



Laureus
SPORT FOR
GOOD



Annual Review 2022

Contents

| | |
|------------------------------------|----|
| Foreword | 03 |
| Welcome | 04 |
| 2022 A Year in Review | 06 |
| Global Map | 10 |
| Peace and Humanitarian Action Fund | 12 |
| Jugamos Juntas in focus | 18 |
| Global Impact Summary | 20 |
| How we work | 22 |
| Sport For Good Cities | 26 |
| Case Study: Tunaweza | 30 |
| Participants Per Sport | 31 |
| National Foundations | 32 |
| IWC: Drawing Competition | 36 |
| Laureus Academy and Awards | 37 |
| Where Our Money Comes From | 38 |
| Case study | 39 |

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Foreword

Making An Impact

On May 8th 2023, for the first time since before the Covid-19 pandemic struck, the Laureus family gathered in Paris for the Laureus World Sports Awards. We celebrated the most incredible sporting achievements from the previous year - from Lionel Messi's World Cup win in the latter days of his career to Carlos Alcaraz's accomplishments at the beginning of his, via passionate and powerful acceptance speeches from Shelly-Ann Fraser Pryce, Eileen Gu and others about the impact sport has had on them, and the impact they plan to have on others.



That latter point is key, because we were not just there to celebrate success but to celebrate impact. In 2022, the Laureus Sport for Good Foundation supported 304 programmes across 42 countries and territories with funding, training, and other technical assistance. We directly impacted more than 240,000 children and young people. That included 176,482 who gained relevant life, social and vocational skills; 51,461 who improved their educational performance; 60,608 who became less socially isolated; and 85,846 from vulnerable and marginalised groups who were directly impacted by programmes aiming to create more inclusive societies.

As you read through this Annual Review you will see these statistics and many more. As I always say, it is important to remember that each of those numbers is a real person, not just a data point on a spreadsheet. As the Chair of the Laureus World Sports Academy and Laureus Sport for Good Foundation, I am privileged to have met many of those young people over the years, and I know my fellow Academy Members will join me in saying that - when we talk about impact - every single one of them has made an impact on us.

On behalf of all of us in the Academy, and all our Ambassadors, who believe so deeply in the work of the Foundation, I would like to say thank you: to our partners and donors, including the partnership with IWC Schaffhausen that has been going strong for more than 17 years; to our staff and the leadership of our National Foundations around the world; and to our community partners and grantees, delivering services around the world, who deliver this impact day in and day out.

Thank you, as well, to you for your interest in the work of Laureus Sport for Good. I hope you enjoy learning more about it - and I hope if it is your first time reading this Annual Review, you discover something that keeps you coming back for more. You are very welcome on this journey.

Sean Fitzpatrick
Chair, Laureus Sport for Good Foundation

Welcome: Chasing dreams



On International Women's Day, back in 2021, I and a number of other female Laureus Academy Members were asked to spell out our wishes for the year ahead. I looked back the other day at my answer. I said then: "My hopes centre around every young girl waking up and knowing that she has the opportunity to chase her dreams and fight for her goals every single day."

Two years later, those words could not ring more true. They encapsulate why I am part of Laureus – why I am a Member of the Laureus World Sports Academy, why I sit on the Board of the Laureus Sport for Good Foundation, and why I devote my time to our work around the world – especially when that work supports young girls chasing their dreams.

We launch this Annual Review on the occasion of our 2023 Global Summit, at which more than 300 people from organisations around the world have come together to explore ways in which we can more effectively coach girls and achieve gender equity outcomes. Because

of the pandemic, this is the first time we have brought together Laureus Sport for Good's grantees from around the world since 2018, and it represents not just our commitment to collaboration, but to driving forward the agenda around girls in sport and the outcomes their involvement can have. Through grantmaking, convening, research and in many other ways, we know we can move the dial on this.

When Laureus was founded in 2000, the great Nelson Mandela declared at our very first Laureus World Sports Award: "Sport has the power to change the world. It has the power to inspire. It has the power to unite people in a way that little else does. It speaks to youth in a language they understand. Sport can create hope where once there was only despair. It is more powerful than governments in breaking down racial barriers. It laughs in the face of all types of discrimination."

Those of us who have spent our lives in sport know that those final words can be true – but that there is still a lot of work to do to overcome discrimination in sport and beyond. We are committed to doing it – to make President Mandela's belief a reality, and to give every girl the opportunity to chase her dreams and fight for her goals. We will be right there alongside them.

Missy Franklin

Vice Chair, Laureus Sport for Good Foundation



2022: A Year in Review

In 2022, Laureus Sport for Good supported more than 300 programmes in more than 40 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.



Banking on Sport for Good at a Global level

Laureus Sport for Good's impact takes place at a local level, in the communities around the world which are home to our grantees and partners. Part of our mission, though, is also to represent that local work at a global level.

Those who read last year's Annual Review will remember that it included news that the World Health Organization (WHO) had launched a new advocacy brief on global physical activity, titled: 'Fair Play: Building A Strong Physical Activity System For More Active People' and citing our Sport for Good Cities programme as a leading example of 'innovative financing to scale physical activity and impact'.

Our multilateral engagement has continued – in May 2022, Laureus hosted a hybrid event in partnership with the World Bank, The US State Department and with support

from UCLA's Luskin School of Public Affairs. As a group, we explored how we can establish solid evidence to show that sports programmes have a positive impact on human and economic development, what are the fundamental components of effective sports programmes, what works and what does not, and how we can use these lessons to contribute to a wider range of more effective sports-based programmes. In addition to the above-mentioned partners, the event attracted representatives from the French and German development agencies and several UN agencies as well as more conventional international development organisations, researchers, and leaders from the Sport for Development space. Finally, a great deal of groundwork in 2022 led to the announcement in early 2023, at the Laureus World Sports Awards, of a new partnership between Laureus and UNESCO that epitomises the way we should be delivering social development through sport, from local communities to global institutions and across borders: in partnership.

Increased Government support of Sport for Development

Building on the success of Sport for Good Chicago, one of our flagship Sport for Good Cities and the home of the 2022 Sport for Good Award winner Lost Boyz, in 2022 the State of Illinois allocated multi-million dollar funding in the State budget to Laureus USA for the first time, to distribute in grants across Illinois and grow the

impact of sport in the Illinois community. The bill for the funding was bipartisan, with support from representatives of both the Democrat and Republican parties as well as the Black, Latino, Progressive and Women's caucuses. Along with the Greater London Authority's ongoing involvement in our work in London – renewed for two years in 2022 – and the Dutch government's support of Laureus Netherlands, it also shows the role Sport for Development can play in achieving social impact outcomes at a city, state, or national level.



Naomi Osaka visits Play Academy

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. Having launched in Tokyo, it has since expanded beyond Japan with a round of investments in Haiti and Los Angeles. In 2022, Naomi visited programmes in both LA and Tokyo, taking part in a range of sporting

activities with the young girls served by the grants. "I want them to be active and healthy, but also have positive experiences, to feel confident and inspired as they grow up and try to find their own place in a big world," Naomi said at the gathering in LA. "Even here in LA, girls drop out of sports at twice the rate of boys. Some girls, especially from underrepresented communities, never even get a chance in the first place. I hope with Play Academy, we can change that." Laureus is proud to be delivering that change.



“Some girls, especially from underrepresented communities, never even get a chance in the first place.”

