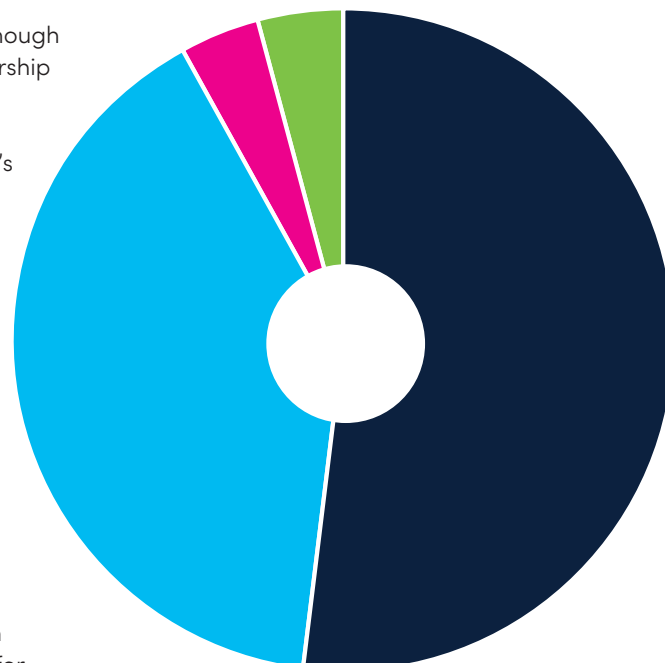
The impact that you have read about in our Annual Review would not be possible without the continued support of our funding partners, from corporate partners to institutional grants, fundraising events to individual donors, and profits from the Laureus World Sports Awards which are also donated to Laureus Sport for Good.

As you will have read, we are lucky enough that that support, funding and partnership includes some of the world's biggest sporting names, brands, teams and leagues, as well as some of the world's leading charitable foundations.

We are particularly grateful to our Sport for Good partners, IWC Schaffhausen, Mercedes-Benz, and MUFG, for their extremely valuable contribution throughout 2021, especially during a year when every business continued to be impacted by the pandemic. Their contribution helps Laureus Sport for Good bring other funding partners on board, whilst also enabling us to respond to the needs of our programme partners so that they can be resilient in such challenging times for charities around the world.

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

● Global Partners **52%** ● Events **4%**
 ● Institutional Funding **40%** ● Other **4%**



In Closing and In Thanks

I have had two great privileges in the world of sport.

The first was to captain the All Blacks, New Zealand's world-renowned rugby team, and to travel the world in that famous shirt, representing my country at the pinnacle of the game. The second, which is ongoing, has been to be part of Laureus for more than two decades, and to join my fellow Academy Members in championing sport's role in ending violence, discrimination and disadvantage.

The Laureus World Sports Academy is a unique group of more than 70 sporting legends, each of whom reached the very highest level of achievement and collectively created many of sport's most iconic moments. But more importantly, we share a belief in the power of sport to transform the lives of young people around the world. That is why we volunteer our time to support the important work of Laureus Sport for Good.

We do that in many different ways – from visiting programmes, to attending events, to speaking in the media, to leading fundraising initiatives. We also serve as Trustees on the Boards of the Laureus Sport for Good Foundation at a Global level and across our National Foundations, ensuring that the organisation does not rest on its laurels but continues to try to find new ways to improve young people's lives through the power of sport.

Throughout my time on the Laureus Sport for Good Global Board of Trustees, of which I am proud to have been elected the Chair, I have served with a number of Academy Members of great commitment and great distinction. Two in particular deserve specific recognition at this time: Edwin Moses, our long-time Chair, and Tanni Grey-Thompson, who both completed their terms on the Board at the end of 2021.

Together, they have given more than three decades of service to this movement, and words cannot express our gratitude. Nor will their service end, with both remaining committed members of the Laureus World Sports Academy, and Edwin continuing to lead our work in North America as Chair of Laureus USA. To both of them go our heartfelt thanks.

To my fellow Academy Members, thank you as well for your tireless efforts. The same goes to the Laureus Ambassadors, a group of over 200 current or recently retired sportspeople who have achieved sporting greatness and made significant contributions to the sporting community.

To those who have read this Annual Review, perhaps for the first time, I hope our work will inspire you in the same way that it inspires us. There is always more to do, and we are always looking for more teammates committed to using the power of sport to change the world. I hope you will join us in this mission.

Yours,

Sean Fitzpatrick

Chair, Laureus Sport for Good Foundation
Chair, Laureus World Sports Academy