Naomi Osaka

Challenge of a Lifetime

In November, a group of sporting legends led a 100-strong group of fundraisers over the finish line of the Laureus Challenge 2022 presented by Sierra Space, after a four-day 100km trek through the mountains, deserts and valleys of the UAE. When the dust settled and the blistered feet were soaked, Annabelle Bond, Nawal El Moutawakel, Chris Hoy, Steve Waugh and Bryan Habana could take comfort in the hundreds of thousands of euros they and their peers had raised to support the work of Laureus Sport for Good programmes across the world, each aimed at empowering young people and erasing violence, discrimination and inequality from their lives. "That was tough, even for people

who spent their whole career in elite sport, but all the aches and pains fade away next to the cause we were working for and the memories we made. I'll never forget the last four days," said Steve Waugh, Australia's World Cup-winning cricket captain. After conquering the Seven Peaks faster than any other woman and reaching the North Pole amongst her exploits, Laureus Ambassador Annabelle Bond was one member of the group with extensive experience of this kind of expedition. "There are not enough words to describe how I feel right now," she said. "Through the blisters and pain we raised an incredible amount of money which will help Laureus change the lives of young people around the world through the power of sport."

“All the aches and pains fade away next to the cause we were working for.”

Steve Waugh



Teaming Up for Refugees

When conflict reached Europe in early 2022 and millions of people found themselves displaced from their homes, Laureus launched our new Sport for Peace and Humanitarian Action Fund. Initially supporting Ukrainian refugees in Poland, Romania and Germany, but having expanded to touch more lives displaced by conflict and crisis, the Fund can help those who believe in the power of sport to work with a range of sport-based 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.

One of the beneficiaries in the Fund's first year was the TeamUp intervention developed by Save

the Children, UNICEF the Netherlands and War Child, and now present in 26 countries. Laureus Ambassador Andriy Shevchenko, the legendary Ukrainian footballer and coach, said of TeamUp: "I was lucky enough to be able to visit a programme in Warsaw last year, to see the work they do supporting refugee children, relieving stress via physical activities. It was an emotional day and the smiles on those children's faces will live long in my memory." Sean Fitzpatrick, the Chair of Laureus Sport for Good and the Laureus World Sports Academy, added: "Providing young people with access to a safe and inclusive space is a key aim of our work at Laureus Sport for Good, and the work TeamUp is doing – against the backdrop of a European War and other conflicts around the world – is a great example of that. The intervention is an inspiration and as Academy Members, we are so proud to celebrate the success." You can learn more about the Sport for Peace and Humanitarian Action Fund on pages 14-17.

Refocusing our Vision

In a consultative exercise over the course of 2022, Laureus Sport for Good refined our vision and mission, which continue to be inspired by the words of our Founding Patron, Nelson Mandela, and aligned to the UN Sustainable Development Goals (SDGs). Our 2023-30 vision is: 'We use the power of sport to end violence, discrimination and inequality for children, young people and their communities. We prove that sport can change the world.' Our mission, which can be broken down into many workstreams, is: 'We fund, support, develop and implement

programmes and initiatives that use sport to create equality, access and opportunity.'

We work across six Social Focus Areas aligned to the UN Sustainable Development Goals: Health & Wellbeing; Gender Equity; Education; Employability; Inclusion; and Peacebuilding. We promote and monitor Environmental Sustainability, Gender Equality, Safeguarding, Good Governance and Financial Transparency & Accountability. In total, Laureus contributes to more than half of the 17 UN SDGs – and we will continue to do so until our vision is achieved.



Global Footprint 2022

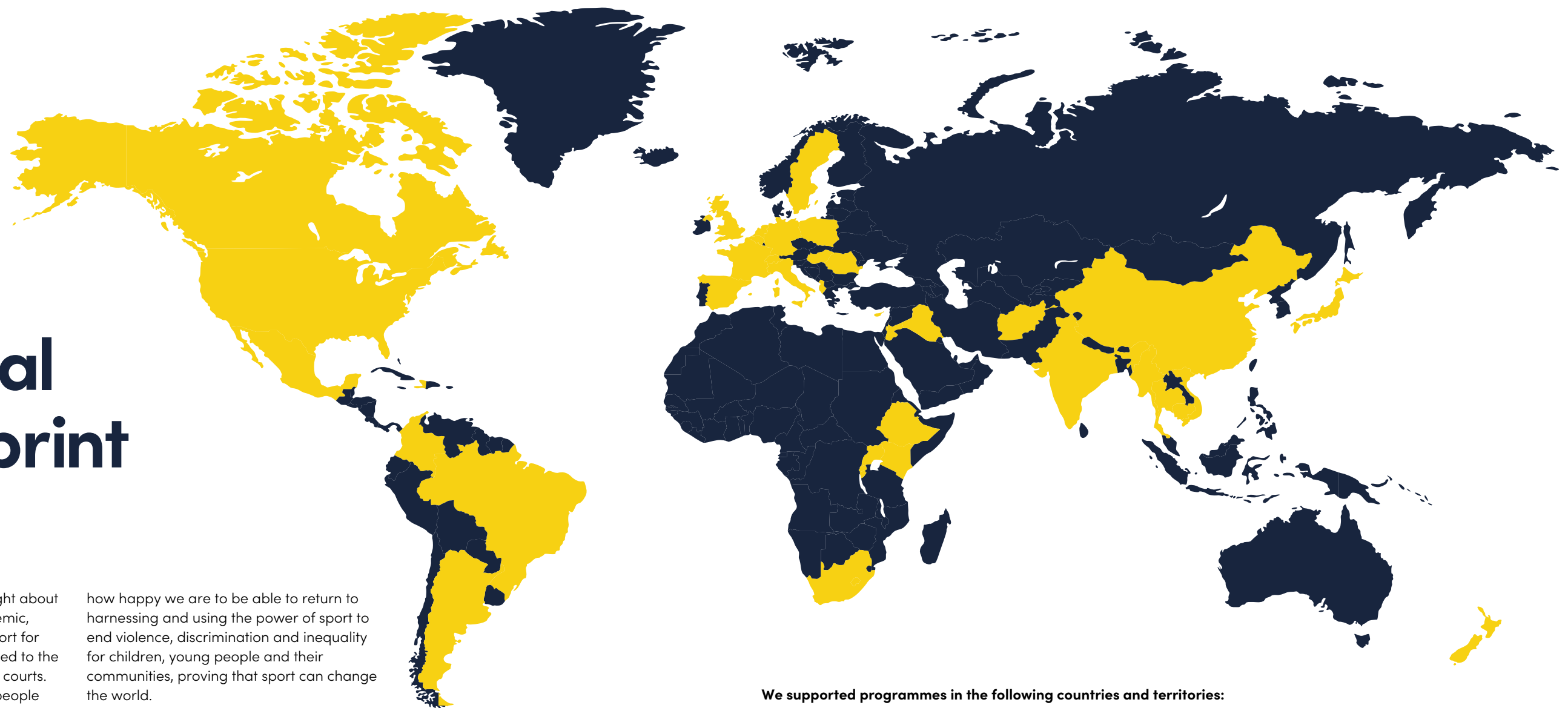
As public health restrictions, brought about to fight the Covid-19 global pandemic, eased over the course of 2022, Sport for Development programmes returned to the pitches, tracks, courses, pools and courts. Once again, children and young people across the world met up to play sports with their friends. Once again, our more than 300 supported partner programmes across the world could reactivate the beating heart of their work to improve the lives of young people: sport and physical activity.

At Laureus Sport for Good we have experienced it as a great honour and privilege to have been able and allowed to accompany and support hundreds of programmes throughout the pandemic, helping them in their endeavours to continue their support to children and young people despite the difficult conditions. Like each and every one of our partners, though, we cannot hide

how happy we are to be able to return to harnessing and using the power of sport to end violence, discrimination and inequality for children, young people and their communities, proving that sport can change the world.

In 2022, we supported 304 programmes across 42 countries and territories with funding, training, and other technical assistance. In total, we directly impacted positively and in different ways, as shown in this annual review, a total of 244,116 children and young people. 47.9% were girls and young women, 52% boys and young men, and 0.1% non-binary and trans children and young people.

This was achieved in a concerted effort between Laureus Sport for Good's global foundation and our national foundations in Argentina, Austria/Germany, Italy, The Netherlands, South Africa, Spain, Switzerland, and USA.



We supported programmes in the following countries and territories:

- ▶ Afghanistan
- ▶ Albania
- ▶ Argentina
- ▶ Austria
- ▶ Belgium
- ▶ Brazil
- ▶ Cambodia
- ▶ Canada
- ▶ Colombia
- ▶ Cyprus
- ▶ England
- ▶ Ethiopia
- ▶ France
- ▶ Germany
- ▶ Greece
- ▶ Haiti
- ▶ Hong Kong SAR, China
- ▶ Hungary
- ▶ India
- ▶ Iraq
- ▶ Israel
- ▶ Italy
- ▶ Japan
- ▶ Jordan
- ▶ Kenya
- ▶ Luxembourg
- ▶ Mexico
- ▶ Myanmar
- ▶ Netherlands
- ▶ New Zealand
- ▶ Northern Ireland
- ▶ Poland
- ▶ Romania
- ▶ Scotland
- ▶ South Africa
- ▶ Spain
- ▶ Sweden
- ▶ Switzerland
- ▶ Thailand
- ▶ Uganda
- ▶ USA
- ▶ Vietnam



When Crisis Strikes

Peace and Humanitarian Action Fund

2022 was the year the number of forcibly displaced people in the world surpassed the 100 million mark. At the end of 2021, the number was 89.3 million, but the war in Ukraine brought the total to approximately 103 million people by mid-2022 according to the UNHCR, the United Nations' refugee agency. Approximately 40% of these are children.

People flee from war and conflict, from natural disasters and other shocks, or are forcibly removed for reasons outside of their control. They bring with them trauma and little to no possessions, and in the hope of finding refuge and support, they are often met by xenophobia, discrimination, substandard living conditions, poor housing and restricted working conditions, as well

as inadequate or restricted access to mainstream health services, education and other public services.

Only a small minority of refugees end up in camps and other organised settings with provision of essential services. The vast majority end up living in poverty or extreme poverty in larger cities.

Many newcomers genuinely struggle to integrate into their new communities. Exacerbated by the rise of violent nationalism in Europe and worldwide, capitalising upon fear and ignorance, and stoked by divisive rhetoric, the result is racism, discrimination, intolerance and even violence against displaced individuals, who become pressured into extreme coping mechanisms which further increase their vulnerability, such as social isolation, crime, school absenteeism or drop-outs, child marriage and child labour, or in exceptional cases even radicalisation.

However, it is possible to rebuild these bridges, a process in which Sport for Development can play a critical role by combining the transcendent, unifying nature of sport with evidence-based social support and change programmes.

On March 17th 2022, we launched the Sport for Peace and Humanitarian Action Fund to help alleviate the humanitarian disaster unfolding in and around Ukraine, and to support in other humanitarian crises across the world.

Donations from corporate partners, athletes, funding campaigns and the wider public were channelled into programmes on the frontline. The Fund allowed Laureus to provide small to medium sized grants to 29 programmes across Poland, Romania, Germany and Austria, supporting thousands of children and young people with vital support to cope with their experiences and to build resilience.

TeamUP – Poland

TeamUp is a psychosocial support intervention, comprised of structured and purposefully delivered and adapted, movement-based group activities that integrate sport, play, movement, and body awareness for children aged 6–18 years. The sessions allow refugee children to relieve stress and tension in the body while creating a sense of security within themselves and others. It was developed by War Child Netherlands in partnership with Save the Children and UNICEF.



Laureus Ambassador and Ukrainian football legend Andriy Shevchenko pays emotional visit to Ukrainian refugee children in Warsaw. Photo: GettyImages

The Laureus Sport for Peace and Humanitarian Action Fund, with support from MUFG and Laureus Netherlands, provided financial support to War Child to deliver the programme to Ukrainian refugee children in Poland together with Save the Children.

The programme was seen to have such profound effect on the children that it was awarded the Laureus Sport for Good Award at the Laureus World Sports Awards in May 2023.





The Social Sports School methodology used by FDP Leaders in Education develops a strong mindset, coping strategies and a positive attitude to overcome setbacks, something the Ukrainian children experienced at large scale. It helps them bounce back and become more resilient.

FDP Leaders in Education – Romania

In the first couple of months of the war, from February to April 2022, almost 1 million refugees crossed the border to Romania. Since the very beginning, FDP Leaders in Education, a Laureus partner based in the capital Bucharest, mobilised their resources, staff and network to address the needs of the refugees fleeing the armed conflict in neighbouring Ukraine. This was and still is done through a network of seven transit centres located close to the border and in the capital. Their programme, Stand by Ukraine through Sport, is based on the Real Madrid Foundation's methodology, Social Sports Schools.

The Laureus Sport for Peace and Humanitarian Action Fund supported this programme, designed to provide integration support to the children and their families. Ukrainian children participated together with Romanian children in multisport activities and multicultural workshops. With a team of specialists, FDP provided tailored support for children and mothers (evaluation, counselling, Romanian language course, connection with legal and medical services, access to qualification courses, job access, school access and more) to increase their capacity to adapt and connect to the local community, to build a path of autonomy in their host country.

Fundraising for Ukraine and beyond

The Fund supported agencies on the ground in neighbouring countries to Ukraine to provide psychosocial support to children and young people on the move and different types of support to their families, all to help a growingly desperate and vulnerable population. And with this support continuing, towards the end of the year, the Fund expanded into Iraq and Afghanistan and is in 2023 supporting programmes in Jordan, Uganda, and beyond.

The focus of the Fund is on recovery, rehabilitation and longer-term support, focusing on the provision of trauma-sensitive sports activities for children and young people in conflict-affected communities and to help community cohesion and peaceful dialogue where there are large intakes of refugees and displaced persons.

All actions by the Fund comply with international principles and standards for humanitarian action: Humanity, Neutrality, Impartiality, Independence. And the allocation of the money from the Fund follows tried and tested vetting and approval procedures in line with the Laureus Sport for Good Foundation and agreed with the Foundation's Trustees.

Should you wish to help Laureus support children and young people across the world who are affected by war and conflict or fleeing from natural or human created shocks, please do visit <https://www.laureus.com/donation> or reach out to one of our Laureus colleagues.





Jugamos Juntas in Focus

Jugamos Juntas, which translates to 'We Play Together', is a joint initiative between Laureus and Nike aimed at giving girls in Mexico City access to safe, inclusive, and fun experiences in play and sport. Conceived in 2021 and formally kicking off in February 2022, Jugamos Juntas provides grant funding, coach training and capacity building for community-based organisations to help create positive experiences where girls and boys play and thrive together, on and off the field.

In October 2022 Laureus awarded our first grants as part of this programme to five locally rooted partners working across four different alcaldias in Mexico City. The grant partners use a variety of sports – from football to boccia, basketball to ultimate frisbee – to make lasting impacts on the lives of over 1,000 young people living in vulnerable situations – with a specific focus on girls.

In addition to the positive impacts being made by our grant partners, in its first year Jugamos Juntas built a network with over 300 Sport for Development and community organisations and has held coaching and capacity building trainings – ranging from programme design to gender inclusion through sport workshops; all aimed at creating a stronger and more sustainable sport for development in Mexico City.

Since launching the initiative, Laureus and Nike have strived to engage with additional organisations and institutions in this work as advocates for girls and women – knowing that to truly affect

change requires allies and partners. Throughout the year, Jugamos Juntas earned donations and support from various companies and institutions including Mercedes-Benz Mexico, Cartier, Comic Relief US, Richemont and USAID amongst others, and we are excited to continue building on the foundations of this work in 2023 and beyond.

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."



Global Impact Summary

Laureus and the more than 300 programmes we have supported and delivered across the world in 2022 contribute to the 2030 Agenda for Sustainable Development, adopted in 2015 by the United Nations with comprehensive global support. From the very beginning, Laureus adapted its strategy to this new set of 17 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.

At Laureus and through our partnerships, we harness and use the power of sport to end violence, discrimination and inequality for children and young people and their communities across the world.

We target and support interventions in several SDGs via our six Social Focus Areas: Health & Wellbeing, Education, Gender Equity, Employability, Inclusion and Peacebuilding. Cutting across all of them,

we promote and monitor Safeguarding, Climate Action, Gender Justice, Diversity & Inclusion, Good Governance, Aid Diversion, and Financial Transparency and Accountability, and all our work is deeply rooted in Partnerships.

In 2022, our programme support and delivery directly and positively impacted the lives of 244,116 children and young people. For Laureus, the participants we include when looking at our impact are those children and young people – girls, boys, trans and non-binary – who have been engaging over a longer period with one of the programmes we support or deliver. They have all been exposed to and consistently engaged with life-changing and purposefully delivered Sport for Development programmes. And we capture the impact through more than 70 short-, mid- and long-term impact indicators. Over the next few pages, we invite you to get a better understanding of this impact.



Our Social Focus Areas:


Gender Equity 
Promoting equality, empowerment and safety

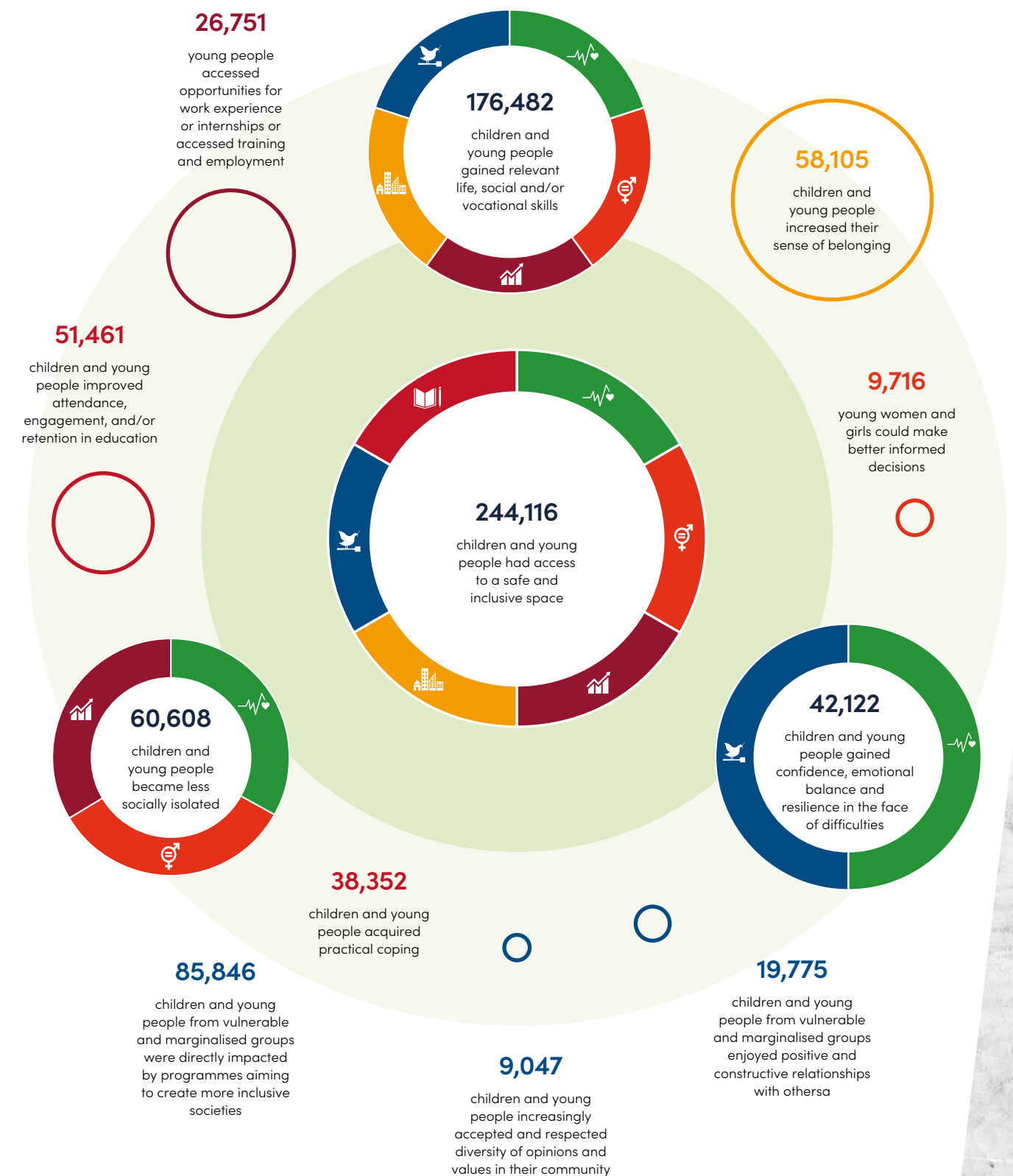
Health & Wellbeing 
Enhancing mental wellbeing/ encouraging healthy behaviour

Education 
Increased access to and completion of education

Employability 
Developing skills and creating pathways to employment

Inclusion 
Creating communities which embrace ethnic/cultural/physical differences

Peacebuilding 
Resolving conflict/ community peacebuilding/ safe spaces



How We Work

► Supporting

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

► Strengthening

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

► Highlighting

We use our platform and network to

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

► Network

We engage a network of sportspeople, brands, businesses, governments, nonprofits, and UN entities, allowing us to act as a force multiplier for those committing effort and resources to Sport for Good.

► Team

We build and develop a talented and diverse team to achieve these outcomes and impact the sector.

And combined, in 2022, we reached and directly impacted in the lives of 244,116 children and young people across the world. In the following pages, we explore with a bit more detail how we achieved this impact across our different Social Focus Areas

Safeguarding

In 2022, Laureus took another step forward in the promotion of Safeguarding in Sport and Sport for Development. Mid-year, at the annual revision of our safeguarding policy, we made it compulsory for any grantee to formally sign up to the International Safeguards for Children in Sport, the global gold standard for safeguarding in sport and sport for development. Going forward, all grant making will be conditioned on the applicant having made the formal pledge to promote and protect these safeguards.

Towards the end of 2022, we hosted an online Laureus SportsLAB: Learning Session to explain and promote the safeguards. On this occasion, we also launched an online safeguarding self-audit tool, which organisations are



INTERNATIONAL SAFEGUARDS
FOR CHILDREN IN SPORT

welcome to use to start or follow up on their safeguarding journeys. The development of the platform was led by Laureus Germany, supported by the global Laureus Sport for Good Foundation and the safeinsport.org working group. laureus.shinyapps.io/Safeinsport-selfaudit

Also in 2022, Laureus worked together with the safeinsport.org working group, World Triathlon and Norman Brook Consulting to test a Mentoring approach to build safeguarding skills in sport and sport for development. The first tentative conclusions of this pilot experience will be discussed in 2023.

GENDER EQUITY ♀

Promoting equality, empowerment and safety

Laureus is committed to contribute to SDG 5 – ‘Achieve gender equality and empower all women and girls’

Using the power of sport to tackle gender inequalities is crucial to Laureus’ work. It is not only one of our six Social Focus Areas but also a crosscutting priority. As such, we promote it through all our programmes and partnerships. We aim to harness and use the power of sport to advance gender equity by promoting women and girls’ leadership, raising female voices, and ending violence against women and girls. We do this by increasing girls and young women’s participation in sport programmes: in 2022, Laureus supported programmes reached a total of 116,932 girls and young women (47.9% of total participants). Laureus and our partners are moving the needle on Gender Equity by promoting gender-sensitive and adaptable

models that accommodate to the specific needs of the participants, by supporting the development of female leadership and coaches, and by creating ‘safe spaces’ where girls and young women can feel safe and included on equal terms.

In 2022 we supported 100 programmes all over the world linked to our Gender Equity Social Focus Area. These programmes have engaged 27,832 children and young people (9,365 boys/young men and 18,467 girls/young women) in activities aiming to reduce violence against women and girls; 33,299 (9,964 boys/young men and 23,335 girls/young women) in actions related to empowering women and girls to be protagonists in their own lives and leaders in their communities, organisations, companies and countries; while 18,034 (4,202 boys/young men and 13,832 girls/young women) learned about women’s rights.



27,832

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



33,299

actions related to empowering women and girls to be protagonists in their own lives and leaders in their communities

Health & Wellbeing

Enhancing mental wellbeing/encouraging healthy behaviour



131,464

children and young people participated in activities aiming at the prevention or treatment of mental health issues



42,122

children and young people participated in initiatives aiming to build their confidence and resilience

Laureus is committed to contribute to SDG 3 – ‘Ensure healthy lives and promote wellbeing for all at all ages’

The Covid-19 pandemic left long lasting effects on the mental health and wellbeing of children and young people all over the world. Nationwide lockdowns and restrictions to movement and physical contact have kept children and young people away from friends, family, classrooms and, importantly, play and physical activity. All these are critical components for the healthy development of children.

But it is not only the pandemic. Decreased quality of mental health is a global issue. According to UNICEF, suicide is the fourth leading cause of death among 15-to-19 year old young people.

Evidence from the programmes we support shows that sport, used purposely and adequately, is a cost effective tool to mitigate the effects of trauma in children’s mental health. It provides a safe space to

develop friendships, find role models, and reduce the feeling of loneliness.

In 2022, out of the 304 programmes Laureus supported across the world, 180 were linked to our Health & Wellbeing Social Focus Area. A total of 131,464 children and young people participated in activities aiming at the prevention or treatment of mental health issues. In particular, 42,122 children and young people participated in initiatives aiming to build their confidence and resilience; 176,482 developed further life and social skills and 60,608 felt less isolated.

In 2021 we launched the first programmes under Laureus Sport for Good City Hong Kong, with a special focus on mental health. One of the regions with stricter and longer Covid-19 regulations in the world, it only started to ease the restrictions in late 2022. Despite the difficulties to work in such an environment, we worked alongside seven local organisations, reaching more than 400 children and young people through sport and physical activity.

Education

Increased access to and completion of education

Laureus is committed to contribute to SDG 4 – ‘Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all’

According to UNESCO, a global strategic partner of Laureus, roughly 244 million children and young people were out of school in 2022. “Girls continue to face the greatest barriers,” said Audrey Azoulay, Director-General of UNESCO, in 2019. “According to our projections, 9 million girls of primary school age will never start school or set foot in a classroom, compared to about 3 million boys.”

Although the reasons for children out of school are many and complex, studies show that once sports are introduced, pupil attendance increases (Sportandev), including among those at a higher risk of being excluded from schools. For many children and young people disenfranchised from mainstream education institutions, sport can help engage and inspire. In 2022,

Laureus Sport for Good has supported 102 programmes linked to our Education Social Focus Area, reaching a total of 98,466 children and young people (44% girls).

According to ‘Bridging the Divide’ from the Japan Sport Council (2022), sport offers a youth-friendly way to engage with young people in their schools and communities. Sport provides an experiential and innovative space for learning, learning by doing and action learning, which can be a more fun and engaging way for many young people to learn. Furthermore, coaches and trainers are often seen as more relatable than teachers and parents, in particular when coaches are younger and come from the same community as the young people. In 2022 our partners have reported that 34,769 children and young people from the programmes Laureus support have improved education attendance (almost half of which were girls), and 22,960 have even increased aspirations to complete further or higher education.



34,769

children and young people from the programmes Laureus support have improved education attendance



22,960

have even increased aspirations to complete further or higher education

Inclusion

Creating communities which embrace ethnic/cultural/physical differences

Laureus is committed to contribute towards SDG 10 – ‘Reduce inequality within and among countries’ and SDG 11 – ‘Make cities and human settlements inclusive, safe, resilient, and sustainable’

Sport has the capacity to break down cultural barriers and foster positive social interaction. To achieve this, we need to create inclusive, well-designed programmes that purposely use sport to bring people and communities together and bring about positive social change – programmes that promote social, economic, and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion, economic or other status.

In 2022 Laureus supported a total of 114 programmes linked to our Inclusion Social Focus Area, reaching more than

90,000 children and young people. These programmes range from specific work with refugees and Internally Displaced People, to bring down barriers to children and young people with disabilities, supporting the leadership of minority groups and, overall, amplifying the voices of those most discriminated against in our societies.

Programmes supported and delivered by Laureus have reported that 52,847 children and young people have increased their sense of belonging after participating in their sport-based initiatives. Within this Social Focus Area alone, circa 65,000 children and young people have become more physically active. This is particularly important when we are considering children with disabilities or other groups traditionally excluded from or with reduced access to sport-based activities.



90,000

children and young people participated in inclusion focused programmes



52,847

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

Employability

Developing skills and creating pathways to employment



15,979

young people were provided with the relevant soft and technical skills



26,751

people who gained broader life and social skills

Laureus is committed to contribute towards SDG 8 – ‘Promote sustained, inclusive, and sustainable growth, full and productive employment and decent work for all’

According to the International Labour Organisation, “sport is a central component of the socio-economic development process by creating job opportunities for youth and fostering organisational skills. Combined with education, sport can serve as a concrete, positive alternative to child labour and social exclusion, and as a mobilizing factor for youth” (Employment and Social Dialogue in the Sport sector. Report of the 1st ILO Workshop on Sport for Development. ILO).

In 2022 Laureus supported 49 programmes across the world linked to our Employability Social Focus Area, reaching a total of 25,012 young people. Sport-based employability programmes supported by Laureus prioritise those young people furthest away from opportunities to access a sustainable livelihood. For this reason, they are encouraged not to only measure the number

of young people actually accessing a new job (employment), as this final result depends on multiple external factors. Instead, they give particular attention to the young person’s journey and progression (employability). According to data reported by our grantees, 15,979 participated in activities aiming to strengthen their soft and vocational skills, while 26,751 accessed any type of work experience (internships, in-job training, mentoring, shadowing and new or first jobs).

Finally, out of the total 6,883 young people across the world that have reported having higher aspirations for employment, only 35% of them are young women, showing the still existing stereotyped expectations of roles of women and men in relation to livelihoods. It is Laureus’ mission to support programmes that understand the different barriers that young women face in society across all our Social Focus Areas, and use sport to tackle gender inequalities, empower women and girls and strengthen their confidence to be leaders in their communities.



27,197

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



107

programmes linked to our Peacebuilding Social Focus Area

Peacebuilding

Resolving conflict/ community peacebuilding/ safe spaces

Laureus is committed to contribute towards SDG 16 – ‘Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable, and inclusive institutions at all levels.’

The 2030 Agenda for Sustainable Development underlines the growing contribution of sport as a tool for peace in its promotion of tolerance and respect. It also highlights the contributions that sport can make to the empowerment of communities and individuals (particularly women and young people). Sport offers an important opportunity for building life skills of vulnerable and at-risk youth that allow them to better cope with daily life challenges and move away from violence, crime or substance use. Strengthening the life skills of youth is

a key objective in order to minimise risks and maximise protective factors related to crime, violence and drug use. (UNODC 2020).

In 2022 Laureus supported 107 programmes linked to our Peacebuilding Social Focus Area, meaning they were specifically aiming to reduce the risk of vulnerable and marginalised children and young people committing violent crime and/or fostering a culture of peace and non-violence in communities which are, or have been, subject to conflict or violence. These programmes have reached a total of 27,197 children and young people. And they are in addition to the children and young people reached with the purposely designed Sport for Peace and Humanitarian Action Fund.



Sport for Good Cities

Laureus Sport for Good Cities are programmes for communities and run by communities.

Instead of coming in with readymade solutions to issues perceived to be local, Laureus ask people and organisations from the community what their key social issues are, we support them in their efforts to develop their strategy to address these issues, and together with our funding partners we then support local organisations to use sport for development to implement their strategy. We started in 2014 in New Orleans and have since then replicated the model across Atlanta, London, Paris, Delhi, Chicago, New York City and Hong Kong.

In this annual review, we put the spotlight on a few key achievements in Delhi, London, and Paris.

Paris – France

Sport for Good City Paris was launched in 2020, based on a comprehensive scoping

study of the entire Ile-de-France, including Central Paris with its 20 Arrondissements and the surrounding departments.

Based on where we found the most need, and where we found the necessary minimal infrastructure and community organisations in place, two areas were identified for the initial intervention to prove the concept: the 18th Arrondissement and La Courneuve. The issues addressed are Social Cohesion and Gender Equality, Education and Employability.

Through 2022, more than 40 organisations have engaged with the programme across the two communities, and of these, 17 programmes have been supported with grants, all designed with collaboration in mind to increase breadth and depth of impact in the lives of children and young people. We have provided technical support



to all the active organisations in Sport for Development best practices, Safeguarding, Monitoring & Evaluation, and other issues. Almost 6,000 children and young people directly benefitted from the Sport for Good City Paris programme in 2022, and more than 7,200 children and young people indirectly. Of these, approximately 50% of participants are girls and young women, well over the national sports participation rate for women in France, which is 29%.

Our evaluation partners in Paris identified a series of important outcomes for young people in the communities. These include, but are not limited to:

- 83% of participants in La Courneuve reporting that the activity has provided them with skills at work, at school or in everyday life;
- 94% of women and girls in the 18th

Arrondissement reporting an increase in self-confidence after participating in the activities;

- 83% of participants in La Courneuve reporting that the activity allows them to show the best of themselves;

London – United Kingdom

In 2022 Sport for Good City London was in its fourth year and working towards sustainability in its three coalition areas of Haringey, Barking and Hounslow. The long-term ambition is that these Sport for Good City programmes can become sustainable, independent of Laureus. A key element of this was creating a unique brand that the coalitions could own and use to develop their identity away from the Laureus Sport for Good brand so that they can increase local awareness and develop more opportunities for young people and develop greater hyper local connections.

Through a series of workshops including local people, groups from the coalitions and young people from the local areas our coalitions co-designed logos and an entire branding package. This brand will allow the coalitions to grow their visibility in their communities and attract more young people into the organisation's programmes as well develop their presence with funders to ensure they can bring in money to keep the coalitions longer term and continue to support organisations who deliver vital programmes to the young people.





The coalitions all held brand launch events, which was an opportunity for the community to learn more about the programmes. And it gave young people a chance to come and try out taster sessions to encourage more young people into the sporting opportunities available to them though the Sport for Good City London organisations.

Delhi – India

Avartnam is a Sanskrit word that means 'Revolution'. It was the appropriate name for the new organisation Anjali and Sonam started in the Seemapuri area of Delhi in 2022 to use Sport for Development to improve the lives of children and young people in their community.

The two young women shared the same childhood dream of making a positive impact on their community. Growing up, they both hoped to join public service. When Laureus brought the Sport for Good City programme model to Seemapuri in 2021, it was a chance for them to get involved in activities benefitting themselves, their families, and the wider community. They joined Sport for Good City Delhi to serve the community and engage positively. And

as things developed in this programme, Sonam and Anjali worked in the community and participated in capacity building workshops organised by Laureus Sport for Good.

After having had little access to structured sports as girls growing up in Seemapuri, in Sport for Good City Delhi they experience the power of sport first hand, and they began to see the effects in the children around them. And it was this experience that inspired Anjali and Sonam to start their own local non-profit and gave it the name Avartnam. They wanted to bring a revolution to their community and use Sport for Development as the vehicle. Avartnam is the first organisation started by local community members, which uses Sport for Development. They collaborate with other local partners, in the spirit of the Sport for Good City approach, to build their capacity and to deliver impact.

Today, a year later, they remain a firm part of Sport for Good City Delhi. And with Avartnam they work directly with 30 children from Seemapuri, each of whom have started the revolution in their own lives thanks to Anjali and Sonam.



CASE STUDY:

“Tunaweza!”

“Tunaweza! We can!” Grace says. Grace’s experience is a powerful reminder that “sport can create hope where once there was only despair,” as Nelson Mandela phrased it at the inaugural Laureus World Sports Awards in 2000.

Grace joined Moving the Goalposts, MTG, in 2009 when she was only seven years old. She admired how most of the MTG girls were playing football and the confidence they exhibited in school and in their daily lives. Moving the Goalposts is an award-winning sport for development programme in Kilifi, Kwale, Mombasa and Tana River counties in coastal Kenya, which empower 9,000 girls and young women every year.

Grace received her Kenya Certificate of Primary Education in 2014 and managed to score a total of 354 out of 500 marks. Based on this, she got an admission letter to join Secondary at one of the best performing national schools in the coastal region, Bahari Girls High school. Unfortunately, she didn’t manage to take advantage of the offer due to lack of school fees and scholastic materials.

Grace was forced to stay home for a whole year since the small amount of money that her father could get was used to cater for the family, including ten siblings, basic needs, which at this point also included her mother’s medical expenses. She later succumbed to cancer. Grace’s dream to continue with her education was almost

shattered until MTG came through to her aid. After a year away from studies, MTG helped her access secondary education, which after four years led to an average of B+ in her KCSEs and an admission letter to study for a bachelor degree in computer science at Maseno University.

But again, her studies were interrupted. This time by the Covid-19 pandemic, which negatively affected her father’s income and her family. Again, Grace could not continue her studies. But she never stopped dreaming. She was determined to secure a chance to study IT and computer science. She did not give up in applying for scholarship opportunities. At the end of December 2022, she successfully applied for the AkiraChix codeHive programme, which she then joined in the beginning of 2023. The programme aims at providing technology and entrepreneurial skills to young women in Africa to economically compete and bridge the gender gap in technology.

Throughout her difficult educational journey, Grace never gave up on sports. It was her North. It was the single constant in her life. She continued to take part in MTG activities where she gained numerous skills in different areas; She was trained as a youth peer provider, a young change maker and a football coach. Grace got a CAF D coaching license, which also gave her a chance to become the assistant coach of the MTG’s elite football team; MTG United team.

“I want to encourage girls and young women to continue believing in themselves and make good use of the opportunities that comes along,” Grace says. “I believe the opportunity to join the AkiraChix programme is just the beginning of an exciting and great journey in my career goal of becoming a female technology expert/professional. Nothing in this world can take the place of persistence and determination. It is possible! Tunaweza!”



Participants Per Sport

“Sport has the power to change the world. It has the power to inspire. It has the power to unite people in a way that little else does. It speaks to youth in a language they understand,” President Nelson Mandela said at the inaugural Laureus World Sports Awards in 2000. We aim to use the power of sport to end violence, discrimination and inequality for children and young people and their communities. For us, if a sport or physical activity can hold the attention of a child or young person over a sustained period, it can be used to create social impact.

There is no single sport that is better than other sports to generate impact. And

there is nothing to indicate that using a single sport is any better than using multiple sports. It all comes down to the change we wish to see and the sports and physical activity that can get children and young people’s attention. And it comes down to us being prepared to throw the rulebook in the air and adapt and change the way we deliver sport and physical activity to the change we wish to see and to the needs and wishes of the young people we work with.

In 2022, children and young people participated in programmes delivering the following sports:



82,188
Football



11,883
Boxing & Martial Arts



26,405
Dance

| Sport | 2022 Participants |
|-----------------------|-------------------|
| Multi Sports | 118,706 |
| Football/Soccer | 82,188 |
| Basketball | 27,886 |
| Dance | 26,405 |
| Skateboarding | 13,411 |
| Rugby | 13,199 |
| Boxing & Martial Arts | 11,883 |
| Netball | 11,754 |
| Athletics | 8,951 |
| Surfing | 7,643 |
| Volleyball | 7,579 |
| Tennis | 2,266 |
| Other sports | 43,366 |

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

National Foundations

Laureus Argentina

In 2022, Laureus Argentina:

- directly reached 3500 children and young people
- formed 21 alliances with institutions and non-profits
- worked with 13 different sports
- delivered ten workshops to coaches and non-profits
- strategically strengthened 9 non-profit partners
- supported activities in 10 cities across 6 provinces
- and travelled more than 7000 Km around the country to promote Sport for Development

A good example of the comprehensive and integrated work with partners, coaches and children can be seen in the partnership with Nike to help boost the participation of girls in sport and sport for development, the Girls' Fund. In Argentina, 60% of adolescent youth do not practice any sport or physical activity; girls as much as 20% less than boys. And of those who do not practice



physical activity or sport, 74.2% belong to the socioeconomically most vulnerable parts of the population and 71.7% live in informal settlements and "villas" (shanty towns).

The challenge was to develop positive sports experiences for girls between 6 and 15 years old. Laureus Argentina, in partnership with Nike, identified and financially supported three local partner organisations, delivered three workshops for organisations to learn from each other on Gender and Sports, and delivered three training sessions: "Barriers to access sports", "Gender and sports" and "Impact evaluation matrix".

Julieta Guerrero, head of one of the partners, 26 September, said after the workshops and training: "The process of the Girls' Fund enriched us. The trainings, workshops and events for boys and girls were a great complement for the growth of our organization and to promote the development of sports at an early age, encouraging greater participation of girls".

Laureus Switzerland

Laureus Freestyle Day: Over 100 children skated with Tony Hawk, Andri Ragettli and Gian Simmen in Laax thanks to Laureus

The three sports stars moved more than 100 children and young people at the Laureus Freestyle Day in Laax (Switzerland). The workshop served as a kick-off for a new support programme by Laureus Switzerland. A special event in Switzerland, it underlined the personal commitment of US skate pioneer and Laureus Academy member Tony Hawk. There is also joy about the new ambassador commitment of Andri Ragettli and the long-term Laureus ambassador Gian Simmen.



1,146,451 Swiss francs were raised for Laureus Switzerland to support children and young people through the power of sport.

At this year's Laureus Charity Night under the motto "The Future is Now - Join our Mission", around 600 guests spent a successful evening for a good cause at the Kongresshaus Zurich. Exclusive auction prizes from Laureus partners and ambassadors raised a generous amount of money for two new support programmes, amongst others. In addition to Swiss sports stars, international sports heroes such as Tony Hawk and Franz Klammer were also present. Entertainment was provided by the newcomer talents Naomi LaReine and Pat Burgener. Finally, the well-known Swiss musician Stress brought a great atmosphere and opened the after-party.



Laureus USA

[Interrupting youth violence in Illinois](#)

Laureus USA awarded grants ranging from \$50,000 to \$200,000 to 41 organisations throughout Illinois that intentionally use sport as a vehicle for youth development and violence prevention. Each of the organisations run programming in areas that have the highest concentration of reported violence and child poverty throughout the state. Through this programme, the first of its kind in Illinois, more than 15,000 young people receive access to safe, inclusive, and supportive youth sport programmes. These programmes play a vital role in interrupting youth violence and developing crucial life skills for young people. Research shows that playing sports has lasting cognitive and emotional benefits on a child's life, such as higher levels of academic achievement and decreased rates of anxiety and depression. Additionally, more than 500 coaches will receive training in positive youth development and trauma-informed care.

[Emerging Leaders Programme](#)

There is a deep pool of talented, passionate young professionals in the Sport for Development sector, yet not many pipelines are devoted to their growth and development. In 2022, Laureus USA selected an inaugural cohort for our new Emerging Leaders Programme, which included 29

early to mid-career leaders representing more than 25 organisations. The 20-hour, 10-week professional development covered topics including management and strategy, Diversity, Equity and Inclusion, fundraising, and sustainability, enabling the next generation of diverse leaders in the sports-based youth development (SBYD) sector to advance the mission of Sport for Good in their communities. In the post-programme survey 95% of respondents reported that their knowledge base grew in four or more categories and 96% reported that the program helped deepen their understanding of what it means to be a leader.

Laureus Italy

Laureus Italy and Nike's Made to Play programme joined forces in Milan to promote access to sports for girls. Jointly, we aim to develop a culture of gender inclusion, which breaks down prejudices and stereotypes, and to promote women coaches in sport and a more balanced representation in sport clubs in Italy. This is achieved through capacity building and awareness raising of coaches, teachers and families on the topic of "sports and gender inclusion".

This programme involves collaboration with three schools, four local sports associations, and involves 15 coaches. Together, we reach approximately 200 children.



Laureus South Africa

A Sport for Good Celebration:

The Laureus SA Celebratory Summit took place at Sun City, when the extended Laureus SA team – including sponsors, trustees, ambassadors and programme representatives – came together for the first time since 2019 to celebrate 20 years of Laureus SA and the difference that sport has made in the lives of countless children and young people across South Africa. Over the course of two days, we were able to showcase the life-changing work done by the 35 programmes we currently support. These programmes touch over 100 communities across South Africa, which in turn saw positive interactions with over 40,000 children and adolescents in 2022.

Two themes were carried through during this year's Summit: The Power of Sport, and Circles of Influence, with a sub-focus on mental health. Where previous Summits had a strong academic focus in the content presented, the vision for this year was to create a celebratory and inspiring space that would go back to basics, with sport having the power to change the world as the core message throughout.

Incubation Hub:

Laureus Sport for Good Foundation SA partnered with Mercedes Benz South Africa to develop and pilot an Incubation Hub to promote practical and sustainable solutions to underserved communities in East London. The pilot ran from August to November 2022, and focused on Community Upliftment, Employability, Inclusivity and Diversity and Women Empowerment as pillars of support. Five organisations were selected to partake in the organisational capacity building programme, focusing on key topics such as Governance, Financial Management, Safeguarding, Community Development and Monitoring and Evaluation.

Laureus Germany

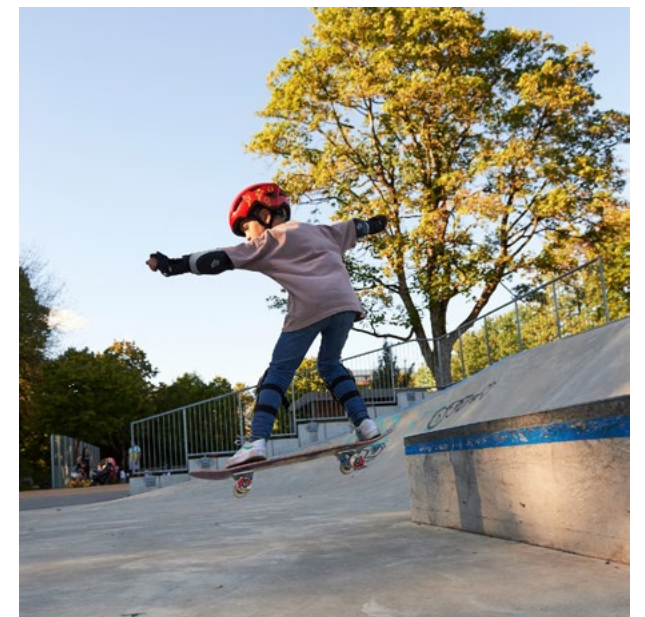
Germany was the first country where Laureus started to support organisations providing support to refugees from the war in Ukraine. The first program in Freiburg already started in March, at the same time Laureus started the Sport for Peace and Humanitarian Action Fund. In the separate section on this Fund, you can read more about this innovative initiative.

February 24, 2022: Russia's attack on Ukraine triggered one of the largest refugee movements in Europe. More than 8 million people were forced to leave their homes and flee the country, and according to the UNHCR, more than 850,000 people, mostly children and their mothers, arrived in Germany and Austria in the first four months after the start of the war.

With partner organisations deeply immersed in the communities receiving the Ukrainian refugees and considering their many years of experience in working with refugees, using sports-based work to address trauma, build resilience and facilitate social integration, it was an easy call for Laureus Germany/Austria to respond with support.

The established Laureus Sport for Peace and Humanitarian Action Fund supported 25 projects in 18 different cities across Germany and Austria alone.

The offers were diverse, sport was the anchor: Whether hockey, soccer, American football, yoga, climbing, skateboarding or therapeutic horseback riding: the organisations opened their doors everywhere and actively tried to ensure that the children found their way to them. Sports activities were complemented with language courses, educational activities, intercultural events, art therapy, mediation assistance (e.g. to doctors), support for dealing with authorities and trauma-sensitive care were available.



With support from Laureus, the 25 supported programmes in Germany and Austria reached a total of 4,222 children, young people and their relatives. 65 coaches learned about trauma informed coaching.

Laureus Netherlands

Laureus Netherlands hosted its first Laureus Golf for Good day in 2022. With the funding raised, Laureus Netherlands started supporting the swimming programme of Sportbedrijf Rotterdam for three years. In 2022, it reached 120 refugee children teaching them how to swim. The goal for 2023 is to double the number of children. Providing grant funding is a new step for Laureus in the Netherlands, where we for years have worked together with the Ministry of Justice as a direct service provider to deliver on-the-ground programmes to prevent youth crime and violence, reaching thousands of young people.



IWC: Drawing Competition

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.

Over the years, winners have included the likes of 15-year-old Jatin Malhan from the Jalandhar district of Punjab, India; 11-year-

old Ana Claudia from Brazil, who won for her artistic interpretation of the theme 'Time to Be Healthy'; and Hou Ye of the Shanghai Jingan Qihui Special Education School.

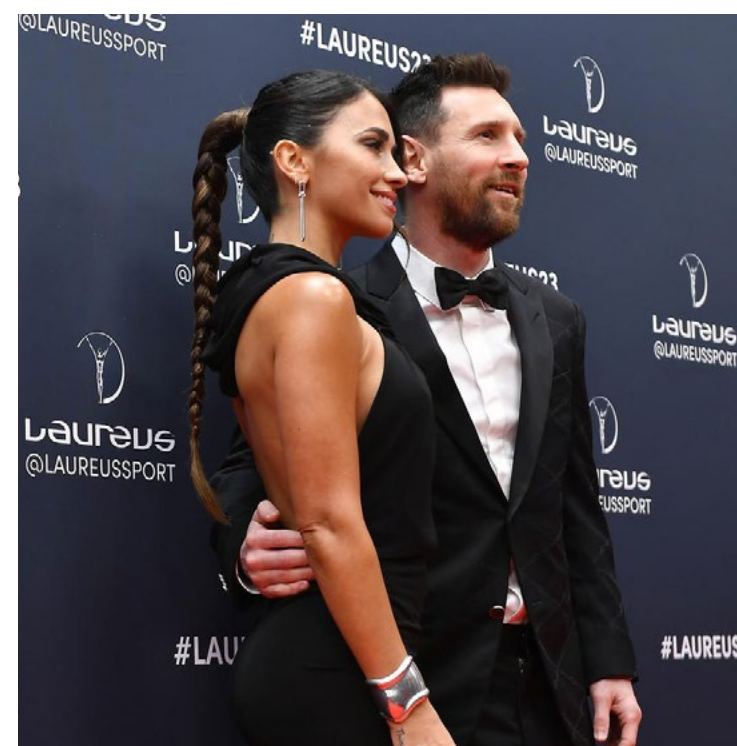
The dial of each limited-edition timepiece is produced in a distinctive 'Laureus' blue colour. The blue is intended as a symbol of hope.

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 inequality.



Laureus Academy and Awards

The jewel in the crown of Laureus' global events 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.



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.

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.

2022's winners saw the legendary Tom Brady pick up that Laureus Lifetime Achievement Award. He was joined in the winners' arena by the likes of Laureus Sportsman of the Year, Max Verstappen, Laureus World Sportswoman of the Year, Elaine Thompson-Herah, Laureus Sportsman with a Disability, Marcel Hug, and many other great athletes across multiple categories.

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 2022, this was Lost Boyz – a Chicago-based programme that uses baseball to decrease violence, improve the social and emotional conditions, and provide financial opportunities among the youth in Chicago's South Shore community.

As well as their role adjudicating the Laureus World Sports Awards, the Laureus World Sports Academy dedicate their time to supporting the work of Laureus Sport for Good, all around the world.



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 the 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, for their extremely valuable contribution throughout 2022. Their underpinning 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 challenging times for charities around the world.

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

- Corporate partners **46%**
- Institutional Funding **30%**
- Events/Individuals **22%**
- Other **2%**



CASE STUDY:

Sometimes, we dream not about becoming a top athlete or an academic superstar. Sometimes – most of the time – we dream about just getting a normal life.

James John (not real name) has been raised by a single mother after his physically abusive father left the family. The mother has since returned to alcoholism with the consequence that custody over the past four years has been shared on and off between mother (when recovering), older siblings and Oranga Tamariki (New Zealand Government Department). James is the youngest of five children (same mother, two fathers), he is the only male still in the family. James is 11 years old.

When James came to the Billy Graham Youth Foundation, BGYF, in early 2021, he was facing a whole array of challenges in his life, including lack of positive male role models, low self-esteem, no peer group or friends, lack of trust in authority figures, clashing with teachers, screen addiction, anger issues, and dyslexia linked to poor school attendance. And he threatened to commit suicide as a cry for help.

James had a bumpy start at the boxing academy. While immediately connecting with the youth mentors, his initial engagement came to a quick stop when his mother started drinking again and was unable to get him to school and to the organized transport to the boxing academy. A few months later, once removed from his mother's care, the BGYF manager helped getting him back into the programme again.

James quickly took on the boxing academy values and started to use them also outside the academy. He was trying hard to be good. Eating and sleeping better, getting up for school so he could go to boxing. He started making friends at boxing with boys

that went to his school and had a positive peer support group outside of the academy as well as at it.

One of the values is Respect and he worked hard at respecting his teachers and school rules. His anger flare ups went from daily to weekly to very rare over the next 10 weeks. There is now several months between rage incidents. He has good boundaries around screen time and respects them. And he very rarely talks about suicide, if at all.

James' older sibling and carer has witnessed the change:

I have seen a large improvement in James' confidence since he has started in the boxing academy, he has made new friends within the academy, and this is now progressing through his school connections too. I feel James has found his place within boxing giving him the opportunity to grow and flourish. James has not had any male role models in his life, the boxing academy has offered a safe space for him to be able to form these positive male role model connections with the boxing coaches and team. This is vital for James' development especially as he gets older. He has begun to control his emotions better since training at the academy.

Going forward, Billy Graham Youth Foundation and their public and private partners will continue to support James and other troubled youth in New Zealand. For James, this could include part-time job opportunities at the boxing academy and possibly an apprenticeship in the community. The future is in James' hands, and he will remain supported by the boxing academy for as long as it takes to get a "normal life".



